

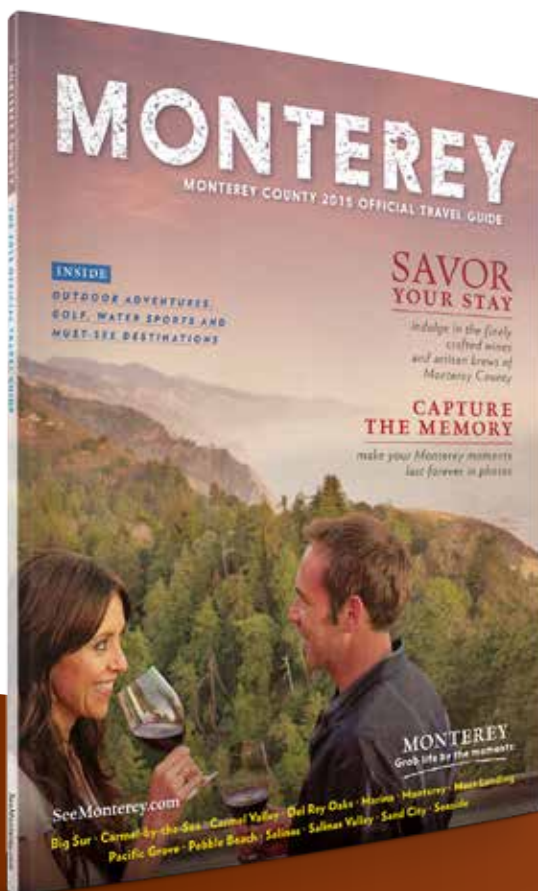
# MONTEREY

Grab life by the moments.®

## MONTEREY COUNTY 2016 OFFICIAL VISITORS GUIDE RATES AND DEADLINES

**4.3 MILLION OVERNIGHT VISITORS\* MAKE UP THE \$2.6 BILLION MONTEREY TOURISM INDUSTRY — AND TRAVELERS USING THE GUIDE ARE AMONG THE MOST VALUABLE**

- **Three-quarters of visitor guide readers** report that the guide influenced what attractions they attended
- Nearly **50 percent** indicated influence over dining and event choices
- Those who read the guide increased their length of stay an average of **1.9 days**
- Extra lodging and daily spend put travel guide readers in the **“high value” category**



**OVERNIGHT VISITATION IN MONTEREY COUNTY INCREASED BY 22% IN 2014**

Source: Monterey visitor data from Monterey CVB and Dean Runyan Associates

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**SPACE CLOSE**  
**SEPTEMBER 25, 2015**

**MATERIALS DUE**  
**SEPTEMBER 30, 2015**

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**CIRCULATION**  
**120,000**

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2/3 Page V (not available for accommodations section)	\$8,736
1/2 Page H	\$7,132
1/3 Page S	\$5,577
1/6 Page V	\$3,038

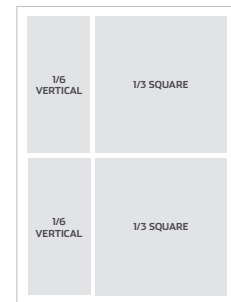
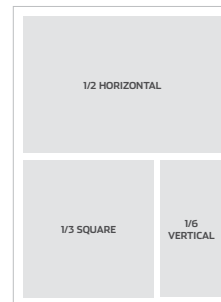
PREMIUM POSITIONS	NET
Back Cover	\$13,050
Inside Front Cover	\$12,535
Page 1	\$12,535
Opposite TOC	\$12,535
Inside Back Cover	\$12,535
First in Section	\$11,250

**Distribution: 120,000 annually + unlimited online fulfillment**

- Copies at visitor centers throughout the region
- 8,000 hard bound guides – an upscale look and feel edition, ideal for engaged travelers relaxing in their hotel room
- Tourists can request a copy online to be mailed to their home before making travel arrangements
- Digital edition provides instant fulfillment for tech-savvy visitors

Sources: Monterey visitor data from Monterey CVB and Dean Runyan Associates; visitor guide reader behavior from Temple University Laboratory for Tourism & eCommerce and Destination Analysts.

2015 premium-position partners must confirm by August 1 for same positions



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