

SAN FRANCISCO TRAVEL ASSOCIATION ADVERTISING OPPORTUNITIES

2024



ABOUT SAN FRANCISCO TRAVEL

The official destination marketing organization
for the City and County of San Francisco.

Our Mission is to promote the San Francisco region as a top global destination by leading the way in performance, innovation, and sustainability. We believe our true value lies not just in our ability to sell our city, but in our role as curators of the most interesting 49 square miles on the planet.

OUR AUDIENCE IS YOUR CUSTOMER

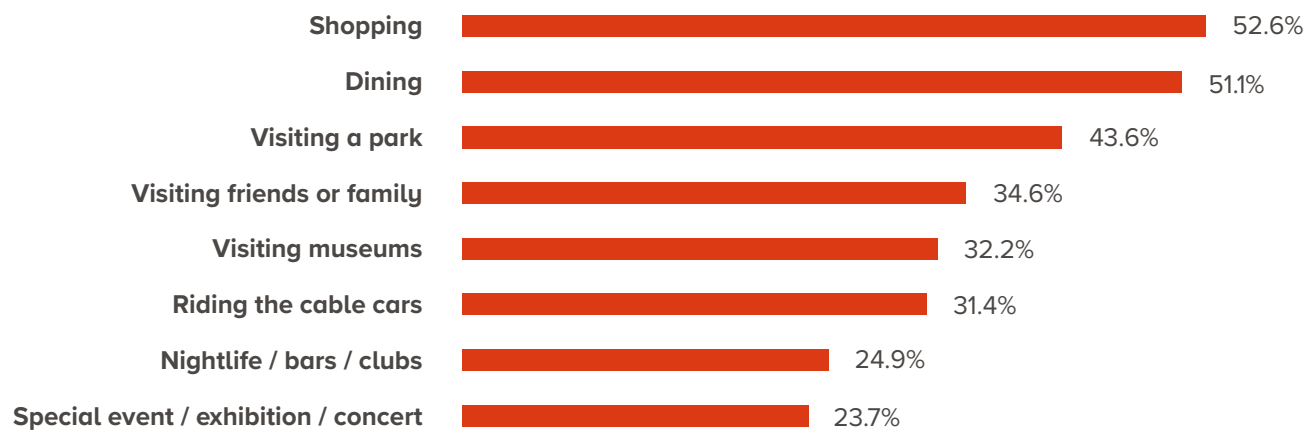
San Francisco Travel touches visitors across multiple media by leveraging a \$2.9MM marketing budget. Whether digitally, in print, or via video, San Francisco Travel's paid marketing efforts reach both domestic and international audiences.

We reach 4.5M+ qualified leisure visitors across San Francisco's channels.

VISITOR SNAPSHOT*

- Top Reasons to Visit: Vacation (47.1%) & Weekend Getaway (23.4%)
- The average overnight visitor to San Francisco spent 4.2 nights in the city
- 50% arrive by airplane via SFO
- Visiting parties spent an average of \$483.06 per day in San Francisco

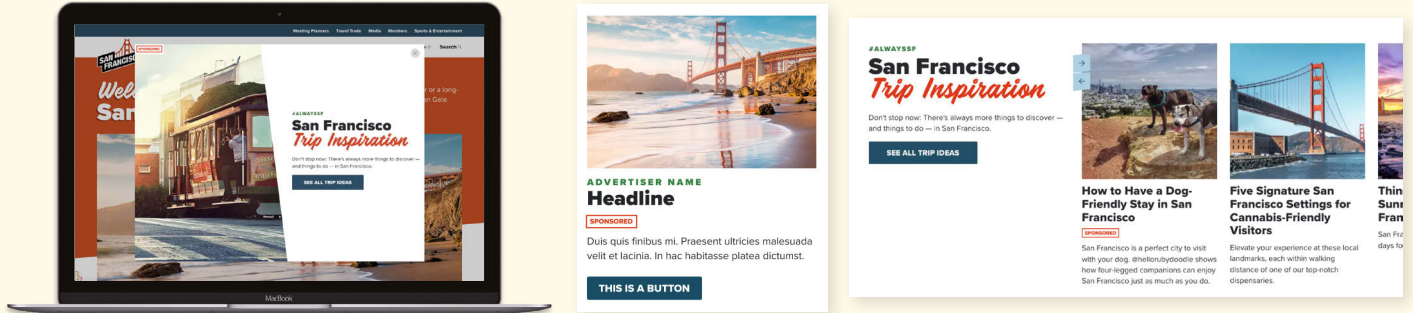
Activities Participated In During San Francisco Trip



*Source: 2022 Visitor Profile Study by Destination Analysts (now Future Partners)

WEBSITE ADVERTISING

SFTRAVEL.COM



As the call to action for San Francisco Travel’s multi-million-dollar advertising, SFTravel.com had more than 3.7 million sessions from January to December 2023. New digital ads allow you to target your message by site content or geography, and our impressions-over-time model along with our monthly reporting allow you to control your exposure and return.

NEW! WEBSITE INTERSTITIAL

Sponsorship-based placement that appears for every website visitor on SFTravel.com, triggered when a reader reaches the halfway point on the webpage. Available monthly to a single partner with 12 available placements in a calendar year.

\$3,500/month, limited inventory

FORMATTED BANNERS & NATIVE ADS

Web Banners and Native Ads on SFTravel.com allow your business to target the most qualified audience of travelers. All web ads link directly to your website via trackable, unique URLs, and stats are reported to you through complimentary metrics reports.

\$12 CPM
Member Rate

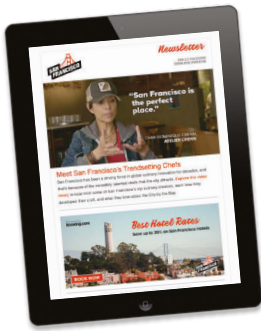
TOTAL WEB AD IMPRESSIONS	STANDARD RATE	SF TRAVEL MEMBER RATE
125,000 *250,000 with rewards	\$2,300	\$1,500
250,000 *500,000 with rewards	\$4,025	\$3,000
500,000 *1,000,000 with rewards	\$6,900	\$6,000
1,000,000 *2,000,000 with rewards	\$13,800	\$12,000

*Added-Value Rewards Program

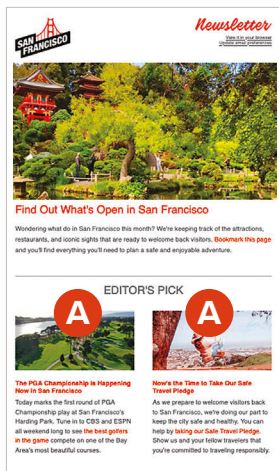
Double your online digital impressions when you advertise in the printed Visitor’s Guide and Map! Rewards are not guaranteed, but are a huge bonus for print advertisers.

EMAIL ADVERTISING

LEISURE AUDIENCE OPPORTUNITIES



Not just casual lookers, these are highly motivated travelers who have specifically requested information about San Francisco and are ready to plan a trip. Our leisure subscribers opt in from all over the world through promotions on our website and on social media. We practice the best data-health standards and maintain a database of only the most active subscribers; no one on this list has failed to engage with our newsletter for more than 90 days. Advertisers can speak directly to these soon-to-be San Francisco visitors in a format that delivers great results.



145K SUBSCRIBERS

30.7% OPEN RATE

1.38% CTR

A FORMATTED ADS

- Headline, subhead, and copy
- 600 x 300-pixel image
- URL link to your website
- Frequency: Targeted deployment weekly unless reserved for Custom Email*

B CUSTOM EMAIL

Receive 100% share-of-voice with a dedicated email message to our organic email database of 145,000+ subscribers. We will work with you to customize a compelling message that maximizes your return and drives clicks to your website.

- Limited inventory
- Frequency: Targeted deployment date in the 2nd and 4th week of each month*

PRICE

AD OPTION	STANDARD RATE	SF TRAVEL MEMBER RATE
Formatted Ad	\$865	\$750
Custom Email	\$3,450	\$3,000

* Dates are subject to change

VISITOR'S GUIDE



The official print guide to all things San Francisco targets visitors who are seeking inspiration, planning trips and searching for things to see and do. This premium magazine format is delivered directly to travelers who are actively planning a trip via online request before they arrive. Beautiful design, compelling articles, and immersive content make print advertising the ideal way to connect with visitors.

DISTRIBUTION DIRECTLY TO VISITORS BEFORE THEY ARRIVE

- Targeted marketing to qualified travelers who request information via SFTravel.com
- Direct fulfillment to out-of-market readership

100,000 printed annually + digital reach on SFTravel.com

AD OPTIONS	STANDARD RATE	SF TRAVEL MEMBER RATE
Full page	\$11,040	\$9,600
Half page	\$6,348	\$5,520
Quarter page	\$3,243	\$2,820
Page 3	\$12,144	\$10,560
Back cover	\$16,100	\$13,995
Inside front cover	\$12,144	\$10,560
Facing inside front cover	\$12,144	\$10,560
Inside back cover	\$11,592	\$10,080
2-page spread	\$21,450	\$19,500

In market starting winter 2024.

SAN FRANCISCO TRAVELER

A 2024 DIGITAL GUIDE FOR TRAVELERS



Compelling design, inspiring articles and immersive content combine to make **The San Francisco Traveler Visitor's Guide** the ideal way to connect with visitors while they are in the planning stage or already in-market.

AD OPTIONS	PRICE	
	STANDARD RATE	SF TRAVEL MEMBER RATE
2-page spread (A)	\$12,150	\$10,600
Full page (B)	\$6,750	\$5,900
1/2 page (C)	\$3,800	\$3,800
1/4 page (D)	\$2,150	\$2,150

BANNER AD PACKAGE	
ITEM	PRICE
Annual Flat Rate	\$1,500



DIGITAL DISTRIBUTION

Website

- ROS display banner ads on SFTravel.com
- Interstitial on article pages

Email

- Promotion in monthly Leisure and quarterly Custom dedicated email

Social

- Committed amplification from SF Travel with dedicated guide posts on owned and paid social channels



OFFICIAL VISITOR'S MAP



The official **San Francisco Map** is a highly sought-after resource for visitors. By advertising in the map, your business can tap into this captive audience. In addition, your ad is tied to a numbered spot on the map. Take advantage of this effective marketing opportunity and drive increased foot traffic to your business.

DISTRIBUTION TARGETED TO IN-MARKET VISITORS

- San Francisco Travel Welcome Ambassadors are knowledgeable, multi-lingual, and committed to enhancing the visitor experience.
- Stationed at top visitor locations, Ambassadors use the map as a key tool to assist visitors with directions and recommendations.
- Available in SFO kiosks, Muni, and top transit hubs.



200,000
copies

AD OPTIONS	STANDARD RATE	SF TRAVEL MEMBER RATE
Full panel	\$19,725	\$17,150
1/2 panel	\$14,550	\$12,650
1/4 panel	\$7,360	\$6,400
Back panel	\$27,500	\$25,000

Ad space is limited; only 14 full panels available.
In market November 2024–November 2025.

MEETING PLANNER/ TRAVEL PLANNER GUIDE



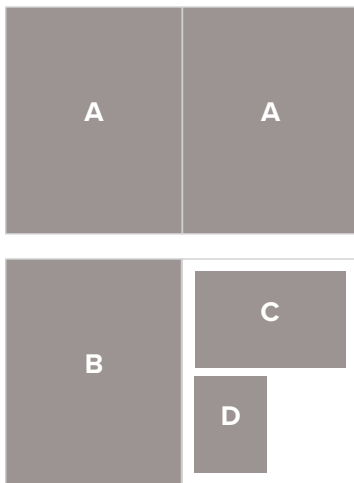
All-digital
guide
distribution

PRICE

ITEM	RATE
PREMIUM ¹	On Request
2-page spread (A) ^{1,2}	\$13,150
Guaranteed page 1 (B) ^{1,2}	\$10,500
Full page (B) ^{1,2}	\$8,750
1/2 page (C)	\$4,600
1/4 page (D)	\$2,575

¹ Includes Meeting and Travel Planner's Digital Program

² Formatted ads only available in the Meeting Planner's Guide



Inquire about Digital Ads in the
Meeting Planner's Guide

DIGITAL GUIDES THAT STAND OUT

Whether you are planning an annual convention, tradeshow, or corporate event, the **San Francisco Official Meeting Planner's Guide** is your No. 1 resource. Inside the guide, you will find information on meeting trends, San Francisco hotels, and meeting venues.

Looking for a group meal, transportation from San Francisco International Airport, or anything else to heighten your San Francisco experience? **The San Francisco Official Travel Planner's Guide** is at your service.

DIGITAL DISTRIBUTION

Website

- Interstitial on Meetings and Travel Trade landing pages
- ROS display banner ads on SFTravel.com

Email

- Promotion in monthly Meetings and quarterly Travel Trade emails

Social

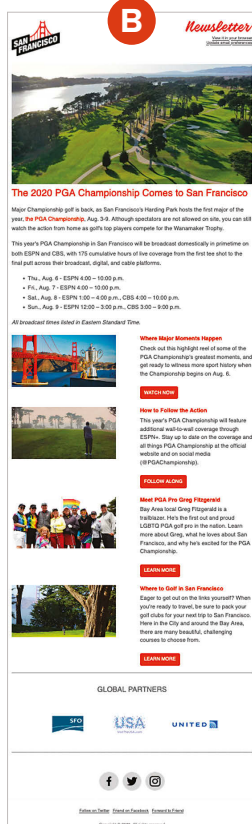
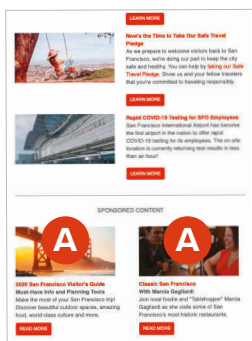
- Committed amplification from SF Travel with dedicated guide posts on owned and paid social channels

Inquire about delayed participation

MEETING PROFESSIONALS EMAILS



This imagine-the-possibilities view of San Francisco meetings is sent directly to the inboxes of 3,000+ professional meeting planners — highly qualified decision-makers who have opted in to receive information from San Francisco Travel. This engaged audience represents San Francisco Travel's most valuable current and potential clients in the lucrative meetings and conventions world.



3,000+ QUALIFIED SUBSCRIBERS

19.5% OPEN RATE

2.94% CTR

- A FORMATTED AD**
- Headline, subhead, and copy
 - 600 x 300-pixel image
 - URL link to your website

- B CUSTOM EMAIL**
- Receive 100% share-of-voice with a dedicated email message to our organic email database of subscribers. We will work with you to customize a compelling message that will maximize your return and drive clicks to your website.
- Dedicated email about your business to our audience
 - 100% share-of-voice
 - Compelling customized message that will maximize your return
 - Limited inventory

AD OPTIONS	STANDARD RATE	SF TRAVEL MEMBER RATE
Formatted Ad	\$865	\$750
Custom Email	\$2,875	\$2,500

12 EMAILS PER YEAR*

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

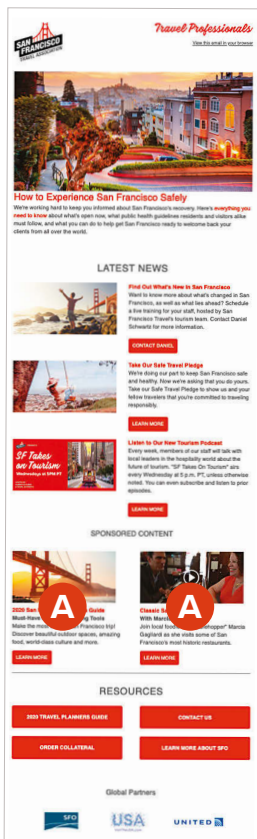


* Dates are subject to change

QUARTERLY TRAVEL PROFESSIONALS EMAIL



This newsletter is full of planning tips and information on San Francisco. It is sent directly to the inboxes of more than 1,200+ professional travel planners — highly qualified decision-makers who have opted in to receive this information. The worldwide subscribers of this newsletter represent a wide variety of potential business, as the international travel trade makes less distinction between its B2C and B2B segments.



1,200 QUALIFIED SUBSCRIBERS

29.6% OPEN RATE

3.06% CTR

PACKAGE INCLUDES

- A FORMATTED AD**
 - Headline, subhead, and copy
 - 600 x 300-pixel image
 - URL link to your website

PRICE

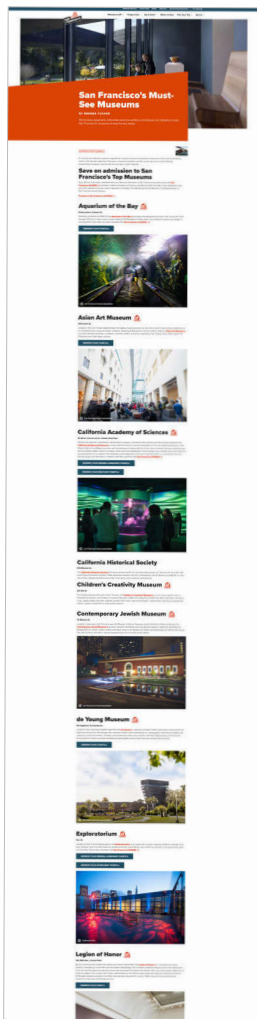
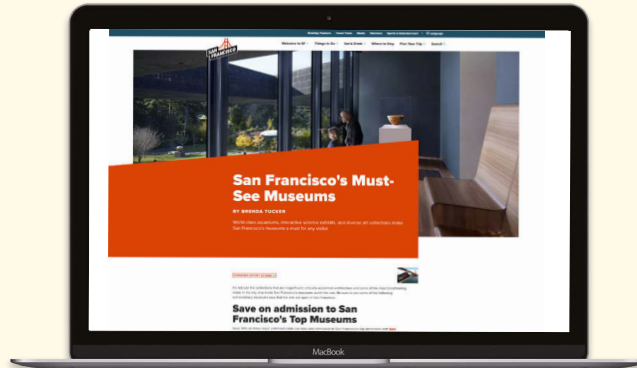
STANDARD RATE	SF TRAVEL MEMBER RATE
\$865	\$750

FOUR EMAILS PER YEAR*

- January
- April
- July
- October

* Dates are subject to change

NEW! SPONSORED WEBSITE CONTENT



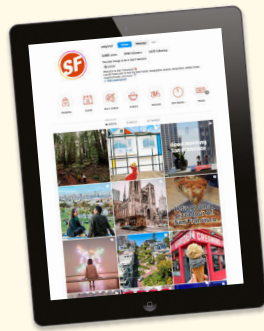
Feature your brand message alongside top content on SFTravel.com pages by leveraging the expertise of our editorial team, who will write an article featuring your experience. Your content will be featured on the SF Travel website for one year. You also own the content for use on your site indefinitely, which will continue to drive organic traffic to your site. Bonus web ad impressions will drive additional readers to your article page.

PRICE

SPONSORED WEB CONTENT	STANDARD RATE	SF TRAVEL MEMBER RATE
Sponsored Website Content	\$5,750	\$5,000
Web ad package*	\$0	\$0

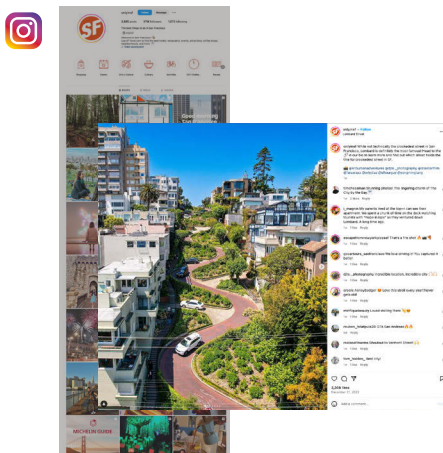
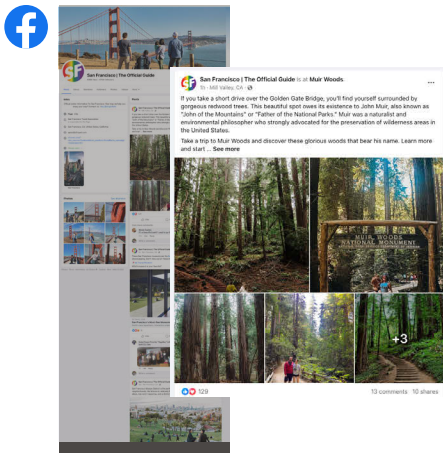
*Added value equivalent to \$1,500. Limited inventory.

NEW! SOCIAL ADVERTISING



This new, exclusive opportunity is perfect for partners looking to expand their reach and target a highly qualified audience on Facebook and Instagram. Through @OnlyInSF's diligent content curation and unique voice and tone, our audience continues to grow at an exceptional rate and the content has terrific engagement.

Content supplied to social media manager will be created for the @OnlyInSF account in the brand voice.



MASSIVE AUDIENCE:

More than 989,000 followers across Instagram and Facebook, and always growing!

PRICE

SOCIAL AD OPTIONS	STANDARD RATE	SF TRAVEL MEMBER RATE
Single post	\$1,725	\$1,500
24-hour social takeover: Includes static post, story, and reel	\$4,025	\$3,500

*Customers who purchase social media posts/takeovers are eligible for sponsored/boosted amplification at an additional cost.

PAID POSTING CADENCE

- No more than 2 total paid posts per month
- No more than 1 paid post per week
- No more than 1 paid post per advertiser per month
- Must have at least 2 weeks between paid posts from a single advertiser