

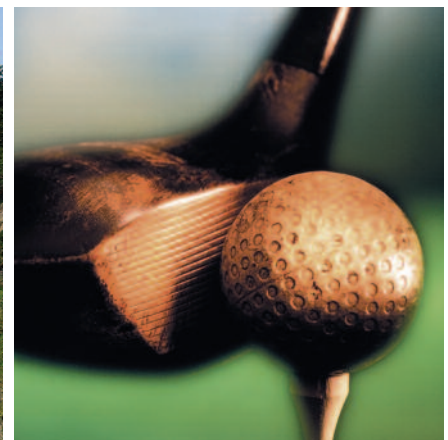
THE AREA'S DEFINITIVE VISITOR GUIDE | IN THE ROOMS AND ON THE WEB



EXPLORE THE PENINSULA & HALF MOON BAY COAST

Explore

**MEDIA INFORMATION
2010 EDITION**



SHOPPING | DINING | ATTRACTIONS | SPAS | WINERIES | PARKS | EVENTS

1.

PLACE YOUR AD IN EXPLORE THE PENINSULA, **THE AREA'S DEFINITIVE VISITOR GUIDE**. BE DISCOVERED **IN 8,000 HOTEL ROOMS** FROM BURLINGAME TO PALO ALTO AND THE HALF MOON BAY COAST. REACH VISITORS EVERY DAY. **ALL YEAR.**

2.

TAP INTO EXPLORE'S MARKET OF **OVER 1 MILLION VISITORS** WHO EAT VIRTUALLY ALL OF THEIR MEALS IN RESTAURANTS AND RANK SHOPPING AS THEIR #1 ACTIVITY.

3.

THE VISITOR MARKET IS TOO BIG TO IGNORE: VISITORS TO THIS AREA SPEND OVER \$1.5 BILLION HERE ANNUALLY ON DINING, \$1 BILLION ON SHOPPING, AND \$900 MILLION ON RECREATION.

4.

ADDED BONUS: FREE INTERNET PROMOTION WITH A **LISTING ON WWW.EXPLOREPUBLISHING.COM**, OUR FULLY COMPREHENSIVE WEBSITE.

KEY
POINTS

5.

ADVERTISERS WITH 1/3 PAGE AD OR LARGER ALSO GET A **FREE LISTING IN DISCOVER SILICON VALLEY**, THE AREA'S MONTHLY VISITOR GUIDE.

Explore Publishing, Inc. produces high-quality visitor guides for Silicon Valley and the San Francisco Peninsula. Publications include *Explore Silicon Valley* and *Explore the Peninsula*, two hard-bound, annual guides displayed in rooms at the area's leading hotels, as well as *Discover Silicon Valley*, the area's leading monthly visitor guide since 1975, distributed at the front desks of virtually every lodging facility from San Jose through South San Francisco.

DISTRIBUTION

Explore the Peninsula is displayed throughout the year in over 8,000 guest rooms at 50 leading hotels in Palo Alto, Menlo Park, San Mateo, Redwood Shores and Burlingame, as well as on the Half Moon Bay coast.

The following hotels, inns and B&Bs listed here feature *Explore the Peninsula* as a guest amenity in their rooms:

PENINSULA

Best Western Riviera, Menlo Park
Cardinal Hotel, Palo Alto
Comfort Inn, San Mateo
Courtyard San Mateo, Foster City
Courtyard Palo Alto, Los Altos
Cowper Inn, Palo Alto
Crescent Inn, Palo Alto
Crowne Plaza Cabaña, Palo Alto
Crowne Plaza, Foster City-San Mateo
Crowne Plaza SFO, Burlingame
Dinah's Garden Hotel, Palo Alto
Doubletree Hotel, Burlingame
Embassy Suites, Burlingame
Four Seasons, Palo Alto
Garden Court, Palo Alto
Grand Manor Executive Inn, San Mateo

Hilton Garden Inn, San Mateo
Hilton SFO, Burlingame
Hyatt Regency San Francisco Airport
Hyatt Summerfield Suites, Belmont
Marriott, Burlingame (SFO)
Marriott, San Mateo
Menlo Park Inn, Menlo Park
Red Cottage Inn, Menlo Park
Residence Inn by Marriott, San Mateo
Rosewood Sand Hill, Menlo Park
Sheraton, Palo Alto
Sofitel San Francisco, Redwood Shores
Stanford Park Hotel, Menlo Park
Stanford Terrace Inn, Palo Alto
Westin, Palo Alto

HALF MOON BAY COAST

Beach House, Half Moon Bay
Comfort Inn, Half Moon Bay
Costanoa Coastal Lodge, Pescadero
Days Inn, Half Moon Bay

Half Moon Bay Lodge (Best Western)
Holiday Inn Express, Half Moon Bay
Oceano Hotel, Princeton
Ritz Carlton, Half Moon Bay

PLUS THE FOLLOWING INNS AND B&BS:

Cypress Inn (Half Moon Bay); Goose & Turret Inn (Montara); Half Moon Bay Inn (Half Moon Bay); Inn at Mavericks (Princeton); Landis Shores (Miramar); Mill Rose Inn (Half Moon Bay); Pacific Victorian (Miramar); Pillar Point Inn (Princeton); Seal Cove Inn (Moss Beach); Zaballa House (Half Moon Bay).



Explore brings you a huge audience of potential new customers at just the right time and place—in the relaxed privacy of their hotel rooms, as they decide where to go for shopping, dining and other recreation.

Explore the Peninsula's hard-cover binding, elegant design, beautiful photography as well as comprehensive editorial coverage set it apart from any other local visitor publication. **Explore** blends advertising and editorial into attractive, informative sections featuring the best in dining, shopping, places of interest, wineries, events, entertainment and outdoor recreation.