

Ad Specs & Terms

AD FORMATS:

PDF is preferred format—
300 DPI resolution, CMYK file,
with imbedded fonts and images.
High resolution files also accepted:
Photoshop TIFFs or JPEGs
Illustrator EPS

FONTS:

Be sure to embed fonts in PDF file,
Outlined Illustrator fonts are
acceptable.

PROOFS:

After we receive your file materi-
als, you will receive a proof – both
to confirm that all images and type
will be printed as expected and to
confirm that design and edits have
been done to your liking.

FILE DELIVERY:

Email:
donnawebster2010@gmail.com
(include Traveler's Guide in subject
line). Files over 8Mb can
be sent via DropBox or
comparable file transfer service.

hutton • sherer
marketing advertising design

CALL OR EMAIL WITH PRODUCTION QUESTIONS:

Donna Webster
Designer and
Production Coordinator
831.359.6447
donnawebster2010@gmail.com

PAYMENT:

A 50% deposit is required to confirm
space reservations. Any remaining
balance is due no later than 30 days
after Guide publication. Visit Santa Cruz
County accepts VISA, MasterCard,
Discover and AMEX credit cards. Any
balance not paid in full 30 days after
date of publication will be subject to a
1.5% interest charge per month. Checks
returned by our bank for any reason will
be charged a \$25 service charge.

CANCELLATION:

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 Visit
Santa Cruz County before taking effect.

LIABILITIES:

Visit Santa Cruz County limits liability
for any errors to the cost of the actual
space occupied by the error. All ads are
subject to approval by Visit Santa Cruz
County. 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 Visit Santa
Cruz County which will appear in their
ad or listing is accurate and assumes
all responsibility for its content. Visit
Santa Cruz County 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.

Visit
SANTA * CRUZ
COUNTY
VISIT SANTA CRUZ COUNTY
303 Water Street
Suite 100
Santa Cruz, CA 95060
Phone: 831.429.7281
Fax 831.427-4407
visitsantacruz.org



YOUR GUIDE TO THE 2017 Official Santa Cruz County Traveler's Guide

Visit
SANTA * CRUZ
COUNTY

Your Display Ad

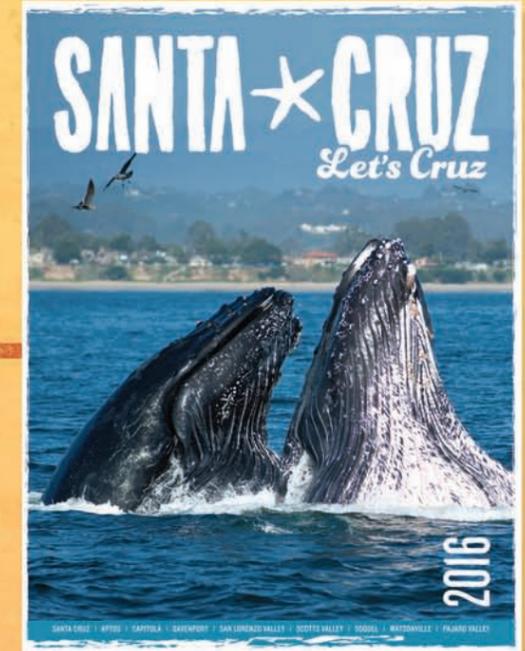
WILL INCLUDE:

Web listing on the
visitsantacruz.org Website

NXTbook Link

Travel Guide Listing

Advertiser Brochure Distribution
at the Water Street Visitor Center



www.VisitSantaCruz.org

FEATURING: Your PHOTO-ENHANCED Web Listing

Direct link to all display advertiser websites from interactive
online NXTbook version of the Traveler's Guide

Free category listing in the *Official Santa Cruz County Traveler's Guide*

Photo-enhanced listing on the newly redesigned
visitsantacruz.org website

Also Brochure distribution at the Water Street Visitor Center.
Distribution to over **120,000** potential Santa Cruz area visitors –
the largest circulation of any Santa Cruz County visitor publication

Let's Cruz

"Visitors have more choices than ever when selecting a place to stay in Santa Cruz County. The *Official Santa Cruz County Traveler's Guide* is a powerful point of sale tool to reach visitors – as well as provide guests with information once they are in town – in a cost effective way."

Jim Maggio, Association Manager, Seascape Beach Resort



Where are 120,000+ guides and their advertisers seen each year?



FAQs

Visit Santa Cruz County provides over 120,000 copies of the *Official Santa Cruz County Traveler's Guide* each year to potential visitors. This full color, 76-page magazine is filled with striking photography and professionally written articles. It is well received by the potential visitors who have requested it, providing travel information to visitors who have indicated interest in Santa Cruz County as a travel destination.

Take advantage of this great opportunity to leverage your marketing dollar and increase exposure in both the *Official Santa Cruz County Traveler's Guide* and on the visitsantacruz.org website.



TOP 10 DISTRIBUTION STRATEGIES FOR THE OFFICIAL SANTA CRUZ COUNTY TRAVELER'S GUIDE

- 20,000+ guides mailed free of charge to visitor households that have requested it when inquiring about Santa Cruz County as a vacation destination
- The Guide is available in NXTbook interactive format on visitsantacruz.org, the premier travel website for Santa Cruz County
- Distributed at the California State Tourism Visitor Center located at San Francisco Fisherman's Wharf – Pier 39, Travel San Francisco Visitor Center, Moscone Center, San Jose Airport and various Bay Area hotels
- Distributed via Certified Rack Service throughout Santa Cruz and Monterey Counties
- Direct distribution to hotels/motels, bed and breakfasts and vacation rentals throughout Santa Cruz County for distribution in over 5,300 sleeping rooms
- Made available in Visit Santa Cruz County's year-round visitor center on Water Street in Santa Cruz
- Distributed to over 130 organizations and locations, including the five local Chamber of Commerce offices, various UCSC departments, State Park visitor locations and major attractions
- Utilized by Visit Santa Cruz County visitor center staff to make lodging, dining and entertainment recommendations to over 55,000 visitors a year
- Used in Visit Santa Cruz County info packets for meeting planners, wedding parties, family reunions and press kits
- Provided free of charge to conference and event attendees

Display ad includes:

- Listing on the visitsantacruz.org website, includes up to five photos
- Direct web link to all Display Advertisers' websites from the interactive online NXTbook version of the guide
- Category listing in the *Official Santa Cruz County Traveler's Guide*
- Advertiser brochure distribution at Visit Santa Cruz's Water Street Visitor Center

Rates & Sizes

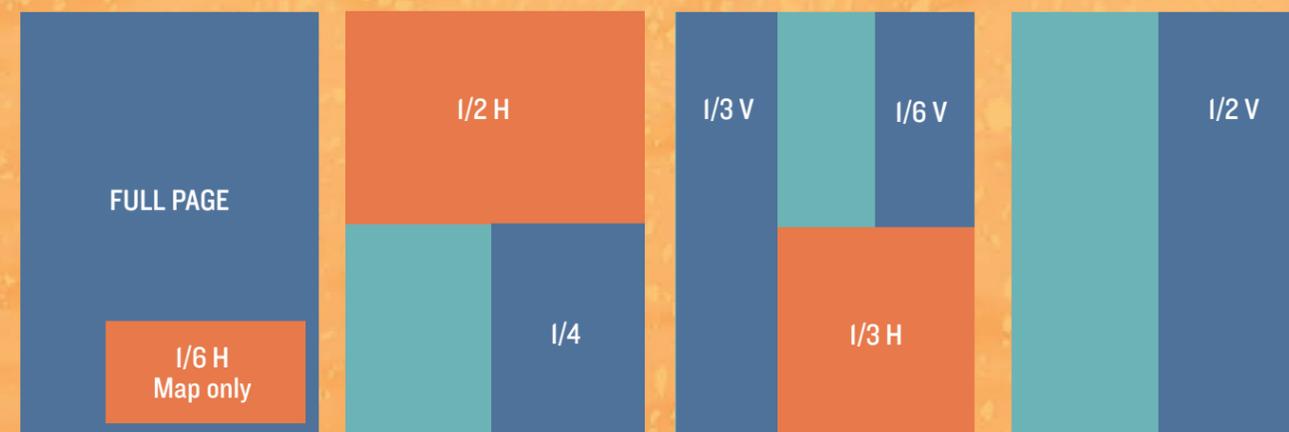
AD SIZE	DIMENSIONS	FULL COLOR
1/6 Horizontal <small>MAP PAGE ONLY</small>	4-1/2" x 2-1/4"	\$1,750
1/6 Vertical	2-3/8" x 4-3/4"	\$1,550
1/4 Page	3-3/8" x 4-3/4"	\$1,850
1/3 Horizontal	4-1/2" x 4-3/4"	\$2,550
1/3 Vertical	2-1/8" x 9-7/8"	\$2,550
1/2 Horizontal	7" x 4-3/4"	\$3,450
1/2 Vertical	3-3/8" x 9-7/8"	\$3,450
Full Page	7" x 9-7/8"	\$5,160
Full Page w/Bleed	8-3/8" x 10-7/8"*	\$5,160
Inside Front Cover	Full Page w/Bleed	\$5,500
Inside Back Cover	Full Page w/Bleed	\$5,500
Back Cover	8-3/8" x 8-1/4"	\$5,955

PUBLICATION DATE:

January 2017

IMPORTANT: Art Submission Specs on Next Page

* Full Page with Bleed
Submit file 8-7/8" x 11-3/8"
Trim size 8-3/8" x 10-7/8"
Live area 7-7/8" x 10-3/8"



Space Reservation Deadline — October 7, 2016
Copy/Camera Ready Art Deadline — October 14, 2016

FOR DISPLAY ADVERTISING CALL
Gary Green, Cooperative Marketing Director
831.429.7281 Ext 103