

# 2024-2025 Tuolumne County Travel Guide Advertising Contract

page 1



## Get noticed with an ad in the 2024-2025 Tuolumne County Travel Guide.

The 2024-2025 Tuolumne County Travel Guide will be in circulation for **two years**. Advertisers have the option to change their ad for the 2025 print run; the ad must be the same size as in the 2024 print run. Purchase an ad and your business will be highlighted in the directory section for better visibility.

VTC partnership must be current for the 2023-2024 year to purchase advertising in the Travel Guide.

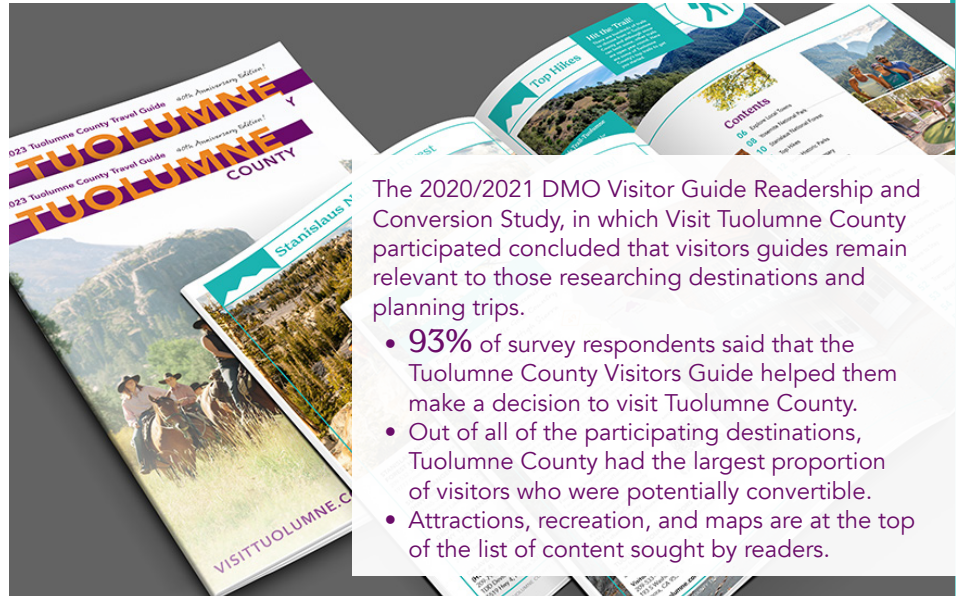
VTC reserves the right to sell your ad space in the 2025 Travel Guide if you do not renew your partnership for 2024-2025.

## Distribution

Print: Travel Guides are distributed at various Bay Area locations such as the Pier 39 and Fairfield California Welcome Centers, Caltrain stations, Starbucks, Trader Joe's, Stanford University, and San Jose and International Airports and in Southern California at the John Wayne Airport in Orange County 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 2024 & 2025, for a total of 150,000!**

Digital: A digital version is accessible via [visittuolumne.com/request-a-vacation-planner](https://visittuolumne.com/request-a-vacation-planner).



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 September 22nd.  
Deadline for all Ad space to be reserved is September 22nd.

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)

~~—\$6,345—~~  
**As low as  
\$5,095**

**Save \$250 on  
full-page ads!**  
Sale pricing  
in orange.  
\*Pricing ends 9/22

1/2 Page  
7.625" x 4.875"

**\$3,780**

1/4 Page  
3.725" x 4.875"

**\$2,025**

1/8 Page  
3.725" x 2.35"

**\$1,275**

## Artwork is due September 30, 2023

Ads must be submitted on thumb drive or by email to [jen@gotuolumne.com](mailto:jen@gotuolumne.com) by September 30, 2023. 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

# 2024-2025 Tuolumne County Travel Guide Advertising Contract

page 2

This contract is for purchasing full color ads in the 2024-2025 Tuolumne County Travel Guide.  
Ad will run two years, with option to switch out ad of the same size for the 2025 print run.

Save \$250 on  
full-page ads!  
Sale pricing  
in orange.

\*Pricing  
ends 9/22

## Premium Pages

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

Inside Front Cover	Space Sold
Facing Inside Front	<del>-\$6,600</del> <b>\$6,350</b>
Inside Back Cover	<del>-\$6,600</del> <b>\$6,350</b>
Back Cover (3/4 Page)	<del>-\$6,750</del> <b>\$6,500</b>

## Standard Ads

Full Page	<del>-\$6,345</del> <b>\$5,095</b>
1/2 Page	\$3,780
1/4 Page	\$2,025
1/8 Page	\$1,275

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:

**Or call 209-533-4420 to pay by credit card by phone.**

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.