

2026 Tuolumne County Travel Guide Advertising Contract

page 1



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.

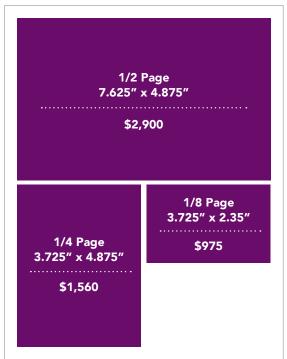
- 93% of survey respondents said that the Tuolumne County Visitors Guide helped them make a decision to visit Tuolumne County.
- Out of all of the participating destinations,
 Tuolumne County had the largest proportion of visitors who were potentially convertible.
- Attractions, recreation, and maps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

Ad Sizes & Pricing

See contract on page 2.

Deadline for all ad space to be reserved is Friday, October 31, 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")



Artwork is due November 14, 2025

Ads must be submitted on thumb drive or by email to <u>jen@gotuolumne.com</u> by Friday, Novemberr 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

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.

| F | Premium Page | Full Page | 1/2 Page | 1/4 Page | 1/8 Page |
|------------|------------------|-------------------|----------|--------------------|----------------------|
| Advertisii | ng Business: | | | | |
| Owner, M | lanager or Autho | rized Agent: | | | |
| Phone: _ | | Email: | | | |
| Street Ac | ldress: | | | | |
| Mailing A | Address: | | | | |
| City: | | | | _ State: | Zip: |
| | | | | | |
| | | ard, American Exp | | please fill out th | e information below: |
| Name on | Card: | | | | |
| Card #: _ | | | | | |
| Expiration | n Date: | CSC/CVV Cod | de: | | |
| To pay by | v 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.