

# San Luis Obispo City & County Map

Every year on average we assist more than 70,000 travelers and locals through our Visitor Center, and each day our team uses the Chamber's official City & County Map to direct them to their location, suggest hikes and guide them around wine country.

The Visitor Center's bestselling information tool, the map is also distributed across the region and sent to hundreds of households outside of the county each year. Your advertisement could be someone's first impression of SLO.

## Relevant Content

- Easy-to-read full color maps
- An outdoor activities guide including the County's premier points of interest, recreational and water sports, golf courses & parks
- An extensive camping guide
- Updated annually to include new streets and parking as well as hiking and biking trails

## Engaged Users

- The official map of the San Luis Obispo Visitor Center serving more than 70,000 people annually
- Used as tourism reference guides in area offices, waiting rooms, wineries and the airport
- Mailed to approximately 1,400 prominent business leaders in San Luis Obispo County
- Included in every relocation and visitor packet
- The map is distributed physically or virtually at major local events including Cal Poly Homecoming and Open House
- The map is available for free online at [slochamber.org](http://slochamber.org), one of the region's most highly trafficked websites



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

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

Single Ad  
Size: 3.5" x 2.0625"  
Price: \$385

Double Ad  
Size: 3.5" x 4.25"  
Price: \$695

Triple Ad  
Size: 3.5" x 6.375"  
Price: \$995

Back Cover  
Size: 4" x 9" (Bleed)  
Price: \$2,095