

California

**OFFICIAL STATE
VISITOR'S GUIDE
2013 RATE CARD**



Inspiring Dream Vacations!

Travelers are looking for ideas and inspiration when thinking about a vacation. Nobody knows California—and the prospective traveler—better than Visit California and Sunset. Market research proves that readers truly value the guide as an important part of their trip-planning process. And they appreciate the way the guide conveys California's unique and enticing lifestyle.



The "Wow Factor"

Sunset works with top photographers to capture exceptional images throughout California. This photography, coupled with original articles from award-winning writers, inspires and informs readers, leading them to take action and plan trips to explore California's varied destinations.

Take Action: Comprehensive Trip Planning

12 TOURISM REGIONS In-depth, visually engaging travel-planning sections describe the allure of each region, including 32 unique trip itineraries, with tips on where to play, eat, and stay.

REGIONAL MAPS Easy-to-read opening maps clearly locate each region and key cities. Additional district maps in each section detail roads and attractions.

"CALIFORNIA FIVES" SECTION With true Californians' unique insights into the State's hidden gems and iconic destinations, we detail five must-see spots in each region.

FESTIVALS AND EVENTS Festivals, fairs, harvests—top events throughout the year are highlighted for each region.

WHERE TO STAY Each region's lodging options are displayed in an easy-to-read chart. Listings include price range, dining options, and other amenities for easy scanning and selection.

ORANGE COUNTY

5 PERFECT WAYS TO SPEND THE DAY

- Jack's Surfboards, Huntington Beach**: "I eat some double doubles from In-N-Out and get my Disney fix at Disneyland Resort with my boys." —COBY W., Facebook fan
- In Anaheim, get ready for the 2012 unveiling of Cars Land at Disney California Adventure Park**: "Shop at South Coast Plaza." —KATHARINA J., Facebook fan
- Swim, snorkel, or explore tidepools at the Glenn E. Vedder Ecological Reserve at always-spectacular Laguna Beach**: Clean up for cocktails at the Cliff Restaurant.
- In Huntington Beach, aka "Surf City, USA," get the boat at Jack's Surfboards and Rip Curl**: Tuesday nights, Main Street becomes a pedestrian-only party with music, a farmers' market, and sidewalk sales.

Take a stand-up paddle-surfing lesson at the SUP Spot in Newport Beach, or try kitesurfing (lessons at KiteSurf at Long Beach).

Get a favorite way to spend the day in Orange County? "Like" us and post ideas at [facebook.com/visitca](#)

BEACH TOWNS DISTRICT
See map, p. 24

Orange County Regional Resources

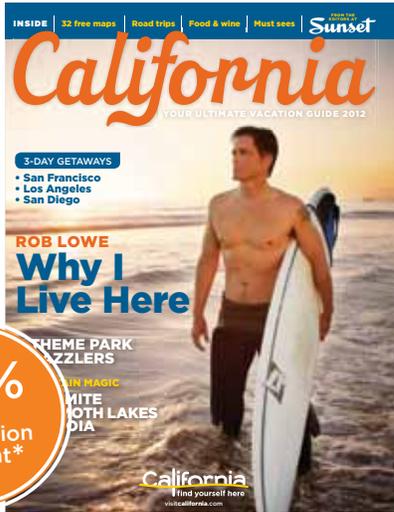
WHERE TO STAY IN ORANGE COUNTY

PRICING KEY
\$ Under \$500/night
\$\$ \$500-\$1,000/night
\$\$\$ Over \$1,000/night

Hotel Name	Price Range	Distance to Beach	Distance to Downtown	Distance to Airport
ANAHEIM Anaheim Jolly Roger Hotel (\$-\$\$) 800/992-6489, 640 W. Katella Ave. Best location, across from Disneyland and GardenWalk, with great rates. Free Wi-Fi and parking brand-new rooms with 2 queen beds; outdoor heated pool, coin-op laundry. www.jollyrogerhotel.com	18	15	10	15
Anaheim Portofino Inn & Suites (\$-\$\$) 800/259-3963, 1031 S. Harbor Blvd. Across from Disneyland and GardenWalk. Guest rooms and suites with private balconies; free parking and Wi-Fi. Enjoy two outdoor pools, fitness and game rooms; gift shop. www.portofinnoanahaim.com	190	4	4	5
BUENA PARK Courtyard by Marriott (\$-\$\$) 714/670-6600, 800/321-2211, 7621 Beach Blvd. Close to Disneyland, Anaheim Convention Center, Angel Stadium, Knott's Berry Farm, and much more. Relax at the pool and whirlpool. www.marriott.com/lanap	145	11	4	5
Holiday Inn Hotel and Conference Center (\$-\$\$) 714/522-7000, 800/HOLIDAY, 7000 Beach Blvd. Picture-perfect accommodations within minutes of Disneyland Park, Knott's Berry Farm. Free internet access. Disneyland and Knott's Berry Farm packages. www.hibeenpark.com	248	11	4	5

Official Publishing Partner of Visit California

Sunset Publishing Corporation, the publisher of *Sunset* magazine, is the official publisher for Visit California. The partnership makes sense because *Sunset* has been enticing travelers to visit the state since 1898! Visit California's official website and publications are proven tools for reaching consumers at every stage of the travel-planning process. By advertising with us, you reach all of California's best travel prospects.



20%
Early
Reservation
Discount*

2013 ADVERTISING OPTIONS

Rates are for assessed businesses. Non-assessed businesses pay a 15% premium.

DISPLAY

Spread	\$68,380
Full Page	\$36,520
2/3 Page (v).....	\$28,500
1/2 Page (h)	\$22,820
1/3 Page (square or v).....	\$16,210
1/6 Page (v or h)	\$9,210

PREMIUM PLACEMENT

Back Cover.....	\$45,650
Inside Front Cover	\$47,550
Inside Back Cover	\$42,000

ENHANCED LISTING

\$1,040 net
Rates are for full-color display advertising. Commissionable at 15% to recognized agencies. Enhanced listings are non-commissionable.

2012 PUBLISHING CALENDAR

- *Early reservation discount June 25, 2012
- Space close, material due August 31, 2012
- Deadline for electronic listing..... August 31, 2012

*Contract must be signed and received by Account Manager no later than 6/25/2012 to qualify for 20% discount.

PUBLICATION RATES ADDED-VALUE PROGRAMS California Official State Visitor's Guide and Travel Planner and the California Official State Map

Advertising in the 2013 Guide means you'll be part of the State's premier tourism publication and integrated into Visit California's website. You'll be reaching travelers planning a vacation. And you'll be part of the exciting new offerings we've developed that are designed to help you generate incremental revenue.

- » 500,000 copies distributed annually
- » The digital edition receives more than 1,000,000 page views annually*
- » Sold on newsstand
- » Full year of promotional exposure

DISTRIBUTION

- » Requests through visitcalifornia.com or the toll-free number 1-800-GO-CALIF
- » Sales missions, plus consumer and travel trade shows (international and domestic)
- » California Welcome CentersSM and DMOs
- » Overseas contractors
- » *Sunset* magazine events

ADDED-VALUE BENEFITS

Display advertisers receive:

- » Free ad in the electronic version of the Guide with a link from your ad to your website
- » One complimentary Enhanced Listing in the printed Guide and on Visit California's online searchable database. (Value: \$1040)
- » Free leads from the Travel Information Guide listing via email, twice monthly. Leads via printed pressure-sensitive labels are \$375 annually.

CO-OP OPPORTUNITIES

- » There are co-op programs for many of the destinations throughout the state. Ask your *Sunset* representative if one is forming in your area.

*NxtBook Media, 5/1/12

GENERAL CONDITIONS

COMMISSION

Agency commission: 15%

CONTRACT CONDITIONS

Rates published herein are effective January 2012. Announcement of any changes in rates will be made at least seven weeks in advance of the publication date of the issue to which such rates will be applicable.

Advertisers may not cancel or make changes in orders for advertising after closing dates. The Publisher may reject or cancel any advertising for any reason at any time. Advertising for tobacco products, gambling, or gaming is not accepted. We reserve the right to reject or cancel any linkage to an advertiser's website for any reason at any time, including without limitation, as a result of linkages to other websites included in the advertiser's website.

All advertisements are accepted and published upon the representation that the agency and advertisers are authorized to publish the entire contents and subject matter thereof and that such publication will not violate any law or infringe upon any right of any party; including without limitation those for which the Publisher has provided creative services. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally indemnify, defend, and save the Publisher harmless from and against any loss or expense arising out of the publication of such advertisements, including without limitation, attorney's fees, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any similar claims now known or hereafter devised or created. It is understood that the advertiser and agency are jointly and separately liable for the payment of invoices for advertising published hereunder. In consideration of the Publisher's reviewing for acceptance or acceptance of any advertising for publication, the agency and advertiser agree not to make promotional or merchandising reference to *Sunset* in any way except with the prior permission of the Publisher in each instance. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God, or any circumstances not within the control of the Publisher. No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with, vary, or add to the provisions of the rate card will be binding on the Publisher, and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

COPY REGULATIONS

All advertisements must be clearly and prominently identified by trademark and/or signature of the advertiser. On advertising copy that simulates editorial layout and appearance, the Publisher reserves the right of approval, as well as the right to identify as "advertisement" by Publisher-set type line.

The Publisher is not responsible for errors or omissions in any advertising materials, including errors in key numbers, reader service numbers, or changes accepted after closing dates.

CREDIT

To establish credit, a credit application must be sent to your *Sunset* representative. Orders without established credit must be accompanied by a cash payment or domestic Visa or MasterCard.

DISCOUNT/REBATES

Adjustments in advertiser spending that result in discounts or rebates due the advertiser will be paid with space credits only. Such credits must be used within six months after the period in which they are earned or they will expire.

POSITIONING

Publisher has the right to insert the advertising anywhere in the publications. Any condition on contracts, orders, or copy instructions involving the placement of advertising within *Sunset* (such as page location, competitive separation, or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the agency and advertiser of the obligation to pay for the advertising.

TERMS

Net 30 days from the date of invoice.

The Publisher reserves the right to change payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the publications.

MECHANICAL SPECIFICATIONS

Acrobat PDFX1A (version 1.3) files required. No native files are accepted. No color proof required. Files should be uploaded via the Time Inc. web ad portal at <http://direct2time.sendmyads.com> (if needed, contact your sales representative for instructions). Please drop files in the **CA Travel & Tourism Publications** folder.

CALIFORNIA OFFICIAL STATE VISITOR'S GUIDE

Materials Due: Aug. 31, 2012

Trim Size: 8" x 10 1/2" **Binding:** Perfect Bound (1/8" trim at foot)

Unit Sizes (non-bleed):

Spread: 15" x 10"

Full page: 7" x 10"

2/3 page (v): 4 5/8" x 9 3/8"

1/2 page (h): 7" x 4 5/8"

1/2 page (v): 3 3/8" x 9 3/8"

1/3 page (sq): 4 5/8" x 4 5/8"

1/3 page (v): 2 1/4" x 9 3/8"

1/4 page: 3 3/8" x 4 5/8"

1/6 page (h): 4 5/8" x 2 1/4"

1/6 page (v): 2 1/4" x 4 5/8"

Full page (Bleed)

8 1/4" x 11"

Bleed Safeties

1/2" Top, Bottom;

1/2" Side

Bleed Live Area

7 1/4" x 10"

1/4" safety at the gutter (1/8" each side)

PLEASE CONTACT YOUR REPRESENTATIVE

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