



**EARLY BIRD
SPECIAL
15% OFF!**

Reserve & purchase by July 31, 2026

2027 TUOLUMNE COUNTY TRAVEL GUIDE ADVERTISING CONTRACT

THE TRAVEL TUOLUMNE COUNTY VISITORS GUIDE IS OUR FLAGSHIP PRINT & DIGITAL PUBLICATION DISTRIBUTED TO VISITORS, TRAVEL CENTERS, LODGING PARTNERS, AND TOURISM EVENTS ACROSS CALIFORNIA AND BEYOND. ADVERTISING IN THE GUIDE PUTS YOUR BUSINESS DIRECTLY IN FRONT OF TRAVELERS WHO ARE ACTIVELY PLANNING THEIR TUOLUMNE COUNTY EXPERIENCE!

**75,000 copies printed
annually & available
for online viewing!**

DISTRIBUTION

- High traffic Bay Area & Central Valley locations
- San Jose and Oakland International Airports
- Visit Tuolumne County Visitors Center and through advertising leads, individual requests, media events, travel shows
- Local businesses



SUBMITTED ADS MUST MEET ALL OF THE FOLLOWING REQUIREMENTS:

- File Format: Press-ready PDF only. No other file formats will be accepted.
- Resolution: 300 DPI minimum.
- Color Mode: CMYK. RGB files will not be accepted.
- Fonts & Links: All fonts must be outlined text and links must be embedded.
- Bleed (Full Page Ads): Ads must include bleed. Crop marks are not necessary.
- Margins: Minimum 0.357" margin on all sides.

Approval: All ads are subject to review and approval by the VTC Marketing Committee prior to publication.

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

**Space Reservation Deadline:
Monday, August 31, 2026**

**Artwork Deadline:
Friday, September 25, 2026**

Advertiser Responsibility: Advertisers are solely responsible for the design, accuracy, and quality of their submitted artwork. Visit Tuolumne County does not provide design services and is not liable for errors in advertiser-supplied files.

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PREMIUM PAGES

	EARLY BIRD	AUGUST 1 - AUGUST 31
Inside Front Cover	\$4,505	\$5,300
Facing Inside Front	\$4,335	\$5,100
Inside Back Cover	\$4,335	\$5,100
Back Cover (3/4 Page)*	\$4,335	\$5,200

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

See page 1 for ad specs.

STANDARD ADS

	EARLY BIRD	AUGUST 1 - AUGUST 31
Full Page	\$4,150	\$4,880
1/2 Page	\$2,465	\$2,900
1/4 Page	\$1,325	\$1,560
1/8 Page	\$830	\$975



RESERVE SPACE BY FRIDAY, AUGUST 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/CVV 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 Specialist, at 209-533-4420.