

28th Annual

# Visitors Guide



The Essential Visitors Guide

Coming July 2021

Visitors are ready and amped to explore (and to spend). With leisure travel on the rise once again, millions of visitors will travel through Monterey County and leave tourist dollars in their trail. Make sure some of that money is left with your business.

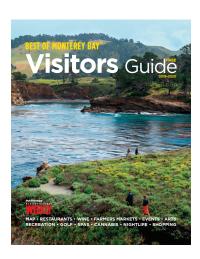
## 75,000 copies distributed all year

Reach visitors wanting to experience the best that

Monterey County has to offer: dining, shopping, golf, spas, wine,
entertainment, art and attractions in the Best of Monterey Bay®

Visitors Guide. The digital edition will expand the distribution
of your message, and reach visitors wherever and
whenever they choose on their tablet, mobile or
desktop device.

Your best
advertising
value!



Ad Submission Deadline:
June 10, 2021

# RATES, SIZES AND TECHNICAL SPECIFICATIONS

AD SIZE	INCHES (wxh)	PRICE
Back Cover	8.125 x 10.25* (+.125" bleed)	\$2970
Inside Covers	8.125 x 10.25* (+ .125" bleed)	\$2745
Full Page	8.125 x 10.25* (+.125" bleed	<u>\$1910</u>
2/3 vertical	4.648 x 9.083	\$1590
2/3 horizontal	7.083 x 5.981	\$1590
1/2 horizontal	7.083 x 4.431	\$1270
1/3 square	4.648 x 4.431	\$960
1/3 vertical	2.213 x 9.083	\$960
1/3 horizontal	7.083 x 2.88	\$960
1/6 vertical	2.213 x 4.431	\$555
1/6 horizontal	4.648 x 2.16	\$555
1/9	2.213 x 2.879	\$400

#### \* Full page bleed ads must include +.125 bleed on all sides

#### **CAMERA READY AD SPECS**

- 1. Color must be CMYK (no spot color or RGB).
- 2. Images must be at 300dpi or higher.
- 3. High resolution PDF, tiff, or eps files are accepted.
- **4.** Full page ads must NOT have any important text within 1/2 inch of the trim edge.

### **DIGITAL ADS**

Reach more people on our VISITORS website for **\$240/year**