

2014
2015
2016
2017
2018
2019

Have you seen us lately?



THE OFFICIAL SONOMA COUNTY
VISITORS GUIDE AND MAP

2020

GET DIRECTLY IN THE HANDS OF VISITORS PLANNING THEIR TRIP TO SONOMA COUNTY AS WELL AS THOSE ALREADY HERE. **125,000 VISITOR GUIDES AND 350,000 VISITOR MAPS ARE PRODUCED WITH 40% DISTRIBUTED OUTSIDE OF SONOMA COUNTY.**

DISTRIBUTION CHANNELS INCLUDE:

Direct Visitor Requests — Weekly mailings generated from SCT's website (SonomaCounty.com), marketing and advertising campaigns (Including digital ads on major online travel, food and wine, and lifestyle websites), toll free numbers, convention and visitor bureau referrals, and magazine reader reply cards from Alaska Airlines, Sunset, Visit California Visitors Guide.

Local Distribution — Sonoma County visitor centers, chambers of commerce and convention bureaus, community partners including lodging properties, wineries, the Sonoma County Airport and Jet Center, local events, and other prominent visitor locations.

Greater Bay Area — The San Francisco Travel Visitor Information Center at the Moscone Center on Howard Street, Macy's Union Square, the California Welcome Center at Pier 39. The Bay Crossings information center at the Ferry Building stocks an average of 10,000 maps and Visitor Guides a year. AAA offices across the country provide their members with Maps and Visitor Guides.

Certified Folder Display — More than 140,000 Maps and Visitor Guides are distribution in targeted in high-traffic visitor centers and corporate work locations at over 1,600 locations including:

- The greater Bay Area, the Oakland Airport, San Francisco airport, "Super Cities," Sacramento, Redding, Mt. Shasta, Marin County, Mendocino, County, and Napa Valley.
- Corporate work locations include San Jose, Santa Clara, Los Angeles, San Diego, and Orange County.
- California Welcome Centers including San Francisco, Mammoth Lakes, El Dorado Hills, Truckee, and Yreka.

Sonoma County Tourism's Marketing Programs — Group tour and meeting planners (*Domestic and International*), travel writers, journalists, media requests, trade shows, weddings, requests from AAA offices, and out-of-county concierges.

Distribution

Captivating, engaging and inspiring.

The Visitor Guide and Map often create the first impression that see of Sonoma County.

Our design showcases the Sonoma County brand with all there is to discover and experience.

Advertising in the Official Sonoma County Visitors Guide and Map is a cost-effective way to introduce your business to the constant curiosity of the tourism industry. **Put the power of Sonoma County Tourism to work for you!**



\$2.1 BILLION
total direct travel spending in Sonoma County**

\$77 MILLION
total economic impact of the Visitors Guide*

92% OF RECIPIENTS
said the Visitors Guide influenced their trip*

15.7% OF RECIPIENTS
said they extended their trip after reading the Visitors Guide*

For more information:

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ASK ABOUT OUR FREQUENCY DISCOUNT!

2020 ad rates

VISITOR GUIDE DISPLAY ADVERTISING

AD SIZE	DIMENSION (W X H)	BIA RATE	NON-BIA
1/4 page	2.625" x 4.25"	\$1,325	\$1,524
1/3 page Bookmark**	2" x 9.75" (safe area: 1.75" x 9.25")	\$2,135	\$2,455
1/2 page/horizontal	5.5" x 4.25"	\$2,390	\$2,749
1/2 page/vertical	2.625" x 8.75"	"	"
Full page / Non-Bleed	5.5" x 8.75"	\$4,165	\$4,790
Full page / Bleed**	6.25" x 9.75" (safe area: 5.75" x 9.25")	"	"
Two-page spread**	12.5" x 9.75" (safe area: 12" x 9.25")	\$7,450	\$8,568

**Bleed ads must add 1/8" background (to dimensions above) on all sides, and comply with safe area parameters shown to insure safety of content. Do not put important content outside these "safe" boundaries. Finish/Trim Size: 6.25" x 9.75"

FEATURED BUSINESS LISTINGS

\$425 (NON-BIA / \$489) – AVAILABLE IN SELECT SECTIONS
25-word description plus business name, address, phone number, and website. Featured Winery Listings include a wine label, Featured Accommodation Listings include a property photo, and Featured Chef listings include a photo of the chef.

ADVERTORIALS

\$895 (NON-BIA / \$1,029) – AVAILABLE IN SELECT SECTIONS
100-word description including business name, address, phone number, website, and one photo.

WEDDING & MEETING ADVERTORIALS

\$425 (NON-BIA / \$489)
50-word description including business name, address, phone number, and website. OK to submit photos for consideration.

MAP PANEL ADS

AD SIZE	DIMENSION (w x h)	BIA RATE	NON-BIA
Full map panel ad	4" x 9"	\$4,285	\$4,928
Half map panel ad	4" x 4.5"	\$2,485	\$2,858

ADDED VALUE BENEFITS:

- One complimentary listing and business location dot on the Official Sonoma County Wine & Visitor Map
- Link to your website via your ad in the digital version of the Visitor Guide on SonomaCounty.com

DEADLINES

Space reservations: Monday, September 30, 2019
Ad Materials: Thursday, October 31, 2019

Advertising space is limited in each section. Ad buys and placements are on a first-come, first-served basis and cannot be guaranteed. The meetings section is reserved for BIA properties. Advertising content is subject to approval and SCT/Studio M Publishing, Inc. reserves the right to refuse, edit, or omit any advertiser submitted for publication.

SONOMA COUNTY
CALIFORNIA
LIFE OPENS UP

707-522-5800
SonomaCounty.com

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Advertising in the Visitors Guide is independent from the benefits and community partner programs offered through Sonoma County Tourism. For more information, visit SonomaCounty.com/partners. SCT is a private, non-profit sales and marketing organization.

**Visit California tourism report on Transient Occupancy Revenues
*2017 Visitor Guide Return on Investment Study by SCT.