

2023 TUOLUMNE COUNTY 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:

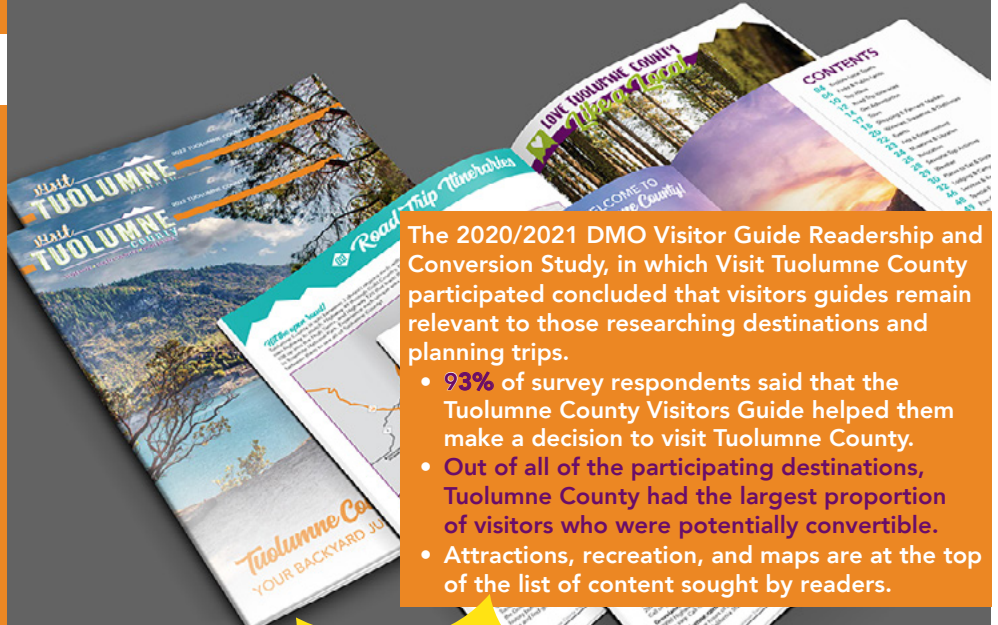
Purchase a full-page ad and receive up to two highlighted listings, you choose which two. For all other size ads, receive one highlighted listing, you choose which.

DISTRIBUTION

Print: Travel Guides are distributed at various Bay Area locations such as Pier 39 California Welcome Center, Caltrain stations, Starbucks, Trader Joe's, Stanford University, and San Jose and Oakland International Airports to name a few. They're also distributed at the Visit Tuolumne County visitors centers, through advertising leads, individual requests, at media events, travel shows, and at local businesses.

75,000 copies will be printed in 2023!

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



The 2020/2021 DMO Visitor Guide Readership and Conversion Study, in which Visit Tuolumne County participated concluded that visitors guides remain relevant to those researching destinations and planning trips.

- **93%** of survey respondents said that the Tuolumne County Visitors Guide helped them make a decision to visit Tuolumne County.
- **Out of all of the participating destinations, Tuolumne County had the largest proportion of visitors who were potentially convertible.**
- Attractions, recreation, and maps are at the top of the list of content sought by readers.

AD SIZES & PRICING

See contract on page 2. Early Bird Sale ends July 22nd. Deadline for Ad space to be reserved is August 15th.

EARLY BIRD SALE
IN ORANGE!
*Pricing ends 7/22

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
\$3,705

1/2 Page
7.625" x 4.875"

\$2,520
\$2,205

1/8 Page
3.725" x 2.35"

\$850
\$745

1/4 Page
3.725" x 4.875"

\$1,350
\$1,108

**Artwork is due
September 15, 2022**

Ads must be submitted on thumb drive or by email to jen@gotuolumne.com by September 15, 2022. 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
209-533-4420

2023 TUOLUMNE COUNTY TRAVEL GUIDE ADVERTISING CONTRACT PAGE 2

This contract is for purchasing full color ads in the 2023 Tuolumne County Travel Guide.
Ads are in addition to the listing(s) members automatically receive with membership.

**EARLY BIRD
SALE
IN ORANGE!**
*Pricing ends 7/22

PREMIUM PAGES

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

Inside Front Cover	\$4,400	\$3,850
Facing Inside Front	\$4,400	\$3,850
Inside Back Cover	\$4,400	\$3,850
Facing Inside Back	\$4,400	\$3,850
Back Cover (3/4 Page)	\$4,500	\$3,910

STANDARD ADS

Full Page	\$4,230	\$3,705
1/2 Page	\$2,520	\$2,205
1/4 Page	\$1,350	\$1,108
1/8 Page	\$850	\$745

See page 1 for ad specs.

RESERVE MY SPOT!

ALL 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 Coordinator, at 209-533-4420.