



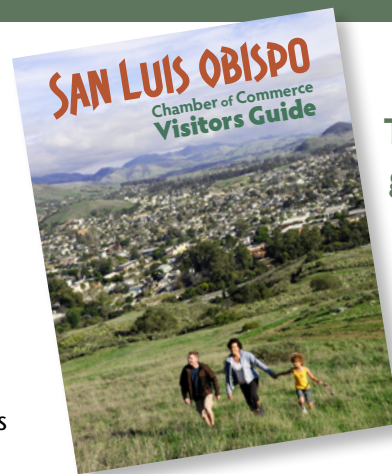
Advertising space now available in the 2010 VISITORS GUIDE

THE BEST DISTRIBUTION

- Your ad is delivered to those who are most likely to visit
- The only guide used to answer information requests generated by the City's tourism advertising
- The only guide sold in the Chamber's busy Visitors Center
- Included in the packet sent to those relocating their home to San Luis Obispo
- Mailed to over 3,000 Chamber members whose businesses generate thousands of tourist visits each year

THE BEST CONTENT

Completely revised and rewritten for fresh impact. Sixty-eight full-color pages filled with award-winning photography, color-coded maps, and the latest tourism information. Features include user-friendly lodging and dining directories, expanded shopping coverage, space devoted to Cal Poly and Cuesta College, an outdoor activities guide, updated information on the county's wine region, and more.



This award-winning guide delivers your message to qualified, information-hungry tourists, with style, punch, and pizzazz.

THE BEST VEHICLE FOR YOUR AD

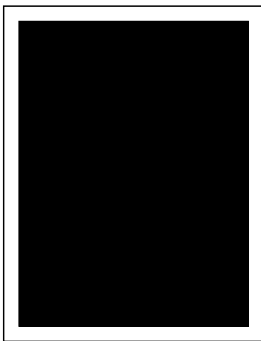
The Chamber Visitors Guide is in a league of its own – from the photography, to the writing, to the high-gloss paper – quality is the hallmark of this publication. As a result, your ad will have added credibility because of this quality and the 104-year reputation of the San Luis Obispo Chamber of Commerce.

"This is the gateway to doing business in San Luis Obispo." – Susie Kelly, Madonna Inn

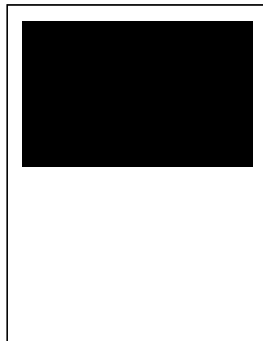




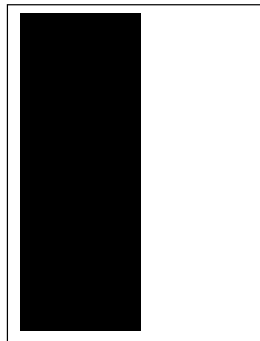
San Luis Obispo Chamber of Commerce 2010 Visitors Guide Advertising Space Rates



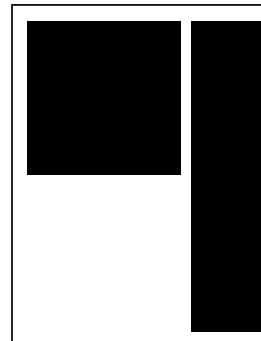
Full Page
Interior: \$3293
Inside Covers: \$3750
Back Cover: \$4407
 7.5" x 10" no bleed
 9" x 11.5" with bleed
 Trim = 8.5" x 11"



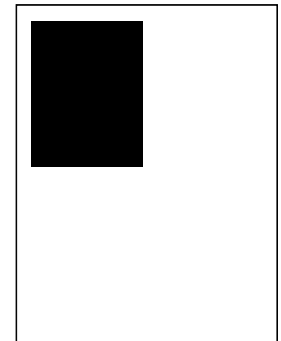
**Half Page
Horizontal**
\$1697
 7.5" x 4.875"



**Half Page
Vertical**
\$1697
 3.65" x 10"



Third Page
\$1193
 4.875" x 4.875"
 Square
 2.375" x 10" Vertical



Quarter Page
\$1099
 3.65" x 4.875"

TECHNICAL GUIDELINES

Ad 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 = \$20 each
 Scans = \$25 each
 Photoshop Editing = \$80/hour
 Changes after second proof = \$30 minimum

Ads from previous year

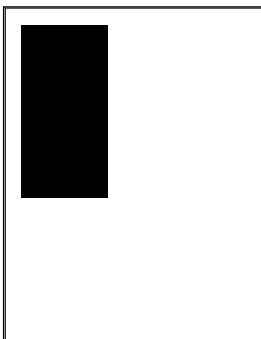
Changes to existing ads will be charged at \$80 per hour with a \$30 minimum. Ads that pick-up with no changes will not have a production charge.

Accepted Applications:

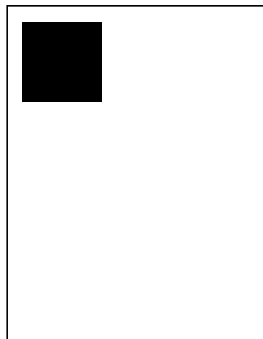
- **Adobe PDF Press Quality**
High-res (300 dpi) CMYK
Be sure source images are high-res cmyk
- **InDesign**
Include all linked files and fonts
- **Illustrator**
Convert all fonts to outlines
Include all linked files
Save as .ai or PDF
- **Photoshop**
Save as TIFF or PDF (not JPEG)

Please note: PageMaker, Feeehand, Corel Draw, Microsoft Publisher, and Microsoft Word files will not be accepted.

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



Sixth Page
\$790
 2.375" x 4.875"



Twelfth Page
\$473
 2.375" x 2.375"

Yes, I'm interested in more information about advertising in the 2010 Visitors Guide

Name _____ Phone _____

Business _____ Fax _____

Address _____

Call Kristin Mehiel at (805) 786-2766 or fax this form to (805) 543-1255
For questions, email Kristin at: kristin@slochamber.org