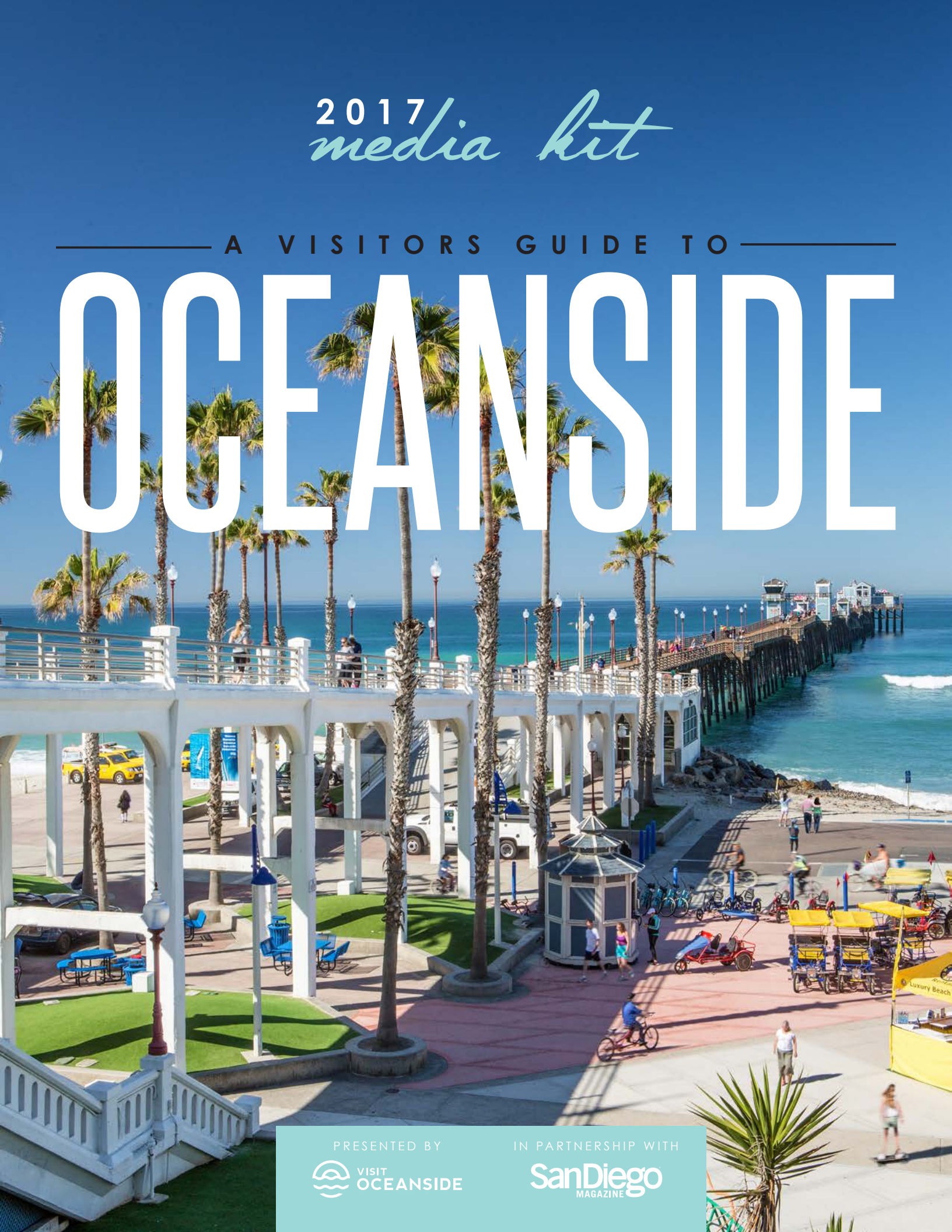


2017
media kit

A VISITORS GUIDE TO

OCEANSIDE



PRESENTED BY



IN PARTNERSHIP WITH



AT A GLANCE

The *Oceanside Visitor Guide* is the premier marketing tool driving visitors to our authentic beach community. Produced by the **Visit Oceanside Conference and Visitors Bureau** in partnership with **San Diego Magazine**, the *Visitor Guide* has a refreshed look and feel to showcase the unique personality of Oceanside. Vibrant photography, engaging editorial and a robust distribution plan will put local businesses at the forefront to reach a targeted audience of Oceanside visitors.

distribution

75,000 copies

DISTRIBUTION POINTS

- Requests via VisitOceanside.org
- Requests via advertising sources (*Sunset*, *Good Housekeeping*, *Trip Advisor*)
- Citywide events and welcome booths
- VO Group Travel Department (weddings, meeting planners and tradeshows)
- Targeted North County San Diego locations
- California Welcome Centers "statewide"
- Oceanside hotels, motels and vacation rentals
- Camp Pendleton
- San Diego and Ontario International Airports
- Oceanside Transit Center
- Media and travel writers
- Drive-Markets: Desert Regions, including: Colorado Rivers, Palm Springs, Phoenix, and Yuma



editorial lineup

Explore Oceanside
Event Calendar
Surf & Sand
Neighborhood Guide
Dining Guide
Sip & Pour
Itineraries
Arts & Culture
Group Travel
Lodging
Oceanside Deals
Getting Around
Maps



fast facts

53%

of people that requested a *Visitor Guide* visited Oceanside

85%

found the information to be influential in their decision to visit Oceanside

52%

said the *Visitor Guide* influenced them to visit a business they had not planned on visiting

75%

of those making a trip elected to stay overnight in Oceanside after receiving the *Visitor Guide*

Results generated from a recent survey conducted for Visit Oceanside and the California Welcome Center - Oceanside by Horizon Consumer Service

ADVERTISING RATES

rates

DISPLAY ADVERTISING*

Two-page spread	\$2,995
Full-page	\$1,845
Half-page	\$1,050
Quarter-page	\$680
Coupon (Available to display advertisers only)	\$100
Wedding & event profile	\$500

PREMIUM POSITIONS*

Back cover	\$3,500
Inside back cover	\$2,500
Inside front cover	\$3,000
First page	\$3,000

*All rates are fixed net rates. No trade, barter or discounting allowed.
Multiple page advertisers receive a 25% discount.

added value

Added value opportunities are available for display advertisers only.

ONLINE PROFILE

Valued at \$300

Highlight your business to visitors planning their trip to Oceanside with an online profile on visitoceanside.org.

Your profile includes:

- Up to 5 photos
- 150-word description
- Bulleted amenities or offerings
- Address, phone number, website
- Link to social media profiles
- Map

Profile images and information to be supplied by client.

BUSINESS LISTING

Valued at \$160

Includes a complimentary business listing in the *Oceanside Visitor Guide* featured within the associated section. (Example: dining, lodging).

Your listing includes:

- Business name
- Phone number
- Website

DIGITAL PDF VERSION

As an advertiser your business will receive additional exposure through the new online PDF version hosted on visitoceanside.org with a clickable link to your website included with your ad.



DEADLINES

Sales close: February 13, 2017

Creative due: February 28, 2017

Issues distributed: May 2017



DEBRA ZINN

PAGE REQUIREMENTS

space

WIDTH X HEIGHT (INCHES)

Full-page (trim)	5.375" x 8.375"
Bleed	5.625" x 8.625"
Live Area	4.875" x 7.875"
Half-page horizontal	4.5" x 3.75"
Quarter-page	2.188" x 3.75"
Coupon (sixth-page)	2" x 2.25"

digital media

Printed web offset. All four-color ads require 175-line screen. Digital materials are preferred. Supply PDF/X-1 or press ready PDF documents. Files need to be the correct size including bleed and be oriented head up. All fonts must be embedded, all images must be high-resolution (300 dpi or higher) and be in CMYK color space. Ads must be supplied with a 100% of size contract-quality proof (Iris, Kodak Approval, Rainbow, DryJet, FirstProof, or equivalent). Ads will be accepted electronically via our Dropbox (sdmag.us/sdmdropbox) or emailed to art@sandiegomagazine.com. Maximum TAC 300% with no more than one solid.

FILE SUBMISSION

PDFs, as well as fully packaged files, including the InDesign CC or lower document, all supporting files (fonts, images, ect...) can be uploaded to sdmag.us/sdmdropbox or emailed to art@sandiegomagazine.com. Please compress all files before uploading.

FILE FORMATS

PDF/X-1 or press ready PDF documents with crop marks indicating trim and bleed.

RESOLUTION

All images and logos must have a resolution of 300 dpi at 100% print size.

COLOR

All colors must be CMYK. Total ink density should not exceed 300%.

BLEED

Full-page files must include .125" bleed on all sides. Text and logos must be within .25" from the trim to avoid live matter trimming off.

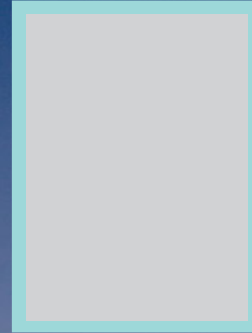
PROOF

To ensure exact colors, a high-quality color-match print accompanying all print-ready digital files is recommended when submitting files. San Diego Magazine is not responsible for reproduction quality if color match proof is not provided.

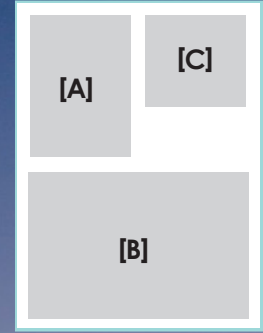
PRODUCTION FEES*

Stock photos/graphics purchased for ad creation	\$25 each
(client to approve purchase)	
Proofs beyond the third revision	\$50 each
Packaged files for use outside of <i>Visit Oceanside</i>	\$150

*Applies to ads created/edited by the *Visit Oceanside* design team



Full Page



[A] 1/4 Page Vertical
[B] 1/2 Page Horizontal
[C] Coupon - 1/6 Page Vertical

