

SAN LUIS OBISPO RELOCATION & REFERRAL GUIDE

Connecting your business is our business

The Chamber's *Relocation & 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 & Referral Guide*, the most widely read business guide in San Luis Obispo County. The 2022 *Relocation & Referral Guide* will not only be printed, but also distributed digitally, receiving thousands more views.

This guide will include:

- Year-round resource for local businesses, recent transplants and those looking to see if SLO County is a fit for them
- Business, residential and industry specific relocation information for prospective employees
- Chamber membership listing by category and alphabetically is easy to use, and the perfect desk annual resource
- Expanded business editorial content, showcasing the best SLO County has to offer
- A one-stop-shop for important relocation resources
- Comprehensive, data-driven current 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 and businesses looking to relocate
- The Chamber's Visitor Center — serving nearly 80,000 people annually face-to-face, digitally and by 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 Spring 2022. **Contact Tom Franciskovich at 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.

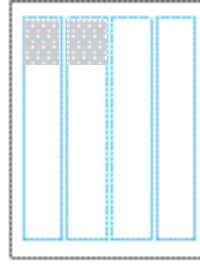
Please let us know if you require a W-9.

Reserve Your Space Now!

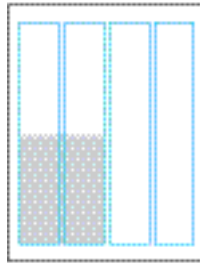
For any questions concerning ad sales, placement, artwork or deadlines please contact Tom Franciskovich with our new, locally owned and operated production partner, SLO LIFE Media, Inc. at: tom@slolifemagazine.com

(805) 543-8600

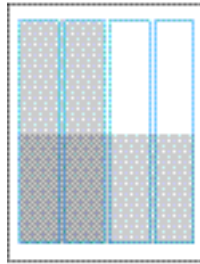
Ad Sizes and Rates



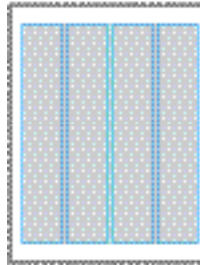
1/8 Page
Size: 3.75"w x 2.4375"h
Price: \$415



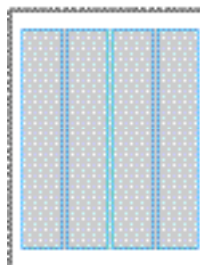
1/4 Page
Size: 3.75"w x 5.00"h
Price: \$730



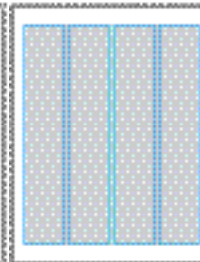
1/2 Page - Vertical
Size: 3.75"w x 10.125"h
Price: \$1,195



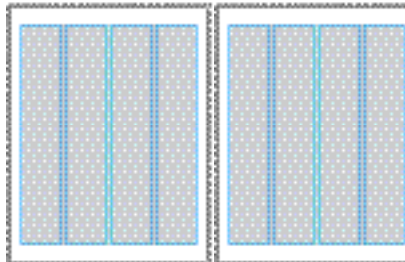
1/2 Page - Horizontal
Size: 7.625"w x 5.00"h
Price: \$1,195



Full Page (Standard)
Size: 7.625"w x 10.125"h
Bleed: 8.875"w x 11.375"h
Trim: 8.375"w x 10.875"h
Price: \$1,885



Full Page (Premium)
Size: 7.625"w x 10.125"h
Bleed: 8.875"w x 11.375"h
Trim: 8.375"w x 10.875"h
Back Cover: \$3,500
Inside Front Cover: \$2,495
Inside Back Cover: \$2,395
Page One: \$2,199



Two-Page Spread
Size: 16.00"w x 10.125"h
Bleed: 17.25"w x 11.375"h
Trim: 16.75"w x 10.875"
Price: \$2,995