

# San Luis Obispo Visitors Guide

The Visitors Guide is 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 [visitslo.com](http://visitslo.com) as well as [slochamber.org](http://slochamber.org).

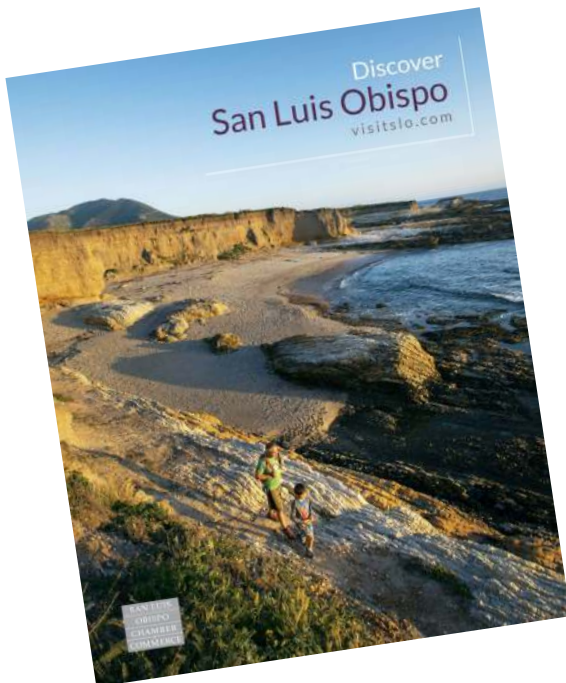
Quality is our standard. For more than 30 years the quality of the Chamber Visitors Guide has been the best the county has to offer. From award-winning photography to revised and rewritten content – quality is the hallmark of this publication. As a result, your advertisement will have added credibility which ties into the reputation of the San Luis Obispo Chamber of Commerce whose origins date back to 1905.

## The Best Content

- 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 so much more!

## The Best Distribution

- The official tourist publication of the San Luis Obispo Visitor Center serving more than 80,000 people annually
- Used as a fulfillment piece for those inquiring about visiting and relocating to the area; more than 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](http://visitslo.com)



Space is limited, reserve your ad placement today by contacting Kathy Moore with our production partner MetroMedia at:

[metromedia@slochamber.org](mailto:metromedia@slochamber.org)

805-586-3131

# Advertising Guidelines

## Ad Mechanics:

All ads should be full color, 300dpi and formatted as a pdf or jpeg.

## Complimentary Ad Design:

Design work to resize, update and even create an entirely new ad is complimentary.

## Payment

You will receive an ad contract and invoices from MetroMedia Publishers.

You may pay by credit card when you reserve your ad space or if you prefer we will simply send you a bill.

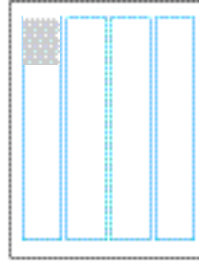
Please let us know if you require a W-9.

## Reserve Your Space Now

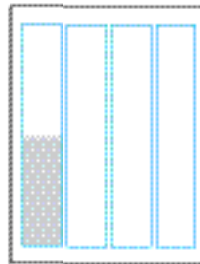
For any questions concerning ad sales, placement, artwork or deadlines please contact Kathy Moore with our production partner MetroMedia at: [metromedia@slochamber.org](mailto:metromedia@slochamber.org)

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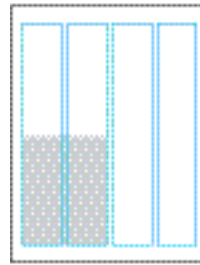
## Ad Sizes and Rates



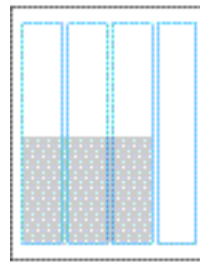
1/12 Page  
Size: 2.375" x 2.375"  
Price: \$550



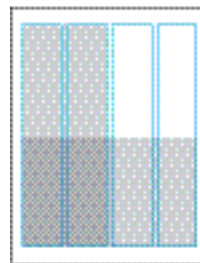
1/6 Page  
Size: 2.3125"w x 5.56"h  
Price: \$850



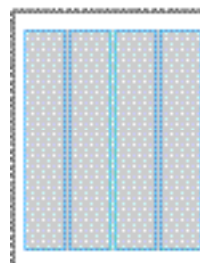
1/4 Page  
Size: 3.625"w x 4.875"h  
Price: \$1,155



1/3 Page  
Size: 5.56"w x 4.875"h  
Price: \$1,260



1/2 Page - Vertical  
Size: 3.625"w x 10"h  
Price: \$1,825



Full Page  
Size: 7.5"w x 10"h  
Bleed: 8.625"w x 11"h  
Trim: 8.375"w x 10.75"h  
Price: \$3,300  
Back cover: \$4,450  
Insider front cover: \$3,900  
Insider back cover: \$3,900  
Page one: \$3,700  
Page two and three: \$3,500