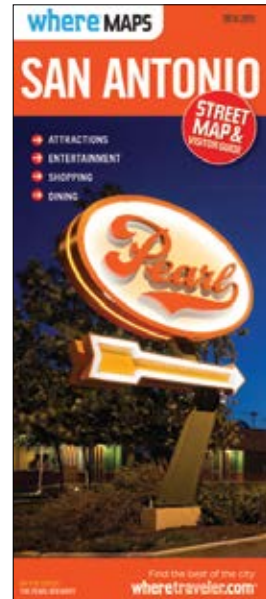
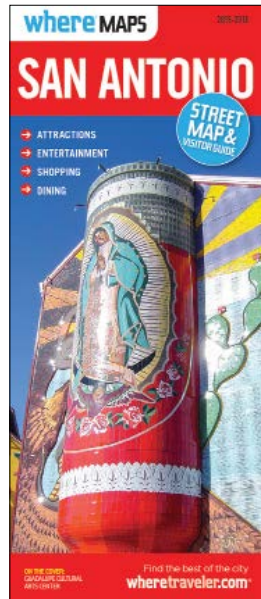


The Concierge's Partner

2017-2018 SAN ANTONIO WHERE® MAPS



Full-Size Rack Maps

Where® Maps offer the single best visual overview of the city. A must-have for visitors on the go and an essential resource for hotel concierges. Accurate, up-to-date and visually appealing, Where Maps provide the most direct, user-friendly route to the city's top sights, shops, restaurants and entertainment shopping options.

Where Maps include highly detailed cartography showcasing major points of interest, listings, color-coded shading and complete public transportation information. Published in 22 U.S. markets, Where Maps have a total annual circulation of 12.8 million.

UNIQUE TO WHERE® MAPS

- The city's most informative visitor map
- 22 cities
- Annual circulation of 12.8 million

Ad Rates, Closing and Publishing Dates

2017-2018 SAN ANTONIO WHERE MAPS



One Map. 20 Million Experiences.

Every year, 20 million visitors spend almost \$5 billion in **San Antonio**, and Where **San Antonio** Map guides these travelers around town and influences their dining, shopping and entertainment selections. More than 250,000 maps are distributed to 360 locations, concierge and information desks in the city throughout the year. Featuring detailed, easy-to-read maps of the **San Antonio** area, plus listings on what to see and do, Where **San Antonio** Map is a convenient and user-friendly guide for the city's most active visitors.

SIZE	INCLUDES	NET RATE
Full Panel	Map Coordinates and Lisitng	\$7,880
2/3 Panel	Map Coordinates and Lisitng	\$5,670
1/2 Panel	Map Coordinates and Lisitng	\$4,330
1/3 Panel	Map Coordinates and Lisitng	\$2,940
1/4 Panel	Map Coordinates and Lisitng	\$2,260
Enhanced Listing	Map Coordinates	\$1,830
Listing	Map Coordinates	\$1,180
Back Cover	Map Coordinates and Lisitng	\$9,450

Where San Antonio Map Benefits

- ➔ Where Maps is a trusted brand, guiding visitors in 22 cities nationwide.
- ➔ It's cost effective, connecting you with the visitor market at a low CPM.
- ➔ Repeat exposure—visitors will use Where **San Antonio** Map many times during their trip.
- ➔ A map locator pinpointing your location will bring visitors directly to your door.

Source: San Antonio Convention & Visitors Bureau

Having your advertisement prominently displayed in Where San Antonio Map, guarantees that travelers will know about your business and how to find you.

Ad Specifications & Mechanical Requirements

2017-2018 SAN ANTONIO WHERE® MAPS



Full Panel
3 1/8" x 8"
(no bleed)

Back Cover Full Panel
3 5/8" x 8 1/2" (trim)
3 7/8" x 8 3/4" (bleed)

2/3 Panel
3 1/8" x 5 1/4"

1/3 Panel
3 1/8" x 2 1/2"

1/2 Panel
3 1/8" x 3 7/8"

1/4 Panel
3 1/8" x 1 13/16"

Coupon: 3 1/8" x 15/16"

LISTING HEAD

Enhanced Listings:

- 1" x 1 1/4" photo or logo
- 40-word editorial
- Address
- Phone number
- Web Address
- Map coordinates

LISTING HEAD

Listings:

- 20-word editorial
- Address
- Phone number
- Web Address
- Map coordinates

BARE-BONES SPECIFICATIONS

Colors: CMYK process only

Fonts: Use ONLY PostScript Type1 or OpenType (or create outlines of all text)

Files: We prefer PDF/x1a when properly created from files that conform to our specifications. We can accept native files InDesign and Quark, with Photoshop (bitmap) and Illustrator (vector) images.

Delivery: DVD or CDR (e-mail available if 10MB or less contact your sales rep for e-mail address.)

Or mail to: Where Dallas, Attn: Where San Antonio
14800 Quorum Drive, Suite 475
Dallas, TX 75254
(214) 522-0050

Live Area: All critical matter must be kept within the non-bleed live area dimension. Add 1/2" on each side of center line of spine for safety margin. Ads not conforming to the above dimensions will be modified to fit the appropriate space at the advertiser's expense.

UNIT	TRIM	BLEED*	NON-BLEED
1 Full Panel	3 5/8" x 8 1/2"	3 7/8" x 8 3/4"	3 1/8" x 8"
2/3 Panel	3 1/8" x 5 1/4"		
1/2 Panel	3 1/8" x 3 7/8"		
1/3 Panel	3 1/8" x 2 1/2"		
1/4 Panel	3 1/8" x 1 13/16"		
Coupon	3 3/8" x 15/16"		

USEFUL MEASUREMENTS:

1/8 = .125	7/8 = .875
3/4 = .75	13/16 = .8125
5/8 = .625	15/16 = .9375

*Bleed safety: Keep all live matter 1/4" from the trim size on all four sides. Map full panels bleed on 2 sides (front and back covers only).

All ads must conform to the dimensions above. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.

Distribution

2017-2018 SAN ANTONIO WHERE® MAPS

Over 250,000 maps distributed to visitors annually.



Full-Size Rack Maps

Proudly distributed at these locations:

DOWNTOWN / CENTRAL

Alamo Inn
 Alamo Visitor Center
 America Best Value Inn & Suites
 America Best Value Inn / Austin Hwy.
 Amerisuites / St. Mary's
 Antonian Inn & Suites
 Avis Car Rental / Bonham St.
 Avis Car Rental / IH 35
 Baymont Inn & Suites
 Best Value Inn
 Best Western Alamo Suites
 Best Western Garden Inn
 Best Western Sunset Suites
 Buckhorn Saloon & Museum
 Candlewood Suites
 Carefree Inn
 Centro Info Center

Comfort Inn & Suites AT&T Center
 Comfort Inn & Suites Live Oak
 Comfort Inn Riverwalk
 Comfort Suites Laredo St.
 Comfort Suites IH 35
 Continental Inn
 Courtyard by Marriott/Marriott Dr.
 Courtyard by Marriott Broadway
 Courtyard by Marriott Riverwalk
 Courtyard by Marriott Santa Rosa
 Crockett Hotel
 Crown Plaza Riverwalk
 Days Inn Houston St
 Days Inn IH 35
 Days Inn Riverwalk
 Doubletree Hotel
 Drury Inn & Suites Riverwalk
 Drury Plaza Hotel
 Econo Lodge Central
 El Tropicano

Enterprise Car Rental / St. Mary's
 Fairfield Inn Downtown
 Fairfield Resorts
 Four Points by Sheraton
 Hallmark Inn & Suites
 Hampton Inn Bowie St
 Hawthorne Suites
 Hilton Garden Inn
 Hilton Palacio Del Rio
 Homewood Suites / Market
 Holiday Inn Durango St.
 Holiday Inn Express / Cinema Ridge
 Holiday Inn Express / Commerce
 Holiday Inn Express Hwy 281
 Holiday Inn IH 35
 Holiday Inn / Riverwalk
 Hotel Contessa
 Hotel Indigo / Alamo Plaza
 Hotel Indigo / Riverwalk
 Howard Johnson Express Inn

Howard Johnson IH 35
 Howard Johnson Inn & Suites
 Hyatt Place
 Hyatt Regency
 IMAX Theater
 La Palmera Hotel
 La Quinta Inn & Suites / Durango St.
 La Quinta Inn / Convention Center
 La Quinta Inn / Dolorosa
 La Villa Inn
 Market Square Lobby
 Market Square Visitor Center
 Marriott / Alamo
 Marriott / Rivercenter
 Marriott / Riverwalk
 Marriott Residence Inn / Bonham
 Marriott Residence Inn / Santa Rosa
 Menger Hotel
 Mi Casa Inn & Suites
 Microtel Inn & Suites Downtown
 Mission Inn
 Motel 6 / IH 35
 Motel 6 Pan Am
 Motel 6 / Pecos
 Radisson / Durango St.
 Ramada Inn
 Red Roof Inn / Riverwalk
 Ripley's Believe It Or Not
 Ripley's Haunted Adventure
 Riverside Suites
 Riverwalk Plaza Hotel
 Rodeway Inn
 Rodeway Inn / Main
 Roseway Inn / IH 35
 Sheraton Gunter Hotel
 Siesta Inn & Suites
 Sleep Inn
 Staybridge Suites / Sunset Station
 Super 8 Motel / IH 35
 Super 8 Motel / St. Marys
 Super 8 Rittiman
 Town House Motel
 Travel Inn
 Travelers World
 Travelodge / Broadway
 Travelodge / IH 35
 UIC - Conference Center
 Witte Museum

NORTH / LOOP 410 / AIRPORT / IH 10

AAA Texas Visitor Center IH 10
 AAA Texas Visitor Center San Pedro
 Amerisuites / Jones Maltsberger
 Best Western Ingram Park
 Best Western / Casa Linda / Airport
 Best Western Posada Ana / Medical Center
 Best Western Windsor Pointe
 Cambria Suites
 Capps Van & Car Rental / Airport
 Comfort Inn & Suites Vance Jackson
 Comfort Inn Crownhill
 Comfort Inn Medical Center
 Comfort Inn Sea World
 Comfort Suites Alamo Downs
 Comfort Suites San Pedro
 Courtyard by Marriott Loop 410
 Courtyard by Marriott North
 Crown Plaza Loop 410
 Days Inn / Windcrest
 Days Inn Airport
 Days Inn Sea World
 Drury Inn & Suites Airport Lobby 1
 Drury Inn & Suites Airport Lobby 2
 Drury Inn & Suites North
 Drury Inn & Suites Northwest
 Econo Lodge Ingram Park
 Embassy Suites Hotel Airport
 Embassy Suites Hotel IH 10
 Enterprise Car Rental / 281
 Fairfield Inn Sea World
 Hampton Inn IH 10
 Hampton Inn / Sea World
 Hill Country Inn & Suites
 Hilton Loop 410
 Holiday Inn
 Holiday Inn Express / Spencer
 Holiday Inn Express / Woodstone
 Holiday Inn Express Loop 410
 HomeGate Studios & Suites/Laureate
 HomeGate Studios & Suites / San Pedro
 Homewood Suites / Spectrum
 Hyatt Hill Country Resort
 Hyatt Wild Oak Ranch Info Center
 Knights Inn Medical Center
 La Quinta Inn & Suites / Halm

Distribution

2017-2018 SAN ANTONIO WHERE® MAPS

Over 250,000 maps distributed to visitors annually.



La Quinta Inn & Suites / Hardy Oak
 La Quinta Inn & Suites / Medical Ctr
 La Quinta Inn / SeaWorld
 La Quinta Inn / Vance Jackson
 Marriott Loop 410
 Marriott Residence Inn / 410
 Marriott Residence Inn / Bluemel
 Microtel Inn & Suites North
 Microtel Inn & Suites Northeast
 Motel 6 / Loop 410
 Motel 6 / Louis Pasteur
 Motel 6 / Pan Am North
 Motel 6 / Wurzbach
 Oak Hills Medical Center Hotel
 Omni Hotel North
 Pear Tree Inn Airport
 Quality Inn / Sea World
 Quality Inn IH 10
 Ramada Limited
 Red Roof Inn / IH 10 East
 Red Roof Inn / Sea World

Red Roof Inn Airport
 Rest Inn / IH 10
 Rodeway Inn / IH 10
 Sleep Inn & Suites / Beckwith
 Sleep Inn & Suites / Richland Hills
 Springhill Suites / Airport
 Springhill Suites / Medical Center
 Staybridge Suites / Airport
 Staybridge Suites / Spectrum
 Super 8 Motel / Casa Bella
 Super 8 Motel / San Pedro
 Super 8 Motel / Wurzbach
 Townplace Suites / 410
 Townplace Suites / Prue
 Travelodge / 410

NORTH LOOP 1604

Avis Car Rental / 281 & Stone Oak
 Best Western Fiesta Inn
 Best Western Hill Country Suites
 Cascade Caverns / Boerne
 Comfort Inn Loop 1604
 Comfort Suites Loop 1604
 Days Inn Fiesta Park
 Drury Inn & Suites La Cantera
 Econo Lodge Fiesta Park
 Fairfield Inn Stone Oak
 Four Points by Sheraton San Antonio
 Northwest
 Hampton Inn Gold Canyon
 Homewood Suites / Stone Oak
 JW Marriott Hotel
 La Quinta Inn & Suites / Fiesta
 Marriott Residence Inn / 1604
 Motel 6 / Loop 1604
 Quality Inn & Suites / Bexar
 Quality Inn & Suites / Birnhall
 Staybridge Suites / La Cantera

NORTHEAST

America's Best Value Inn / Pan Am
 Days Inn / Rigsby
 Days Inn IH 35 NE
 Econo Lodge / Pam Am
 Greentree Village
 Hampton Inn Crestwood
 La Quinta Inn / East
 La Quinta Inn / Pan Am

La Quinta Inn / Rittiman
 La Quinta Inn / Topperwein
 Motel 6 / Kenley
 Motel 6 / Rittiman
 Pear Tree Inn Northeast
 Regency Inn & Suites
 Rittiman Inn & Suites
 Ruby Inn
 Super 8 Motel / Pan Am

NORTHEAST / NEW BRAUNFELS

Best Value Inn & Suites
 Best Western Inn & Suites
 Best Western Plus / Atrium Inn
 Comfort Inn & suites / Selma
 Comfort Suites
 Courtyard by Marriott
 Days Inn
 Econo Lodge
 Edelweiss Inn
 Executive Inn & Suites
 Fairfield Inn / New Braunfels
 Fairfield Inn / Shertz
 Faust Hotel
 Garden Inn
 Gruene River Inn
 Hampton Inn
 Hampton Inn & Suites / Shertz
 Hill Country RV Resort
 Holiday Inn
 Holiday Inn Express / Selma
 Howard Johnson
 La Quinta Inn & Suites
 La Quinta Inn & Suites / Shertz
 Microtel Inn & Suites
 Motel 6
 Natural Bridge Caverns
 Natural Bridge Wildlife Ranch
 New Braunfels Chamber
 New Braunfels CVB
 New Braunfels Resort
 Quality Inn & Suites
 Red Roof Inn
 Rodeway Inn
 Schlitterbahn
 Sleep Inn & Suites
 Snake Farm
 Super 8 Motel
 Super 8 Motel / Universal City

Wingate by Wyndham
 Wyndham by Hotel / Worldmark

SAN MARCOS

Canyon Trail RV / San Marcos
 Baymont Inn & Suites
 Best Budget Inn
 Best Western
 Comfort Inn
 Comfort Inn & Suites
 Days Inn
 Econo Lodge
 Executive Inn & Suites
 Gateway Inn
 Holiday Inn Express / Selma
 Howard Johnson
 Knights Inn
 La Quinta Inn
 Motel 8
 Ramada Limited
 Red Roof Inn
 Fairfield Inn / New Braunfels
 Rivercity Inn
 Super 8 Motel
 Texas State University
 Prime Outlets #1 & #2
 Tanger Mall
 Wonder World Park
 Best Western / Converse

SOUTH AND WEST

America's Best Value Inn / Lackland
 Best Western / Atrea Suites
 Best Western Shetland Inn & Suites
 Comfort Inn / Elmendorf
 Days Inn Palo Alto
 Econo Lodge / White
 Econo Lodge Hwy 90
 Holiday Inn Express South
 Holiday Inn Hwy 90
 Hotel Monarchy & Suites
 Howard Johnson Hwy 90
 Knights Inn / Lackland
 La Quinta Inn / Goliad
 La Quinta Inn / Military
 Motel 6 / Hot Wells
 Motel 6 / Pan Am South
 Motel 6 / White
 Mustang Inn & Suites

Palace Inn
 Pinn Road Motel
 Quality Inn - Division
 Quality Inn & Suites / White
 Raintree Inn
 Red Roof Inn / Lackland
 Rodeway Inn / Hwy 90
 Roseway Inn / White
 Super 8 Motel / Hot Wells
 Super 8 Motel / Lackland
 Super 8 Motel / Roland
 Super 8 Motel / White
 Travelodge / Rustleaf
 West Point Hospitality Inn

OTHER

Amtrak
 Flight Safety International

USO Center

Ft. Sam Houston Guest House
 Fr. Sam Houston / Lodging
 Ft. Sam Houston NCO Club / Tours
 Ft. Sam Houston Recreation Area
 Kelly AFB
 Lackland AFB / Gateway Inn
 Lackland AFB / Kelly Inn
 Lackland AFB / Family Camp
 Lackland AFB / Tickets & Tours
 Lackland AFB / Visitors Center
 Lackland AFB / Patriot Inn
 Randolph AFB / Randolph Inn
 Randolph AFB / Tickets & Tours
 Yogi Bears Jellystone Camp
 Admiralty RV Resort
 Blazing Star RV Resort
 Braunig Lake RV Resort
 San Antonio KOA
 Tejas Valley RV Park
 TxDOT Travel Information Centers
 (outer markets)
 Canyon Lake Visitor Center
 Bulls House Youth Hostel



Technical Information

2017-2018 SAN ANTONIO WHERE® MAPS

MECHANICAL REQUIREMENTS

- Where® is produced in accordance with accepted standards for web offset printing (SWOP), using four-color process inks (CMYK). Please refer to these standards for more information. You may obtain these at <http://www.idealliance.org/specifications/swop/>.
- No film will be accepted.
- Final digital ads should be supplied as PDF/x1-a or Press format PDFs, saved as version 1.3 (Acrobat 4.x) with high-resolution transparency flattening. Include all fonts subsetted at 100%. These files must be created using one or more of the following software programs only: Adobe InDesign, PhotoShop or Illustrator, and QuarkXpress. PDFs may be generated directly from the application or distilled from PostScript files using Acrobat Distiller. Please do not use Microsoft Publisher or Office applications as these cannot create acceptable PDFs.

Build your ad so that it conforms to these specifications AT FINAL SIZE:

- Image (photo) files should be 300 pixels per inch in CMYK, in Tiff or EPS formats. One-bit images (such as black and white logos) should be minimum 600 pixels per inch.
- Check that all colors used are 4/C process colors (CMYK). No Pantone, RGB, or Lab Color.
- Check that the maximum total ink coverage (TAC) does not exceed 300%.
- Minimize the number of steps used to create a gradation or blend.
- Provide 1/4" bleeds (image beyond trim) in bleed ads.
- Keep all live matter 1/4" from the trim on all four sides.
- All ads must conform to the spec sheet dimensions. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.
- Files must be in .zip format if compression software is used.
- Ad Proofs: We follow industry standards on press. If running a color ad, you may supply a color proof which we will check for content. Please note that consumer inkjets cannot be relied upon to predict press color as the inks used are not true press colors (i.e. they cannot always be achieved in process printing).

GENERAL INFORMATION

MVP is not responsible for nor does it guarantee the accuracy or reproduction quality of materials which do not meet these specifications. Changes to supplied material will be made by the publisher only on written instructions from agency or client, and such changes must be received at least 30 days prior to cover date. MVP can accept native files in a limited number of formats. Changes can only be made if the native files, fonts, and graphics are supplied. MVP endeavors to comply with all advertiser's changes. However, MVP assumes no responsibility for errors and omissions resulting from such changes.

SHIPPING INFORMATION

ALL MATERIALS MUST BE RECEIVED ON OR BEFORE ISSUE CLOSING DATE.

SHIPPING INFORMATION

Ads can be submitted on CD, DVD or via electronic transmission. Please contact your sales rep regarding digital transfer of ad materials. Many of our publications can accept materials by a proprietary web-based system called AdDrop. Please ask your publication's Advertising Services Coordinator for unique private ftp credentials if AdDrop is unavailable. We do not have a "common use" ftp site for security reasons.

OR MAIL TO:

Where Dallas, Attn: Where San Antonio
14800 Quorum Drive, Suite 475
Dallas, TX 75254
(214) 522-0050

WEB ADDRESS
Be sure to include your Web address in your ad creative.

Online editions will include your ad exactly as it appears in print, but for us to legally link the ad to your Web site, your Web address must be included in the ad.

CANCELLATIONS

Cancellations not received in writing prior to the space reservation date will not be accepted. Advertisers not completing contract schedule are subject to short rate.