



VISIT  
OCEANSIDE  
2012  
VISITOR'S  
GUIDE



Visit  
**Oceanside**  
california



San Diego's  
North  
Shore

[visitoceanside.org](http://visitoceanside.org)



## 2012 Oceanside Visitor's Guide

### Are You In It?

The **Oceanside Visitor's Guide** is the #1 marketing tool for Oceanside and Neighboring attractions. No other publication reaches your target audience and converts leads into results better than this official publication, produced for the Visit Oceanside Conference and Visitors Bureau.



### 75,000 copies—distribution points include...

- Nearly 27,000 copies mailed throughout the United States in Visitor Information Packets (a 27% year over year increase)
- Area Hotels, Motels and Vacation Rentals
- California Welcome Centers—20 Statewide
- Camp Pendleton Welcome Packets
- Relocation Packets
- San Diego International Airport
- Meeting Planners, Travel Agents, Media, and Tradeshows



### Consider these statistics...

- 83% of people that requested our visitor information actually came.
- 85% of those surveyed recalled receiving our Visitor Guide and 80% rated our materials highly useful.
- 84% of visitors that received our materials in the mail or picked them up at Welcome Center said it influenced their visit to Oceanside.
- 52% said the Visitor Guide influenced them to visit an area attraction or site they had not planned to visit.



*From a survey recently conducted for the California Welcome Center by Lauren Schlau Consulting*

### And also included in...

Certified Display Racks in hundreds of locations, including hotels, motels, car rental offices, RV parks, campgrounds, service stations, airports and train depots throughout San Diego North County.



# Advertising Information

## New for 2012

Upgraded Visitor's Map Foldout with Premium Advertising Opportunity.



### 2012 Ad Rates

100% payment due with signed contract

PREMIUM POSITIONS*	SIZE	AD RATE
Back Cover.....	Full Page 4 Color.....	\$3,295
Inside Front Cover.....	Full Page 4 Color.....	\$2,975
First Page.....	Full Page 4 Color.....	\$2,975
Inside Back Cover.....	Full Page 4 Color.....	\$2,795
Last Page.....	Full Page 4 Color.....	\$2,795

#### BODY PAGES\*

Full Page.....	Bleed and Non-Bleed.....	\$2,695
½ Page.....		\$1,895
⅓ Page.....		\$1,260
¼ Page.....		\$1,050

#### MAP AD RATE\*

¼ Page Premium.....	\$1,260
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#### LISTINGS\*

Line Listing..... (Company Name, Address, Phone Number)	\$315
Logo Listing..... (Company Name, Address, Phone Number, 20 Word Description, & Logo)	\$425
Map Listing..... (Company Name, Address, Phone Number, 20 Word Description, Logo & Locator on Map)**	\$695

\*10% Discount on all Rates for Chamber Members

\*\*Available for Hotel/Motel, Vacation Rental and Restaurant Advertisers Only

### Specifications

	WIDTH X HEIGHT
Full-page (bleed)	5 ¼" x 8 ⅜"
Full-page (non-bleed)	4 ½" x 7 ⅝"
½ Half Page (horizontal)	4 ½" x 3 ¾"
½ Half Page (vertical)	2 ¾" x 7 ⅝"
⅓ Third Page	4 ½" x 2 ⅞"
¼ Quarter Page	2 ¾" x 3 ¾"
¼ Quarter Page Premium	3 ⅞" x 1 ⅜"

### Digital Media

Printed web offset. All four-color ads require 175-line screen. Digital materials are preferred. Supply PDF/X-1 or press ready PDF documents. Files need to be the correct page size including bleed and be oriented head up. All fonts must be embedded, all images must be high-resolution (300 dpi or higher) and be in CMYK color space. Ads must be supplied with a 100% of size contract-quality proof (Iris, Kodak Approval, Rainbow, DryJet, FirstProof, or equivalent). Ads will be accepted on CD, or delivered electronically via our FTP site. Disks will only be returned if clearly labeled with a return address and phone number. Maximum TAC 300% with no more than one solid. Ink sequence: black, cyan, magenta, yellow.

Upload ads to our FTP site through Fetch, web browser or similar FTP client application. Compress all files before uploading.

Address: [cpg.cpg-design.com](http://cpg.cpg-design.com)

Username: oceanside

Password: Upload2

#### FILE FORMATS

PDF/X-1 or press ready PDF documents

#### RESOLUTION

All images and logos must have a resolution of 300 dpi at 100% print size.

#### COLOR

All colors must be CMYK. Total ink density should not exceed 300%

#### BLEED

Bleed size 5 ½" x 8 ⅝" trimmed to 5 ½" x 8 ⅜". Text and logos must be within ⅛ of an inch from the trim size to avoid live matter trimming off.

#### PROOF

A high-quality color-match print must accompany all print-ready digital files

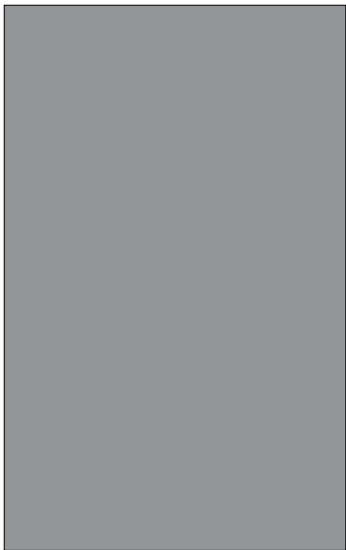
### IMPORTANT DATES

Publish Date:	May 2012
Ad Materials Closing:	April 16, 2012
Space Closing:	April 2, 2012

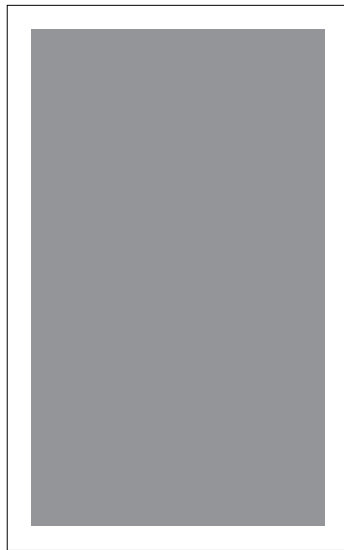


3920 CONDE STREET  
SAN DIEGO, CA 92110  
T. 619.297.4455  
F. 619.297.2610

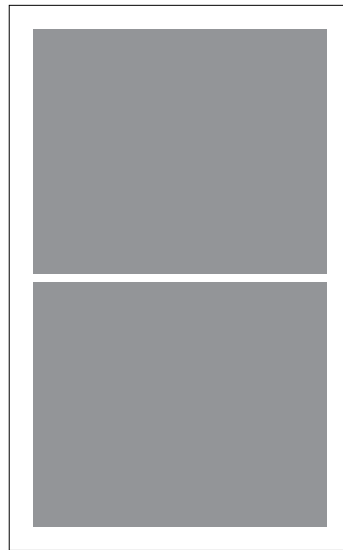
# Ad Specs & Dimensions



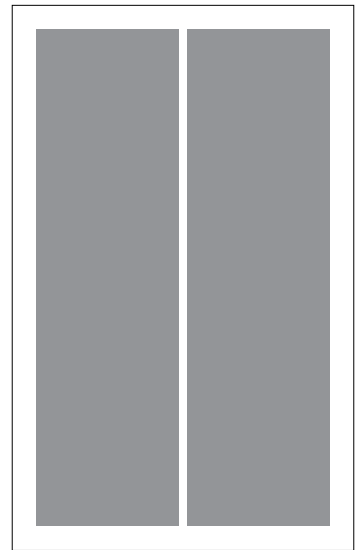
**Full Page, bleed**  
5 1/4" x 8 3/8"



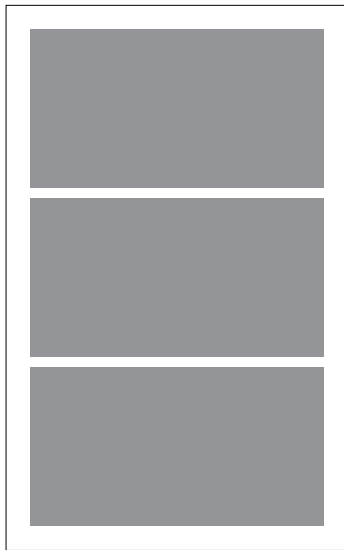
**Full Page, non-bleed**  
4 1/2" x 7 5/8"



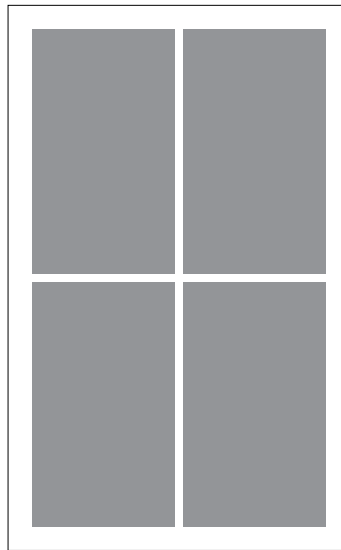
**1/2 Page, horizontal, non-bleed**  
4 1/2" x 3 3/4"



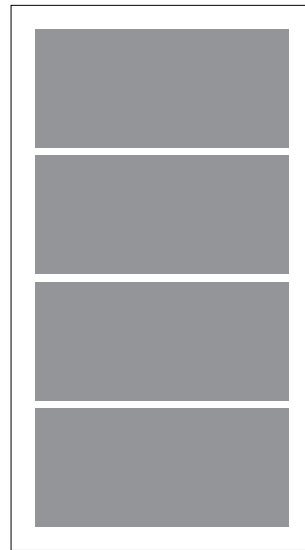
**1/2 Page, vertical, non-bleed**  
2 3/16" x 7 5/8"



**1/3 Page, non-bleed**  
4 1/2" x 2 7/16"



**1/4 Page, non-bleed**  
2 3/16" x 3 3/4"



**1/4 Page Premium  
(foldout map)**  
3 7/8" x 1 13/16"

## SALES CONTACT

Denis Seger  
**LA JOLLA COAST MARKETING**  
3920 Conde Street  
San Diego, CA 92110  
Tel: 760.518.5222 Fax: 760.454.0413  
segersales@gmail.com

## SEND MATERIALS TO

James Hughes  
**LA JOLLA COAST MARKETING**  
3920 Conde Street  
San Diego, CA 92110  
Tel: 619.717.2254 Fax: 619.297.2610  
jimh@cpg-design.com



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