

2022 TUOLUMNE COUNTY INSPIRATION TRAVEL GUIDE 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.

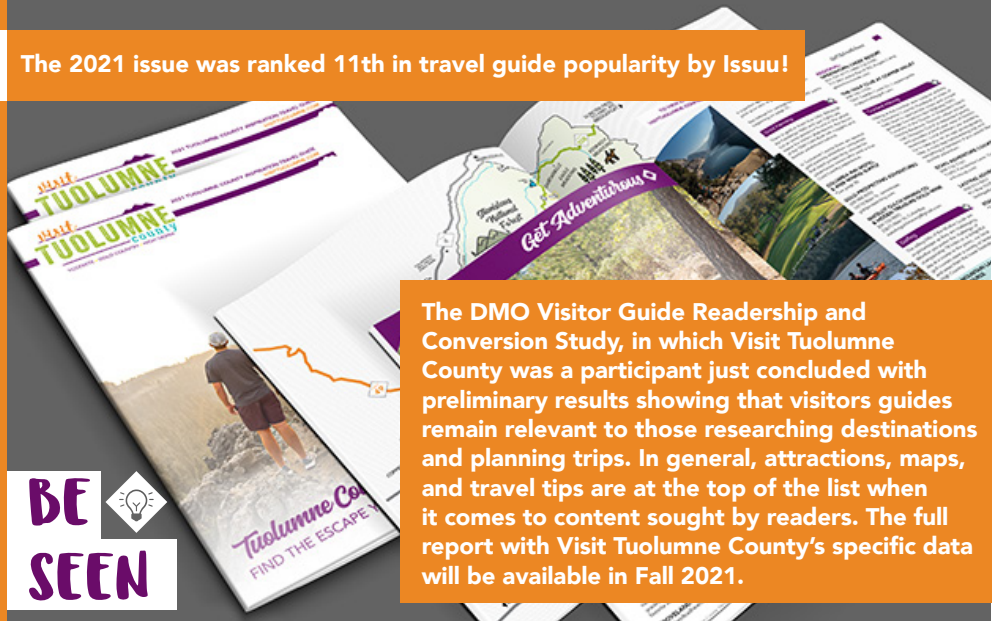
DISTRIBUTION

PRINT: Inspiration Travel Guides 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 visitors center, through advertising leads, individual requests, at media events, travel shows, and at local businesses.

75,000 copies will be printed in 2022!

DIGITAL: A digital version is accessible via visittuolumne.com and is viewable and downloadable at issuu.com.

The 2021 issue was ranked 11th in travel guide popularity by Issuu!



The DMO Visitor Guide Readership and Conversion Study, in which Visit Tuolumne County was a participant just concluded with preliminary results showing that visitors guides remain relevant to those researching destinations and planning trips. In general, attractions, maps, and travel tips are at the top of the list when it comes to content sought by readers. The full report with Visit Tuolumne County's specific data will be available in Fall 2021.

AD SIZES & PRICING

See contract on page 2.
Deadline for Ad space to be reserved is October 15th.

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)

\$4,230

1/2 Page
7.625" x 4.875"

\$2,520

1/4 Page
3.725" x 4.875"

\$1,350

1/8 Page
3.725" x 2.35"

\$850

Artwork is due
October 15, 2021

Ads must be submitted on disc or by email to sarah@gotuolumne.com by October 15, 2021. 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 Sarah Spoljaric
sarah@gotuolumne.com
209-533-4420

This contract is for purchasing full color ads in the 2022 Tuolumne County Inspiration Travel Guide. 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	\$4,400
Facing Inside Front	\$4,400
Inside Back Cover	\$4,400
Facing Inside Back	\$4,400
Back Cover (3/4 Page)	\$4,500

STANDARD ADS

Full Page	\$4,230
1/2 Page	\$2,520
1/4 Page	\$1,350
1/8 Page	\$850

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 Sarah Spoljaric, Marketing Coordinator, at 209-533-4420.