

# WAITERS ON WHEELS® RESTAURANT MAGAZINE

Waiters On Wheels publishes and distributes 150,000 restaurant magazines every year. Over 250,000 readers use the magazines every year. Each year Waiters On Wheels publishes 75,000 San Francisco Restaurant Guides, 50,000 Peninsula Restaurant Guides, and 25,000 South Bay Restaurant Guides.

The magazines are distributed primarily by U.S. Bulk Mail and thru participating restaurants, video stores, coffee shops, hotels, and hand delivery. The magazines are distributed to over 45 Bay Area cities. Visit our web site at [www.wowrestaurantmarketing.com](http://www.wowrestaurantmarketing.com) for more information or please contact us at (877) 815-8527.

## Ad Rates

### Inside Pages (black and white)

Size	1X	2X	4X	6X
Full Page	\$2,200	\$2,000	\$1,800	\$1,600
2/3 Page	\$1,800	\$1,650	\$1,450	\$1,275
1/2 Page	\$1,400	\$1,250	\$1,100	\$1,000
1/3 Page	\$1,050	\$950	\$850	\$750
1/4 Page	\$900	\$800	\$700	\$600
1/6 Page	\$750	\$650	\$600	\$500

### Inside Pages (4 color)

Size	1X	2X	4X	6X
Full Page	\$3,000	\$2,800	\$2,600	\$2,350
2/3 Page	\$2,600	\$2,450	\$2,300	\$2,150
1/2 Page	\$2,400	\$2,200	\$2,000	\$1,800
1/3 Page	\$2,200	\$2,000	\$1,800	\$1,600
1/4 Page	\$1,800	\$1,600	\$1,400	\$1,150
1/6 Page	\$1,200	\$1,100	\$1,000	\$800

### Covers (4 color only)

Placement	1X	2X	4X	6X
Inside Front Cover	\$5,200	\$5,000	\$4,400	\$4,000
Inside Back Cover	\$4,900	\$4,700	\$4,200	\$3,800
Outside Back Cover	\$5,750	\$5,500	\$4,800	\$4,400

## Discounts

10% off rate full pre-payment.

15% off rate sheet for advertising agencies.

Discounts are also available for sale-proprietor businesses, small businesses and retail businesses. Please inquire.



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