



EXPERIENCE  
*Sonoma Valley*  
CALIFORNIA

**2019 VISITORS GUIDE  
ADVERTISING**

# PARTICIPATE IN THE 2019 VISITORS GUIDE

# PRICING AND DETAILS

The Sonoma Valley Visitors Bureau is proud to partner again with Sonoma Magazine to produce the 2019 Visitors Guide. An estimated 1.7 million people visited Sonoma Valley in 2017.

The visitors guide will feature a magazine size, layout and design, aimed at appealing to a wide audience, while focusing on the Sonoma Valley lifestyle.

Often, the Sonoma Valley visitors guide is the visitors first impression of Sonoma Valley and speaks to the destination's brand. The redesign will take the reader into a deeper understanding of the Sonoma Valley wine country lifestyle through a storytelling format. With editorial content ads, maps & charts, unique infographics, scenic images, and category spotlights, the Visitors Guide will immerse the reader in detail on why to visit and where to go.

## FEATURES:

1) As consumer attention continues to evolve and an increase in demand for native style advertising, **'Editorial Content Ads'** will feature advertisers in an advertorial layout, with photo(s), written content, and a call-to-action (i.e. phone number and website.) This design will look and feel like a magazine story, drawing the reader in to reading more about your business and its uniqueness. Editorial Content Ads may include: evergreen stories, chef/winemaker/owner profiles, recipes, consumer tips about Sonoma Valley, etc. The options are endless and allow our members to be the 'expert.'

2) **Infographics**, a visual image such as a chart or diagram used to represent information or data, is an excellent way to educate readers about your business or expertise. Sample infographics include: process of how wine, cheese or olive oil is made, explain the appropriate glass for the right wine, etc., the options are limitless.

3) **Spotlight Ads** offer the opportunity to be included in an article about a given category (i.e. Hotels, Restaurants, Wineries, Shops, etc.), which includes a photo and written description, with a maximum of 3 advertisers on each page (6 per category). This editorial style article will show off your business as a *must visit* location.

The guide is intended to engage the reader, and produce expert advice and informative content that inspires visitation to Sonoma Valley, and your business.

The guide will also be available digitally on [sonomavalley.com](http://sonomavalley.com).



2018 Cover & Enhanced Directory Listings



Sample Interior Pages - Map & Profile



Editorial Content Ads: Spotlights



## QUANTITY

**50,000** magazine copies

## DISTRIBUTION

Guides are distributed nation wide through direct requests, qualified referrals, and the following:

- Sonoma Valley Visitors Bureau's two visitors centers
- Regional visitors centers (including San Francisco Bay Area, Sacramento, Marin and Sonoma County)
- Visit California visitors centers
- Member businesses
- Convention and meeting planners
- Trade shows
- Travel media
- Bay Area concierges
- Major festivals and events in Sonoma Valley
- Wedding planners
- Digital download off [sonomavalley.com](http://sonomavalley.com)

## CONTACT

David Wells, Ad Sales  
[davidwells@sonomavalley.com](mailto:davidwells@sonomavalley.com) | 443-299-9894

## SPECS

- Full Page: 6" x 10"
- Submit high-resolution images, at least 300dpi for content ads in .jpg format
- Logo format: .eps, .png, or high-resolution .jpg
- Ads must be submitted in print-ready PDF format. Full page bleed= 6.125" x 10.125" | Trim = 6" x 10"

## PRICING

Type	Size	Price
Back Cover	6 x 10	\$7,500
Inside Front Cover (2)	6 x 10	\$5,500
Inside Back Cover	6 x 10	\$4,750
Table of Contents	6 x 10	\$4,750
Full Page	6 x 10	\$4,500
1/2 Page	3 x 10 or 6 x 5	\$2,500
1/4 Page	3 x 5	\$1,500
Spotlight (3 per page, 6 per category)	NA	\$1,750
Enhanced Directory Listing	NA	\$400



## DEADLINES/TIMELINE (2019)

Ad reservation deadline: January 30  
 Materials due: February 8  
 Publication to print: March 8  
 Delivery and distribution: April 1

## OTHER OPPORTUNITIES

Ask about multi-ad purchase discounts as well as other advertising opportunities with Sonoma Valley Visitors Bureau including online enhanced listing ads, sponsored listings, email blast opportunities and more.



453 First Street East, Sonoma CA 95476 | 707-996-1090 | [sonomavalley.com](http://sonomavalley.com)