



303 Water Street, Suite 100
Santa Cruz, CA 95060
831.425.1234, Fax 831.427.4407
www.visitsantacruz.org

Listing Form: Lodging

To include your business in the *Places To Stay* section of the Visit Santa Cruz County website, please complete this form as you would like your information to appear, and return it to the VSCC office by mail or fax.

If you would like more information on how to gain greater exposure for your listing and appear in the 2017 *Official Santa Cruz County Traveler's Guide*, please contact VSCC's Cooperative Marketing Director at 831.429.7281 ext.103.

VSCC reserves the right to edit for style, length and consistency. This program is available to individual businesses located within Santa Cruz County.

Contact Information (please print or type) The following information is for VSCC use only and will not be published.

Today's Date: _____

Contact Name: _____ Title: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____
Contact Phone: _____ Alt. Phone: _____ Fax: _____
Contact Email: _____

Listing Information (please print or type) The following information will be included in your listing.

Property Name: _____
Street Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Alt. Phone: _____
Online Booking: _____

Web & Social Media:
Website: _____
Facebook: _____
Twitter: _____
YouTube: _____
Instagram: _____

Accommodation Type:

- ☐ Bed and Breakfast ☐ Hotel - Motel
☐ Campground - RV Park ☐ Vacation Rental
☐ Hostel

Rates:

Low Season: _____
High Season: _____
Year-Round Rates (optional): _____

Amenities (Campgrounds/RV Parks see separate box):

- ☐ Suites ☐ Full Service Hotel
☐ Restaurant ☐ Lounge
☐ Room Service ☐ Pool
☐ Fireplaces ☐ Whirlpool Tub (in-room)
☐ Continental Breakfast ☐ Hot Tub
☐ Cable/Sat. TV ☐ Fitness Center
☐ DVD ☐ Golf
☐ Meeting Space ☐ Tennis
☐ Guest Laundry ☐ Pets

Kitchen / Kitchenette _____

Number of Units: _____

Internet Access (Select all that apply):

- ☐ FREE Wired Internet
☐ FREE WiFi

B&B's only:

- ☐ Private Bath Available

Campgrounds & RV Parks only:

- ☐ Tent Sites ☐ Showers
☐ RV Sites ☐ Pool/Hot Tub
☐ Full Hookups ☐ Meeting Space
☐ Dumping ☐ Hike-In Only
☐ On-Site Laundry ☐ Year-Round Camping

Description - Limit 200 characters (approx. 30 words). VSCC reserves the right to edit for style, length and consistency.

X Authorized Signature (both pages must be signed) _____

Payment Information

- ☐ **WEB LISTING** on VSCC website and Lodging Listing in the Traveler's Guide. (Fee for non-Display Advertisers/non-TMD Members) Note: all web listings include hyperlink to your site.
- ☐ **DISPLAY ADVERTISERS** check here for your FREE Lodging listing in Traveler's Guide and on the VSCC website.
- ☐ **TOURISM MARKETING DISTRICT** members check here for your FREE Lodging listing in Traveler's Guide and the VSCC website.

Display advertisers and Tourism Marketing District members receive a website and Traveler's Guide listing **FREE**. If you would like to consider a display ad, please call Gary Green, Cooperative Marketing Director, at 831.429.7281 ext.103.

If paying by credit card, please provide your credit card information and mail or fax this form to 831.427.4407. If paying by check, please make your check payable to "VSCC" and remit to 303 Water Street, Suite 100, Santa Cruz, CA 95060.

No cancellations for contracted advertising space will be accepted after 30 days preceding contract deadline in any given year. All cancellations must be received *in writing* by that date, and must be confirmed *in writing* by VSCC before taking effect.

Please note it is VSCC's policy to seek damages for payments due. If VSCC proceeds in the collection process through small claims court you will be responsible for a \$350.00 additional late-pay processing and service fee, 1.5% interest per month on the outstanding balance, any other late fees and reimbursement of all court costs.

WEB/Travel Guide Listing (Non-TMD Member):.....\$650

Display Advertiser Listing:.....FREE

Tourism Marketing District Listing:.....FREE

Payment Method: ☐ Credit Card ☐ Check

Credit Card Type: ☐ Visa ☐ MasterCard ☐ Discover ☐ AMEX

Credit Card Billing Address: _____

City: _____ **State:** _____ **Zip:** _____

Credit Card Number: _____

Expiration Date: _____ **Security Code:** _____

Print Name as it appears on card: _____

Signature: _____

Important Advertiser Information

- > Up to five photos may be included in your web listing. If submitting photos, they **must** be sent as a .jpg at the highest resolution possible. **Size must be at least 640 x 480 pixels and must be horizontal (landscape orientation).** VSCC may crop your photo for better viewing online. We recommend clear, simple images. Please email your photo(s) to photos@santacruz.org and include your company name as listed on this form.
- > VSCC reserves the right to edit for style, length and consistency. Photos and listing information may be used to promote Santa Cruz County on other qualified websites.
- > Unless you are a display advertiser or a TMD Member, your free listing is **not** guaranteed placement in the Traveler's Guide or on visitsantacruz.org.
- > As a benefit for our display advertisers you may be contacted by VSCC for brochures, availability information (lodging only) or to receive a weekly event flyer. These services are provided free of charge to paid display advertisers.
- > VSCC limits liability for any errors to the cost of the actual space occupied by the error. All ads are subject to approval by VSCC. By placing an advertisement, the advertiser represents that they have authorization for use of materials and artwork supplied for the advertisement. In addition, the advertiser confirms that the information provided to VSCC which will appear in their ad or listing is accurate and assumes all responsibility for its content. VSCC will not be liable for any loss or liability resulting from the use of unauthorized materials, misrepresentation or inaccuracies on the part of the advertiser.

I have read and agree to the conditions above.

X Authorized Signature (both pages must be signed) _____

VSCC Salesperson's Signature _____

For office use only:

Fee Confirmation by VSCC Bookkeeper: _____

Inv.# _____