

# RELOCATION & REFERRAL GUIDE

## Connecting your business is our business

The Chamber's Relocation and Referral Guide is the premier relocation and buyers guide for San Luis Obispo County, connecting buyers with sellers, newcomers with services and travelers with places to stay and things to do. The guide is used not only by those in SLO County but by those looking to relocate to the Central Coast and those looking to understand San Luis Obispo as a community. We're building a recruitment package for your business. Take a moment to decide how you can advertise in the Relocation and Referral Guide, the most widely read business guide in San Luis Obispo County.

The 2021 Relocation & Referral Guide will be distributed digitally for the first time ever. In addition to printed copies, we will be promoting the digital version through email and social media receiving an additional 246,000 impressions annually. As our world continues to evolve, and the way people consume media transitions more and more to the digital, adapting this publication is key. Increasing the Relocation & Referral Guide's digital footprint will ensure the valuable information and resources it contains are easily accessible, frequently updated and reach as many eyes as possible.

### The updated version includes:

- Conversion of articles for easy reading on your smartphone
- Video stories and integrated content
- A built-in, interactive database of our Chamber member directory
- Expanded business editorial content, showcasing the best SLO County has to offer
- A one-stop-shop for important relocation resources
- Comprehensive, data driven profile of San Luis Obispo County

### Get your business in front of:

- Our email database, social media audience and visitors to our website — pushed out multiple times annually
- About 2,000 business leaders who receive a direct-mailed copy
- Cal Poly students, parents and alumni
- Thousands of people & businesses looking to relocate
- The Chamber's Visitor Center — serving nearly 80,000 people annually face to face, digitally and over the phone
- Job prospects, as part of recruitment package
- Every new SLO Chamber member



Whether your business interacts with local customers, other businesses, or folks out of the area, being a part of this annual publication gets you in front of experienced professionals looking for new partners and opportunities in San Luis Obispo County.

Don't miss your chance to reserve space in this once-a-year publication, which will launch in January 2021. **Contact Tom Franciskovich at [tom@slolifemagazine.com](mailto:tom@slolifemagazine.com) or (805) 543-8600 for more information.**

# 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 SLO Life Media, Inc.

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

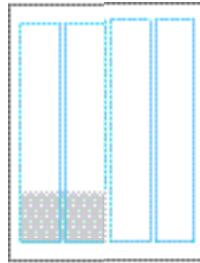
Please let us know if you require a W-9.

## Reserve Your Space Now!

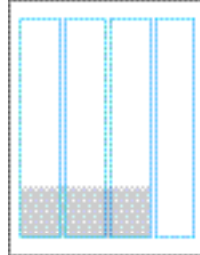
For any questions concerning ad sales, placement, artwork or deadlines please contact Tom Franciskovich with our new, locally owned and operated production partner, SLO Life Media, Inc. at: [tom@slolifemagazine.com](mailto:tom@slolifemagazine.com)

(805) 543-8600

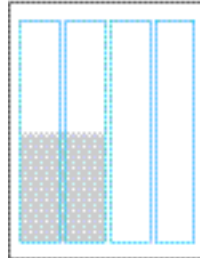
# Ad Sizes and Rates



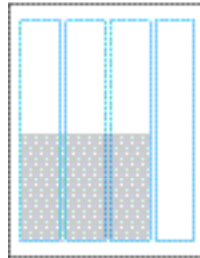
1/8 Page - Horizontal  
Size: 3.625"w x 2.3125"h  
Price: \$415



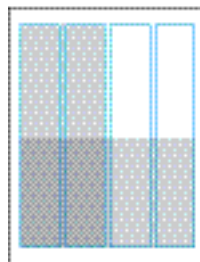
1/6 Page  
Size: 5.56"w x 2.3125"h  
Price: \$525



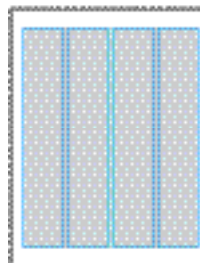
1/4 Page  
Size: 3.625"w x 4.875"h  
Price: \$730



1/3 Page  
Size: 5.56"w x 4.875"h  
Price: \$835



1/2 Page - Vertical  
Size: 3.625"w x 10"h  
Price: \$1,195



1/2 Page - Horizontal  
Size: 7.5"w x 4.875"h  
Price: \$1,195



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: \$1,885  
Back cover: \$3,500  
Insider front cover: \$2,495  
Insider back cover: \$2,395  
Page one: \$2,199  
Double full pages: \$2,995  
ONLY ONE AVAILABLE