

San Luis Obispo *Visitors Guide*

The *Visitors Guide* is simply the best marketing for your dollar. It's a one-time investment that goes to work for you all year long.

Comprehensive distribution to thousands of highly qualified readers and prominently featured on one of the county's most visited websites, slochamber.org.

Quality is our standard. For more than 35 years, the quality of the Chamber *Visitors Guide* has been the best the county has to offer. From award-winning photography to revised and rewritten content – quality is the hallmark of this publication. As a result, your advertisement will have added credibility which ties into the reputation of the San Luis Obispo Chamber of Commerce whose origins date back to 1905.

The Best Content

- All original, award-winning photography of the area
- Easy-to-read color-coded maps
- User-friendly lodging and dining directories
- An expanded shopping section
- Cal Poly and Cuesta College coverage
- An outdoor activities guide
- Extensive coverage on the county's wine region and so much more!

The Best Distribution

- The official tourist publication of the San Luis Obispo Visitor Center serving more than 80,000 people annually in-person, online and over the phone
- Copies of the guide are bound and distributed to area hotels for in-room use
- Used as tourism reference guides in area offices, waiting rooms, wineries and the airport
- Direct-mailed to approximately 1,200 prominent business leaders in San Luis Obispo County
- The guide is distributed at major local events including Cal Poly Homecoming and Open House
- Used as a fulfillment piece for those inquiring about visiting and relocating to the area; with hundreds of requests fulfilled per year
- The guide is available for free online at slochamber.org
- Year-round distribution!



Space is limited, reserve your ad placement today in this once-per-year publication by contacting Tom Franciskovich with our locally owned and operated production partner, SLO Life Media, Inc.

tom@slolifemagazine.com

(805) 543-8600

Advertising Guidelines

Ad Mechanics:

All ads should be full color, 300dpi and formatted as a high-resolution, print-ready pdf.

Complimentary Ad Design:

Design work to resize, update and even create an entirely new ad is complimentary.

Payment:

You may pay by credit card when you reserve your ad space or if you prefer we will simply send you a bill.

You will receive an ad contract and invoices from SLO Life Media, Inc.

Please let us know if you require a W-9.

Reserve Your Space Now

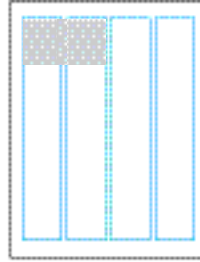
For any questions concerning ad sales, placement, artwork or deadlines please contact Tom Franciskovich with our locally owned and operated production partner, SLO Life Media, Inc. at:

tom@slolifemagazine.com

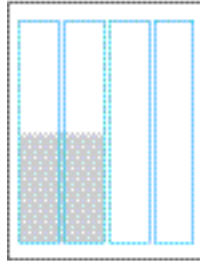
(805) 543-8600



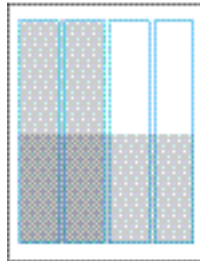
Ad Sizes and Rates



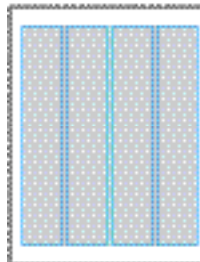
1/8 Page
Size: 3.75"w x 2.4375"h
Price: \$950



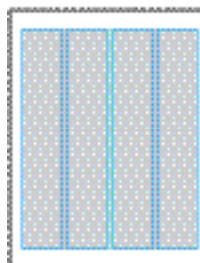
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Size: 3.75"w x 5.00"h
Price: \$1,255



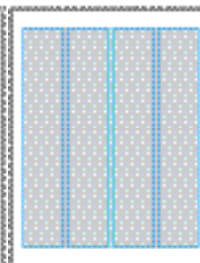
1/2 Page - Vertical
Size: 3.75"w x 10.125"h
Price: \$1,925



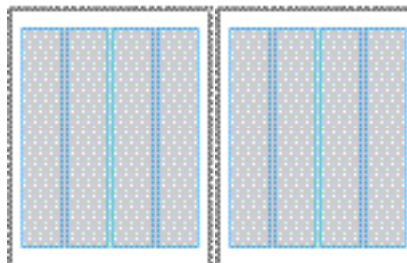
1/2 Page - Horizontal
Size: 7.625"w x 5.00"h
Price: \$1,925



Full Page
Size: 7.625"w x 10.125"h
Bleed: 8.875"w x 11.375"h
Trim: 8.375"w x 10.875"h
Price: \$3,400
Page one: \$3,800
Page two and three: \$3,600



Full Page
Size: 7.625"w x 10.125"h
Bleed: 8.875"w x 11.375"h
Trim: 8.375"w x 10.875"h
Back cover: \$4,550
Inside front cover: \$4,000
Inside back cover: \$4,000



Two-Page Spread
Size: 16.00"w x 10.125"h
Bleed: 17.25"w x 11.375"h
Trim: 16.75"w x 10.875"
Price: \$4,975