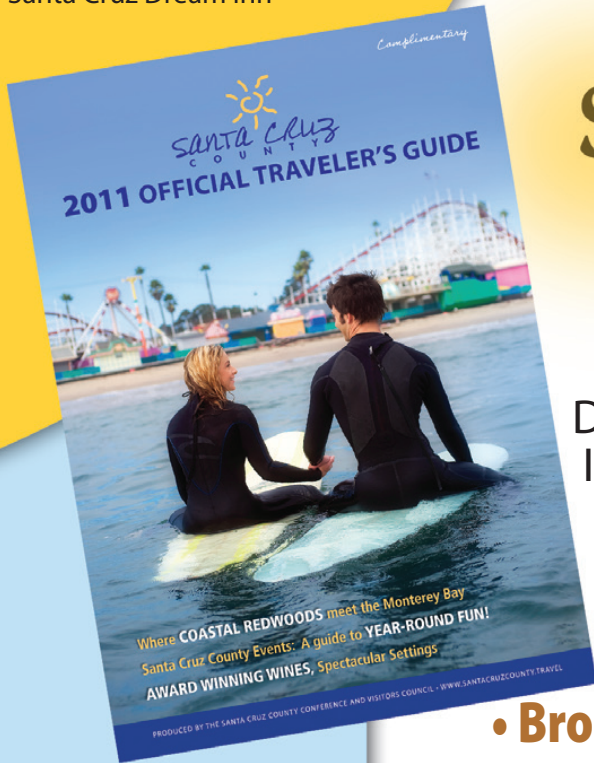


"The Official Santa Cruz County Traveler's Guide is a cost effective way for us to bring our brand to new and repeat travelers, connect with guests, and grow revenue through countywide distribution at key locations. Whether visitors are planning a trip ahead of time, or if they are already in town, the Traveler's Guide combined with the CVC's website www.santacruzcounty.travel, are effective point-of-sale tools throughout the vacation planning process."

Robin Donovan, General Manager
Santa Cruz Dream Inn



2012 Official Santa Cruz County Traveler's Guide



DISPLAY AD INCLUDES:

- CVC Web Listing
- NXTbook Link
- Travel Guide Listing
- Brochure Distribution at the Water Street Visitor Center

PHOTO-ENHANCED WEB LISTING
on
www.santacruzcounty.travel

Direct link to all display advertiser web sites from interactive on-line *Nxtbook* version of the Traveler's Guide

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

Photo-enhanced web listing on CVC website – up to five photos

Brochure distribution at the Water Street Visitor Center

Distribution to over 112,000 potential Santa Cruz area visitors – the largest circulation of any Santa Cruz County visitor publication



I signed up for the contest and in the mail I received the Official Santa Cruz County Traveler's Guide. My children and I go every chance we get, but your magazine was AWESOME!!! I loved how there were hotels with pictures. I also liked how you gave websites for rentals. I really liked how you have so many different things to do in Santa Cruz County. Your magazine was worth the time and I love it!! KEEP UP THE GOOD WORK!!!

Jill
Jamestown, CA



? WHERE ARE 112,000+ GUIDES AND THEIR ADVERTISERS SEEN EACH YEAR?

FAQ's



The Santa Cruz County Conference and Visitors Council provides over 112,000 copies of the *Official Santa Cruz County Traveler's Guide* each year to potential visitors. This four-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 CVC website www.santacruzcounty.travel

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

1. 30,000+ guides mailed free of charge to visitor households that have *requested* it when inquiring about Santa Cruz County as a vacation destination
2. The Guide is available in NXTbook interactive format on the CVC website, the premier travel website for Santa Cruz County.
3. Distributed at the California State Tourism Visitor Center located at San Francisco Fisherman's Wharf – Pier 39, San Francisco International Airport, San Jose Airport and various Bay Area hotels
4. Distributed via Certified Rack Service throughout Santa Cruz County
5. Direct distribution to hotels/motels, bed and breakfasts and vacation rentals throughout Santa Cruz County for distribution in over 5,300 sleeping rooms
6. Made available in CVC's year-round visitor center on Water Street in Santa Cruz and at the summer season Beach Area Visitor Center adjacent to the Boardwalk
7. 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
8. Utilized by CVC visitor center staff to make lodging, dining and entertainment recommendations to over 55,000 visitors a year
9. Used in CVC info packets for meeting planners, wedding parties, family reunions and press kits
10. Provided free of charge to conference and event attendees

DISPLAY AD INCLUDES:

- Photo-enhanced web listing on CVC website – up to five photos
- Direct web link to all Display Advertisers' websites from the interactive on-line NXTbook version of the guide
- Category listing in the *Official Santa Cruz County Traveler's Guide*
- Brochure distribution at the CVC's Water Street Visitor Center

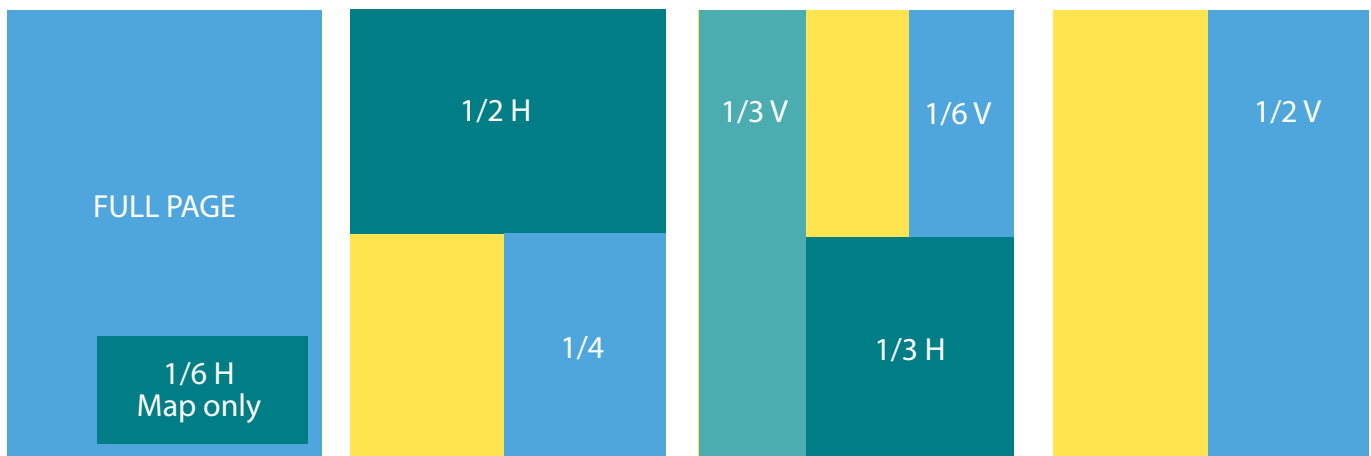
RATES & SIZES

AD SIZE	DIMENSIONS	FULL COLOR
1/6 Horizontal <small>MAP PAGE ONLY</small>	4-1/2" x 2-1/4"	\$1,675
1/6 Vertical	2-3/8" x 4-3/4"	\$1,525
1/4 Page	3-3/8" x 4-3/4"	\$1,825
1/3 Horizontal	4-1/2" x 4-3/4"	\$2,495
1/3 Vertical	2-1/8" x 9-7/8"	\$2,495
1/2 Horizontal	7" x 4-3/4"	\$3,325
1/2 Vertical	3-3/8" x 9-7/8"	\$3,325
Full Page	7" x 9-7/8"	\$5,050
Full Page w/bleed	8-3/8" x 10-7/8"*	\$5,050
Inside Front Cover	Full Page w/Bleed	\$5,300
Inside Back Cover	Full Page w/Bleed	\$5,300
Back Cover	8-3/8" x 8-1/4"	\$5,725

Publication Date:
JANUARY 2012

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, 2011**
Copy/Camera Ready Art Deadline — **October 14, 2011**

FOR DISPLAY ADVERTISING CALL

Gary Green, Cooperative Marketing Director
831.429.7281 Ext 103

AD SPECS & TERMS

AD FORMATS:

PDF is preferred format—
300 DPI resolution, CMYK file.
Files also accepted:
Adobe InDesign or Illustrator CS3
or earlier
Photoshop TIFFs or JPEGs

PLACED GRAPHICS:

All placed graphics must be
provided as CMYK,
300 DPI resolution only.
No JPEG or LZW compressed files.
No RGB or Pantone colors.
This will insure proper printing.

FONTS:

Be sure to embed fonts in PDF file.
Or provide both screen and printer
font. Macintosh fonts only!
Do not use Faux-style fonts (do not
click "B" or "I" in page layout program
to apply ANY style).
Outlined fonts are acceptable in
Illustrator files.

FILE DELIVERY:

Email: donna@hutton-sherer.com
(include CVC Traveler's Guide in
subject line)

CDs in Macintosh format. Unless
specifically requested, CDs are not
returned. Mail to :
Hutton Sherer Advertising
2901 Park Avenue, Ste. B6
Soquel, CA 95073
Files over 8Mb can be FTPd to our
office via YouSendIt.com or
comparable service.

PROOFS:

When we receive your file, you
will receive a proof to confirm
that all images and type meet our
specifications.

PAYMENT:

A 50% deposit is required to confirm
space reservations. Any remaining
balance is due no later than 30 days after
Guide publication. The CVC accepts VISA,
MasterCard or Discover credit cards. Any
balance not paid in full 30 days after date of
publication will be subject to a \$50.00 per
month late payment fee. 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 the CVC before taking effect.

LIABILITIES:

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



hutton • sherer
marketing advertising design

**CALL WITH
PRODUCTION QUESTIONS:**

Donna Webster
Production Coordinator
831.479.0123 x14
donna@hutton-sherer.com



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