

# 2025 Tuolumne County Travel Guide Advertising Contract

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

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.

VTC partnership must be current for the 2024-2025 year to purchase advertising in the Travel Guide.

## Distribution

Print: Travel Guides are distributed at Bay Area locations including the Pier 39 and Fairfield California Welcome Centers, Caltrain stations, Starbucks, Trader Joe's, Stanford University, and San Jose and Oakland International Airports and at the John Wayne Airport in Orange County. 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 2025!**

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.

Deadline for all ad space to be reserved is Friday, October 18.

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)

\$4,650

1/2 Page  
7.625" x 4.875"

\$2,770

1/4 Page  
3.725" x 4.875"

\$1,485

1/8 Page  
3.725" x 2.35"

\$930

## Artwork is due November 1, 2024

Ads must be submitted on thumb drive or by email to [jen@gotuolumne.com](mailto:jen@gotuolumne.com) by November 1, 2024. 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

# 2025 Tuolumne County Travel Guide Advertising Contract

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## 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	\$4,840
Inside Back Cover	\$4,840
Back Cover (3/4 Page)	Space Sold

## Standard Ads

Full Page	\$4,650
1/2 Page	\$2,770
1/4 Page	\$1,485
1/8 Page	\$930

See page 1 for ad specs.

Reserve Space by Friday, October 18!

## Reserve my spot!

ALL Advertisers must submit this form.

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 Manager, at 209-533-4420.