

# 2021 TUOLUMNE COUNTY VACATION PLANNER ADVERTISING CONTRACT PAGE 1



## Get highlighted!

Purchase an ad and your business will be highlighted in the listings section for better visibility.

For businesses with multiple listings:

Purchase a full-page ad and receive up to two highlighted listings, you choose which two. For all other size ads, receive one highlighted listing, you choose which.

## DISTRIBUTION

**PRINT:** Vacation Planners are distributed at various Bay Area locations such as BART stations, Peet's Coffee Houses, Whole Foods, and San Jose and Oakland International Airports to name a few. They're also distributed at the Visit Tuolumne County's visitors centers, through advertising leads, individual requests, at media events, travel shows, and at local businesses.

**DIGITAL:** A digital version is accessible via [visittuolumne.com](http://visittuolumne.com) and is viewable and downloadable at [issuu.com](http://issuu.com).



**BE SEEN**

Print is still important! Download DMA West's DMO Visitor Guide and Conversion Study at [visittuolumne.com/member-resources](http://visittuolumne.com/member-resources)

## AD SIZES & PRICING

See contract on page 2. Reserve ad space by September 18, 2020.

**TODAY!**

**FOR 2021 ONLY!  
25% OFF**

Premium Page ads available.  
See reverse for details.

Full Page  
7.625" x 9.8825"

Full Page  
including .125" bleed  
8.625" x 11.125"  
(min. .375" margin)

\$3,175

1/2 Page  
7.625" x 4.875"

\$1,890

1/4 Page  
3.725" x 4.875"

\$1,010

1/8 Page  
3.725" x 2.35"

\$640

**Artwork is due  
October 22, 2020**

Ads must be submitted on disc or by email to [jen@gotuolumne.com](mailto:jen@gotuolumne.com) by October 22, 2020. Submitted ads must be: high-resolution (300dpi), CMYK, press-ready PDFs with all links and fonts embedded (outlined text preferred). For full-page ads with bleed, crop marks are not necessary, minimum .375" margin. Other file formats will not be accepted. Ads must be approved by the VTC Marketing Committee.

Advertisers are responsible for providing their own artwork.

Questions?  
Contact Jen Lopez  
[jen@gotuolumne.com](mailto:jen@gotuolumne.com)  
209-533-4420

# 2021 TUOLUMNE COUNTY VACATION PLANNER ADVERTISING CONTRACT PAGE 2

This contract is for purchasing full color ads in the 2021 Tuolumne County Vacation Planner.  
Ads are in addition to the listing(s) members automatically receive with membership.

## PREMIUM PAGES

Premium pages are first-come-first-served.  
Call to reserve. Full Page size unless noted.

Inside Front Cover	<del>---</del> SOLD--	\$3,300
Facing Inside Front		\$3,300
Inside Back Cover		\$3,300
Facing Inside Back		\$3,300
Back Cover (3/4 Page)	<del>---</del> SOLD--	\$3,375

## STANDARD ADS

Full Page	\$3,175
1/2 Page	\$1,890
1/4 Page	\$1,010
1/8 Page	\$640

See page 1 for ad specs.

## RESERVE MY SPOT!

Advertisers must submit this form.

Rerun last year's ad with no changes

Premium Page      Full Page      1/2 Page      1/4 Page      1/8 Page

Advertising Business: \_\_\_\_\_

Owner, Manager or Authorized Agent: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Street Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

To pay with VISA, MasterCard, American Express or Discover, please fill out the information below:

Name on Card: \_\_\_\_\_

Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CSC/CW Code: \_\_\_\_\_

To pay by check:

**Make checks payable to:**

Tuolumne County Visitors Bureau

**Mail this form with check to:**

Tuolumne County Visitors Bureau

193 S Washington Street

Sonora, CA 95370

If you need an invoice sent to you, please call Jen Lopez, Marketing Manager, at 209-533-4420.