

# EMBARCADERO CENTER

## Marketing Opportunities

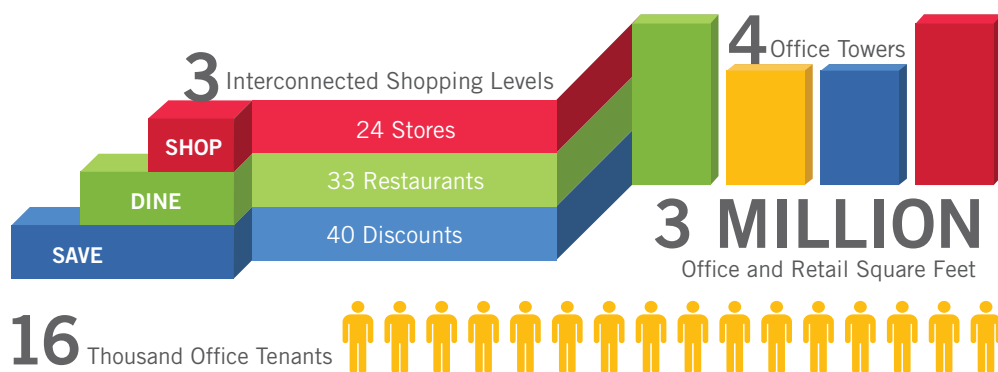


## A City within the City

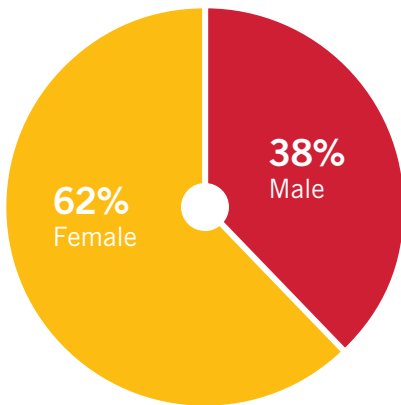
Spanning five blocks in the heart of San Francisco's financial district, Embarcadero Center is one of the largest mixed-use complexes in the Western United States. With a unique history, Embarcadero Center offers over three million square feet of office and retail space. Embarcadero Center is comprised of four office towers, and three interconnected shopping levels within four towers operated by Boston Properties.

We have a daily population of 16,000 employees in Embarcadero Center and over 120,000 daily population in the three block radius surrounding us.

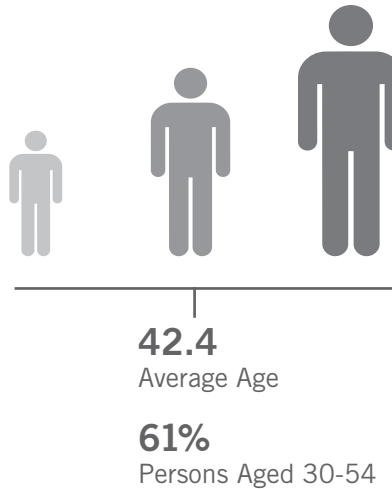
In addition, we are located at the largest transportation hub west of the Mississippi with BART, MUNI, ferry terminals, AC transit, F-line and cable car right at our front door.



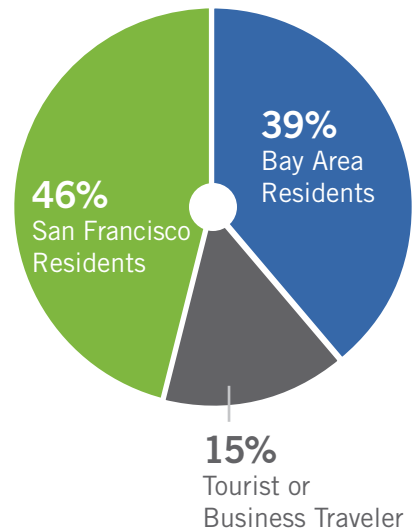
## Gender Breakdown



## Age Breakdown



## Geographic Breakdown (Financial District Trade Area)



## Socioeconomics

### Visitors are Affluent

**\$87,511 (51% Single)**  
Average Household Income

**52%**  
Average Household Income  
Over \$75,000

**34%**  
Average Household Income  
Over \$100,000

### Visitors are Highly Educated

**67%**  
College or  
Post-College



### Visitors are White Collar Workers Professional and Managerial Occupations

**68%**  
Males



**51%**  
Females



## Poster Stanchion

22x28's give you the most exposure to the traffic in the Center. A 22x28 sign stanchion is placed at the escalators in all buildings on either Street or Lobby Level.

Size: 22"w x 28"h

## Bridge Banners

The Battery Street Bridge (bridge between One Embarcadero Center and Le Meridien San Francisco) has 90,000 impressions per day. As the main artery out of the City, this bridge gives you maximum exposure. The only cost is the production of the banner. The Drumm, Front, and One Maritime Bridges are also available for more pedestrian traffic.

Size: 30'w x 6'h

## Captivate Screens

Have your events and promotions displayed throughout the 66 elevator Captivate Screens throughout the Embarcadero Center.

Size: 944px wide by 705px tall (a standard PowerPoint slide)

## Center News

Generate and maintain visibility and brand awareness of your store by offering an advertisement and/or coupon in an issue of Center News. The tenants of Embarcadero Center use this publication as a guide to what is going on in the Center. Center News is individually dropped on to the desks of all 16,000 Embarcadero Center office tenants and 2,000 local residents around Embarcadero Center and South of Market. Center News is distributed two times a year in Q2 and Q4.



Window ad space located in Two and Three Embarcadero Center on Sacramento Street.

- Quantity: Six (6) - three (3) per building\*
- Size per: 93" W x 90" H
- Timeframe: TBD



*Two Embarcadero Center Canopy Banners*



*Three Embarcadero Center Canopy Banners*

\*Client is responsible for production + installation costs.

## Sacramento Plaza

Located in Four Embarcadero Center, Sacramento Plaza is adjacent to the Hyatt Regency, the Embarcadero BART station, cable car turn off, ferry terminal and MUNI.

## Sacramento Canopies

Located in Two and Three Embarcadero Center, the canopies are in between the most popular merchants of the Center, but also is used as the main thoroughfare for not only the Embarcadero Center buildings, but also the surrounding buildings such as 50 California, 101 California, One Maritime Plaza and 275 Battery Street. An added bonus: they are covered in case of rain.



*Two Embarcadero Center Canopy*



*Three Embarcadero Center Canopy*



*Four Embarcadero Center - Sacramento Plaza*

