



2017 Visit Oakland Guidebook Overview

The **Visit Oakland Guidebook** is the official guide of Oakland and plays an important role in marketing local tourism. Get the inside scoop on dining, shopping, fantastic outdoor adventures, and more. Nominated for a 2017 Maggie award, the *Visit Oakland Guide* promotes the pursuit of excellence among publishing and media professionals.



Distribution

Circulation, annual	55,000
-California Welcome Centers	
-Bay Area Airports	
-Hotels in Oakland and the Greater East Bay	
-Oakland Convention Center	
-Visitor Centers in Oakland & San Francisco	
-Meeting Planners & Media	
-As requested by visitors at visitoakland.org	

Oakland Tourism Stats*

Oakland's annual visitor spend is over \$1.6 Billion	
Hotel occupancy was 79% in 2014	
More than 2.6 million people visited Oakland in 2015	
Top five ways visitors spend money in Oakland:	
Lodging	\$143 per day
Recreation	\$48 per day
Retail	\$70 per day
Transportation	\$30 per day
Food	\$90 per day

*Source: *Young Strategies*, 2014, *Smith Travel Research*, 2015 and *SF Business Times*, 2015

Proximity to Nearby Cities

San Francisco	12 minutes away
Napa and Sonoma	1 hour away
Silicon Valley	45 minutes away

Deadlines

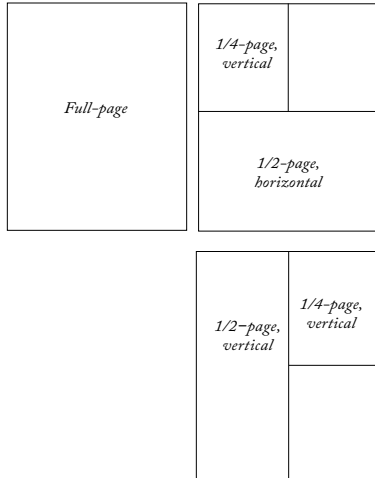
2017 space deadline	July 28, 2017
Last day production materials due	August 4, 2017
Last day camera-ready materials due	August 11, 2017

For more information, contact your **Diablo Publications** account executive at (925) 943-1111 or email general@maildiablo.com





2017 Visit Oakland Guidebook Rate Card



Insertion	Size (W x D)	Rates
Four Color		
Full-page, bleed (trim)	9" x 10 3/4"	\$2,500
Full-page, non-bleed	7 3/8" x 9 3/4"	2,500
1/2 page, horizontal	7 3/8" x 4 13/16"	1,350
1/2 page, vertical	3 5/8" x 9 3/4"	1,350
1/4 page	3 5/8" x 4 13/16"	750
Premium Positions		
Cover 2	8 1/4" x 10 3/4"	\$3,000
Cover 3	8 1/4" x 10 3/4"	2,900
Cover 4	8 1/4" x 10 3/4"	3,200

All rates are net. All ads produced in-house will be billed according to the complexity and size of the ad. Rates effective January 1, 2017.



2017 Visit Oakland Guidebook Ad Specs

Publication:	Visit Oakland Guidebook
Printing:	Web offset—SWOP standards apply
Binding:	Perfect bound
Trim size:	8 1/4" x 10 3/4"
Full-page bleed:	Extend bleed 1/8" beyond trim on all sides
Full-page bleed safety:	Type and other image area not intended to bleed or trim must be held at least 1/4" in from trim

The following advertising materials specifications facilitate quality control of magazine printing on high-speed web presses. All requirements are based on Specifications for Web Offset Publications (SWOP).

All ads must be four-color process: cyan, magenta, yellow, and black. If a PMS color is desired, special arrangements must be made and additional specifications provided before submitting ad materials. All Pantone Matching System series color requests incur additional charges over the four-color rate. Specify matched colors from the PMS series, including the 800 series metallic and fluorescent inks. Publisher reserves the right to match special color requests with process inks.

Anticipate a 24 percent dot gain, +/-4 percent, as measured in the 50 percent target 150-line screen and prepare material accordingly. Total four-color dot density should not exceed 280 percent with no more than one solid color. Maximum screen density for any color: 85 percent; a required value over 85 percent should be made solid. Total two-color dot density in any area: 170 percent, with no more than one solid.

Digital Specifications

Diablo Publications is a Macintosh format Computer to Plate (CTP) environment and Adobe InDesign is the primary page layout program used. PDF/X-1a and Macintosh formatted InDesign documents submitted with a high-quality SWOP-standard proof are the preferred advertising material formats. If the document cannot be readily opened, or its components are substandard, the disk will be returned. **All ads must be sized exactly and fractional ads must be bordered, or charges may apply.** Clients will be advised of appropriate production charges that apply if a disk does not meet specifications detailed on the Digital Pre-press Form.

Acceptable Processed File Formats:

PDF: PDF/X-1a is the preferred PDF format. PDF version must be 1.3 (Acrobat 4.0 compatible), images CMYK and between 200–400 ppi at 100% of final image size used.

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An Employee-Owned Company

Acceptable Native File Formats:

InDesign: Version CS6 preferred.

Illustrator*: Version CS6 preferred.

Photoshop files are acceptable for images only. Ads created in Photoshop are not advised and charges may apply. Ads created in programs other than InDesign or Illustrator may be incompatible and production fees may be charged to convert the ad to a usable format.

When submitting ads in native file format, include all fonts and high-resolution images with the file. All images must be CMYK and a minimum of 200-400 ppi at 100% of final image size used.

Use only standard Adobe fonts in PC-format native-file documents. The use of uncommon fonts may render the PC format native file document unusable.

*Illustrator .eps or .ai files generated from Illustrator C2S or higher are the preferred Illustrator formats. If you are using Illustrator version 9 or higher and using transparency functions, your file will be flattened at the time of output—please submit the .ai files as backup. Do not down-save files with transparency functions to Illustrator version 8.

Proof Requirements

We recommend a hardcopy high-quality digital proof that meets SWOP specifications (e.g. Kodak Approval, Epson Proof or other SWOP-standard composite proof) accompany all materials submitted electronically or on disc. Color match attempts are not guaranteed when a substandard proof is provided—color printer output is not acceptable for color match. For full-page ads, if a SWOP-standard proof is not supplied, one can be made at a cost to the advertiser of \$20.

Shipping Instructions

Pack disk to prevent breakage during shipment. Proofs must accompany all materials and should not be folded across illustrations. Contents of the package should be identified on the outside with publication name and date.

Ship materials to: Advertising Production Coordinator, Diablo Publications, 2520 Camino Diablo, Walnut Creek, CA 94597. Include a copy of the insertion order with materials.

Speak to your Advertising Production Coordinator for electronic ad file submission instructions.

Materials Return

Camera ready advertising materials will not be returned unless requested. If you would like your materials returned, include a self-addressed, stamped envelope with your ad submission.

Advertising Unit Dimensions	Width	Height
Full-page, bleed	8 ¼"	10 ¾"
Full-page, non-bleed	7 ⅝"	9 ¾"
1/2-page, horizontal	7 ⅝"	4 13/16"
1/2-page, vertical	3 ⅝"	9 ¾"
1/4-page, vertical	3 ⅝"	4 13/16"

Questions?

Further questions can be addressed to the Advertising Production Coordinator at (925) 943-1111.