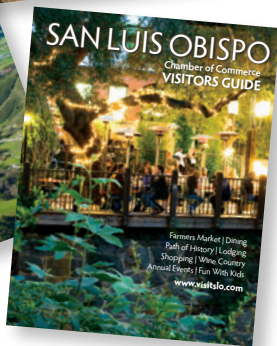
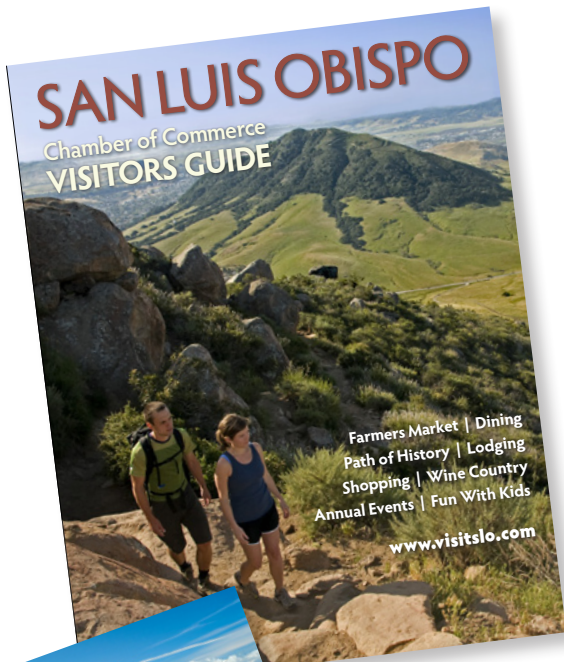


SAN LUIS OBISPO



Chamber of Commerce Visitors Guide

Why Advertise?

Simply, the BEST advertising for your dollar

Comprehensive distribution to over 200,000 readers and prominently featured on one of the county's most visited websites: www.visitslo.com

Quality is our standard. For over 30 years the quality of the Chamber Visitors Guide has been the best the county has to offer. From award-winning photography to revised and rewritten content to the high-gloss paper the guide is printed on – quality is the hallmark of this publication. As a result, your advertisement will have added credibility to go along with the distinction of the 107-year reputation of the San Luis Obispo Chamber of Commerce.

The Best Distribution

- The official tourist publication of the San Luis Obispo Visitor Center and the only guide sold in the center; the center had over 70,000 visitors in 2011
- Used as a fulfillment piece for those inquiring about visiting and relocating to the area; over 2,500 requests fulfilled per year
- Copies of the guide are bound and distributed to area hotels for in-room use
- Used as tourism reference guides in area offices, waiting rooms, wineries and the airport
- Direct-mailed to approximately 4,000 prominent business leaders in San Luis Obispo County
- The guide is distributed at major local events including Cal Poly Homecoming and Open House

The guide is available for free online at visitslo.com and includes a click-through to each advertiser's website

The Best Content

Seventy-two full-color pages are rethought and recreated annually with fresh and exciting content about the best of what San Luis Obispo County has to offer in tourist activities and information. Special features of the guide include:

- All original, award-winning photography of the area
- Easy-to-read color-coded maps
- User-friendly lodging and dining directories
- An expanded shopping section
- Cal Poly and Cuesta College coverage
- An outdoor activities guide
- Extensive coverage on the county's wine region and wine events and so much more!

Complimentary Online Guide

A complete version of the guide will be available at www.visitslo.com, reaching tens of thousands of users monthly. All advertisers and website addresses are linked to host sites at no additional cost.

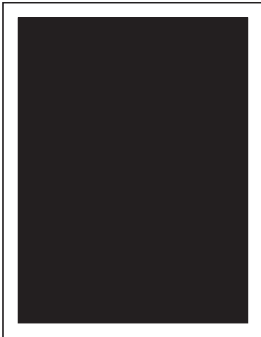


“47% of travelers will use a printed resource when planning a trip.” – DESTINATION ANALYSTS



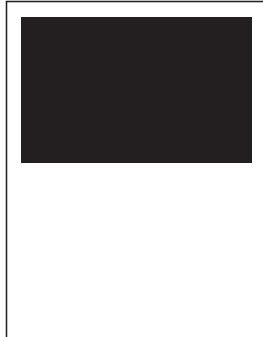


San Luis Obispo Chamber of Commerce 2012 Visitors' Guide Advertising Rates and Technical Guidelines



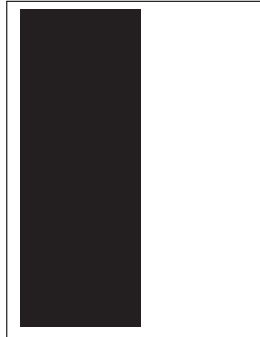
Full Page

Interior: \$3299
Inside Covers: \$3750
Back Cover: \$4407



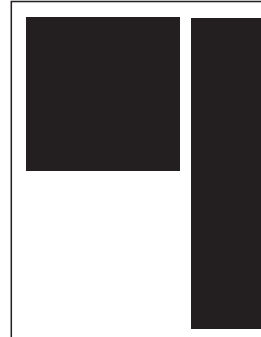
Half Page Horizontal

\$1699
7.5" x 4.875"



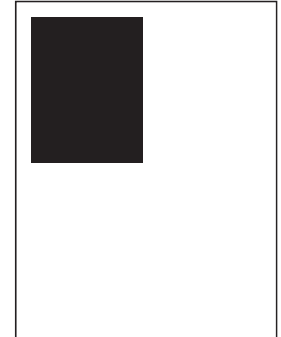
Half Page Vertical

\$1699
3.65" x 10"



Third Page

\$1199
4.875" x 4.875" Square
2.375" x 10" Vertical



Quarter Page

\$1099
3.65" x 4.875"

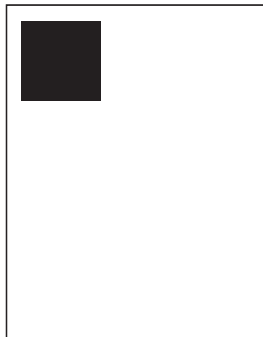
7.5" x 10" no bleed
9" x 11.5" with bleed
Trim = 8.5" x 11"

TECHNICAL GUIDELINES



Sixth Page

\$799
2.375" x 4.875"



Twelfth Page

\$499
2.375" x 2.375"

Production rates for new ads

SIZE	RATE
Twelfth Page	\$ 75
Sixth Page	\$125
Quarter Page	\$150
Third Page	\$175
Half Page	\$225
Full Page	\$300

Does not include illustrations, photography, creation of logos, or Photoshop editing

Additional Charges

Stock Photos
Photoshop Editing at \$90/hour
Changes after second proof = \$30 minimum

Ads from previous year

Changes to existing ads will be charged at \$90 per hour with a \$30 minimum.
Ads that pick-up with no changes will not have a production charge.

Accepted Applications

- **Adobe PDF** Press Quality High-res (300 dpi) CMYK. Be sure source images are high-res
- **Adobe Illustrator** Convert fonts to outlines. Include all linked files. Save as .ai or .pdf
- **Photoshop** Save as .psd (not .jpg)

Please note: PageMaker, Freehand, Corel Draw, Microsoft Publisher, and Microsoft Word files cannot be accepted.

Email ads to Ashala Lawler
ashala@thelawlers.com
or call 805.544.8814

2012 DEADLINES

- **April 2:** Ad space reservation deadline
- **April 13:** Ad materials due
- **June 2012:** Issue delivered

**To reserve your ad space, call Kristin Mehiel at (805) 786-2766
or email her at: kristin@slochamber.org**