



# San Luis Obispo County

VISITORS & CONFERENCE BUREAU

## San Luis Obispo County VCB Member Advertising Programs

*Please indicate the advertising opportunities you are interested in by marking the appropriate boxes & filling out the space reservation form below & fax to 805-543-9498.*

2010/2011 On-line Advertising	July 2010	Aug. 2010	Sept. 2010	Oct. 2010	Nov. 2010	Dec. 2010	Jan. 2011	Feb. 2011	Mar 2011	Apr 2011	May 2011	June 2011
<b>E-specials</b> monthly e-newsletter, 4 <sup>th</sup> Thursday of the month for the following month, 12,000 opt-in emails, 10 partner maximum, <b>\$180 per month ad OR \$1800 per year</b> (2 months free!)												
<b>Banner Ad</b> SanLuisObispoCounty.com banner ads on specific non-competing pages of visitor website, <i>Ad Specs: 300x170</i> pixel photos & one line of text. <b>\$180 per month per ad (3 mos. MINIMUM \$540) OR \$1800 per year</b> (2 months free!)												
<b>Gold Listing</b> gives priority listing to members and additional exposure on site. <b>\$800-Lodging/\$480-Non Lodging. Commitment is for full year.</b>												

Newspaper <small>*See next page for Insertion Dates &amp; Deadlines*</small>	July 2010	Aug. 2010	Sept. 2010	Oct. 2010	Nov. 2010	Dec. 2010	Jan. 2011	Feb. 2011	Mar 2011	Apr 2011	May 2011	June 2011
<b>Bakersfield Californian</b> "Travel Section" advertorial, 3 <sup>rd</sup> Sunday of each month, 89,000 circulation <b>\$48 per column inch</b>												
<b>Fresno Bee</b> "Local Section" advertorial, 2 <sup>nd</sup> Sunday of each month, 195,000 circulation <b>\$80 per column inch</b>	N/A	N/A										

Sunset Magazine	
<b>Sunset "Weekend Trips" Publication</b> the yearly 98-page publication is distributed Sept 12 - Nov 12, 2010, circulating 140,000 copies, offering ideas for weekend getaways, sold at bookstores and retail establishments in 13 Western states. Details: 1/6 page co-op, two partner limit, \$1300 per partner, partner size: 1" X 2 1/4". <b>Deadline: Space &amp; Materials – June 22, 2010.</b>	

2011 California State Visitors Guide	
<b>California State Visitors Guide</b> the Official California State Visitors Guide has a circulation of 500,000 with an estimate readership of 1.9 million travelers worldwide. Most importantly, over 80% of all readers stay in hotel, resort or B&B, making this a very targeted opportunity! Details: Full page co-op, \$5,000 per partner, 4 partner limit, <b>Deadline: Space &amp; Materials – August 19, 2010.</b>	



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**These rates are available to SLOCVCB members only!**

To reserve space, complete this form (below and check off the advertising you would like to participate in along with the months of participation) and fax back to (805) 543-9498.

If you have any questions, please contact Brittany Garcia at (805) 541-8000 or [Brittany@SanLuisObispoCounty.com](mailto:Brittany@SanLuisObispoCounty.com)

## Space Reservation Form

Company \_\_\_\_\_ Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Bakersfield Californian

#### Ad Rep

*Suzan Cortez*

(661) 395-7494

[scortez@bakersfield.com](mailto:scortez@bakersfield.com)

CC: [successlink@bakersfield.com](mailto:successlink@bakersfield.com)

### Insertion Date

#### 3<sup>rd</sup> Sunday

July 20, 2010

August 15, 2010

September 19, 2010

October 17, 2010

November 21, 2010

December 19, 2010

January 16, 2011

February 20, 2011

March 20, 2011

April 17, 2011

May 15, 2011

June 19, 2011

### Materials Deadline

#### 2<sup>nd</sup> Monday

July 14, 2010

August 9, 2010

September 13, 2010

October 11, 2010

November 15, 2010

December 13, 2010

January 10, 2011

February 14, 2011

March 14, 2011

April 11, 2011

May 9, 2011

June 13, 2011

### Fresno Bee

#### Ad Rep

*Susan Rogers*

(559) 441-6250

[srrogers@fresnobee.com](mailto:srrogers@fresnobee.com)

### Insertion Date

#### 2<sup>nd</sup> Sunday

September 12, 2010

October 10, 2010

November 14, 2010

December 12, 2010

January 9, 2011

February 13, 2011

March 13, 2011

April 10, 2011

May 8, 2011

June 12, 2011

### Materials Deadline

#### 1<sup>st</sup> Monday

September 6, 2010

October 4, 2010

November 8, 2010

December 6, 2010

January 3, 2011

February 7, 2011

March 7, 2011

April 4, 2011

May 2, 2011

June 6, 2011

811 El Capitan Way, Suite 200 ~ San Luis Obispo, CA 93401

Toll-Free: 800-634-1414 ~ Phone: 805-541-8000 ~ Fax 805-543-9498

[www.SanLuisObispoCounty.com](http://www.SanLuisObispoCounty.com) ~ [info@SanLuisObispoCounty.com](mailto:info@SanLuisObispoCounty.com)