

2026 Tuolumne County Travel Guide Advertising Contract

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Increase your visibility with an ad in the 2026 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 2025-2026 year to purchase advertising in the Travel Guide.

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 the San Jose and Oakland International Airports. In Southern California, they are available at the John Wayne Airport in Orange County. They're also distributed at the Visit Tuolumne County Visitors Center, through advertising leads, individual requests, media events, travel shows, and at local businesses.

75,000 copies will be printed in 2026!

Digital: A digital version is accessible via 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.

**RESERVATION
DEADLINE
EXTENDED!**

Ad Sizes & Pricing

See contract on page 2.

Deadline for all ad space to be reserved is Friday, October 31, 2025.

**Artwork is due
November 14, 2025**

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"
(live area: 7.625"x10.125")

\$4,880

1/2 Page
7.625" x 4.875"

\$2,900

1/4 Page
3.725" x 4.875"

\$1,560

1/8 Page
3.725" x 2.35"

\$975

Ads must be submitted on thumb drive or by email to jen@gotuolumne.com by Friday, November 14, 2025. 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

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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	Space Sold
Inside Back Cover	\$5,100
Back Cover (3/4 Page)	\$5,200

Standard Ads

Full Page	\$4,880
1/2 Page	\$2,900
1/4 Page	\$1,560
1/8 Page	\$975

See page 1 for ad specs.

Reserve Space by Friday October 31st!

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.