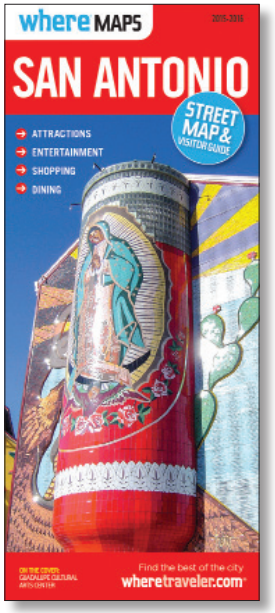
The Concierge's Partner

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 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

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	$7,880
2/3 Panel	Map Coordinates	$5,670
1/2 Panel	Map Coordinates	$4,330
1/3 Panel	Map Coordinates	$2,940
1/4 Panel	Map Coordinates	$2,260
Enhanced Listing	Map Coordinates	$1,830
Listing	Map Coordinates	$1,180
Back Cover	Map Coordinates	$9,450

Where San Antonio Map Benefits

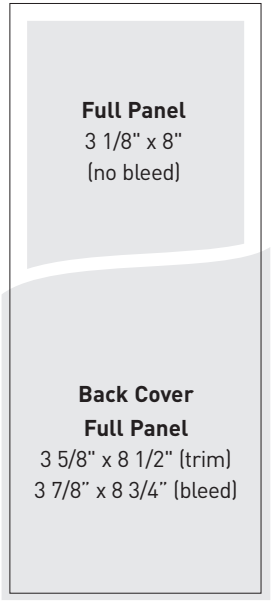
- Where Maps is a trusted brand, guiding visitors in 22 cities nationwide.
- It's cost effective, connecting you with the visitor market at a low CPM.
- Repeat exposure—visitors will use Where **San Antonio** Map many times during their trip.
- A map locator pinpointing your location will bring visitors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

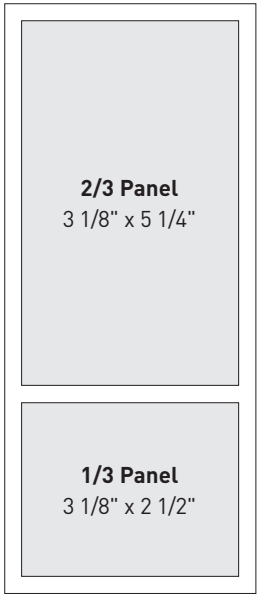
Source: San Antonio Convention & Visitors Bureau

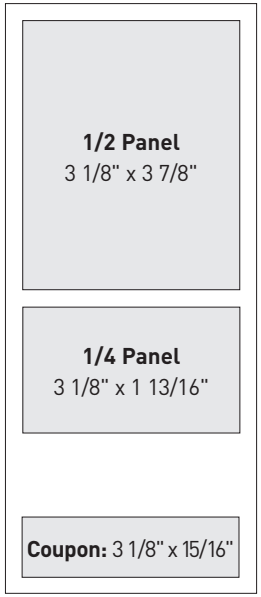
Having your advertisement prominently displayed in Where San Antonio Map, guarantees that travelers will know about your business and how to find you.

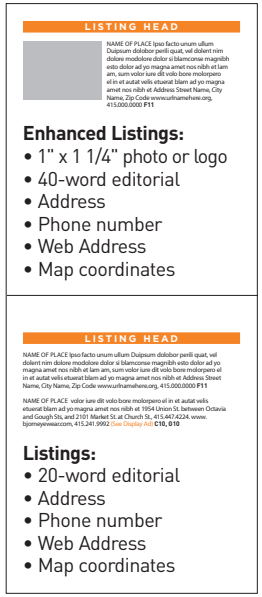
Ad Specifications & Mechanical Requirements

2018 SAN ANTONIO WHERE® MAPS









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 1/8" 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

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 Villta 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

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
Rodeway Inn
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 AFT / 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

DISTRIBUTED BY
CERTIFIED FOLDER DISPLAY SERVICE, INC.

Technical Information

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
Group Publisher, Elizabeth Humphreys
elizabeth.humphreys@wheremagazine.com

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.