

LISTINGS, AD SPECIFICATIONS & RATES

SNAC Sierra Nevada Adventure Company

2293 Highway 4, Arnold 95223 (across from the Meadmont Center), (209) 795-9310
448 Main St., Murphys 95247, (209) 728-9133
snacattack.com • facebook.com/snacattack
Greatest selection of outdoor gear, clothing and footwear in the Sierral Featuring rental equipment for every season in the Arnold store...recreational kayaks and canoes, stand-up paddleboards, snowshoes, downhill skis, snowboards and more! Open daily.

O.A.R.S. (Outdoor Adventure River Specialists)

2863 Highway 49, P.O. Box 67, Angels Camp 95222
(209) 736-4677 • oars.com
facebook.com/OARSrafting
Fun California rafting getaways within a short drive of Angels Camp! O.A.R.S. offers whitewater rafting adventures for all ages and abilities on California's South, Middle and North Fork American, Tuolumne, Merced and North Fork of the Stanislaus. Call today to raft with the most experienced rafting outfitter in North America.

2019 EXPERIENCE GUIDE LISTINGS

TYPE	SIZE	RATE
Regular	30 words	\$250
Additional	30 words	\$150
Enhanced	30 words	+\$100

Regular Listing Example includes business name, address, contact info + 30 words of text provided by you. Lodging listings also include a photo.

Enhanced Listing Example includes everything in a regular listing plus a yellow background & blue outline to help your listing stand out.

Additional listings: If you run more than one business, you only pay full price for the first business listing, then \$150 for each additional listing. Or if you run a business that falls within multiple categories, you might want to purchase listings in each category. For instance, if you run a hotel that's a wedding & events venue with a restaurant, you might want to be listed in the lodging, dining, and weddings categories.

FULL PAGE BLEED
8.625" x 11.125"
TRIM SIZE
8.375" x 10.875"

FULL PAGE
7.25" x 9.75"

1/2 PAGE vert
3.5" x 9.75"

1/8 PAGE
3.5" x 2.25"

1/4 PAGE horiz
7.25" x 2.25"

1/2 PAGE horiz
7.25" x 4.75"

1/4 PAGE vert
3.5" x 4.75"

DISPLAY ADVERTISING		
Ad Size and Orientation	Dimensions (width x height)	Member Rate
1/8 page horiz. only	3.5" x 2.25"	\$880
1/4 page vert.	3.5" x 4.75"	\$1,320
1/4 page horiz.	7.25" x 2.25"	\$1,320
1/2 page vert.	3.5" x 9.75"	\$2,135
1/2 page horiz.	7.25" x 4.75"	\$2,135
Full page bleed	8.625" x 11.125"	\$3,300
PREMIUM PAGES		
Inside back cover	8.625" x 11.125"	\$3,675
Facing inside back	8.625" x 11.125"	\$3,675
Back cover	8.875" x 7.25"	\$3,780
Inside front cover	8.625" x 11.125"	\$3,675
Facing inside front	8.625" x 11.125"	\$3,675



IMPORTANT DATES

August 31, 2018 payment and ad space reservation due. **Special payment arrangements can be made. Call before August 31st for details. September 30, 2018** camera ready artwork due.

DIGITAL REQUIREMENTS

Ads must be provided in CMYK color mode at 300 dpi. Accepted file formats are: pdf, jpg or eps with fonts outlined.

WHERE TO SEND YOUR AD

Email your ad to goughdesign@gmail.com or call Linda Gough at 209.352.5799.

QUESTIONS?

Call Jessica at the CVB Wednesday- Friday at **209.736.0049** or email us at info@gocalaveras.com.

2019

CONTRACT

Payment Deadline
AUGUST 31, 2018

CALAVERAS VISITORS BUREAU • 209.736.0049 • info@gocalaveras.com • www.gocalaveras.com

Business name: _____

Contact person/Authorized agent: _____

Phone: _____ Fax: _____

Email: _____

Web address: _____

Facebook page address: _____

P.O. Box: _____ Street Address: _____

City: _____ State: _____ Zip: _____

MEMBERSHIP GUIDE LISTINGS

Featured Regular Introductory Additional (quant.____) **LISTINGS TOTAL:** _____

MEMBERSHIP DISPLAY ADVERTISING

Full page 1/2 page 1/4 page 1/8 page **ADVERTISING TOTAL:** _____

Vertical Horizontal **TOTAL MEMBER LISTINGS & DISPLAY ADVERTISING :** _____

PAYMENT METHOD

Check (enclosed) Credit Card

Amount to be charged: _____

If credit card, number: _____

If credit card, type: Visa Mastercard Amex

Card holder name: _____ Expiration date: _____

Authorized signature: _____ V-code: _____

THIS SECTION: CVB ONLY

Amount \$ _____

Date Received _____

By _____

2018 CALAVERAS EXPERIENCE GUIDE LISTING

Business name as you'd like it to appear in the Guide: _____

No changes to my listing(s)

Change my listing(s)

Upgrade to enhanced listing for \$100

First listing category name (ie lodging, restaurant, attraction etc): _____

First listing (30 words): _____

*Second listing (\$125) category name: _____

Second listing title as you'd like it to appear in the Guide: _____

Second listing (30 words): _____

My business is pet friendly (if yes, dog-friendly icon will be added next to your listing):

Yes

No

If yes, please provide a brief explanation (ie water station, pet sitting etc.): _____

My business is kid friendly (if yes, kid-friendly icon will be added next to your listing):

Yes

No

If yes, please provide a brief explanation (ie kids play area with toys): _____

My business is already a VIP member and I would like to keep my offer the same for 2018.

I would like to join the VIP program by providing the following discount/special deal: _____

I am not interested in being a VIP member at this time.

FROG PLAY, as a locals' business incentive program is not included in the Activities Guide, but is a free member benefit which you can change or sign up for here:

My business is already a FROG PLAY member and I would like to keep my offer the same for 2018.

I would like to join the FROG PLAY program by providing the following discount/special deal: _____

I am not interested in being a FROG PLAY member at this time.

* For more than 2 listings, please use another sheet of paper.