



# CERTIFIED CUSTOM PUBLISHING PRESENTS CALIFORNIA GOLF & WINE TRAIL

The combination of Golf and Wine has proven to be a very popular niche market travel product. *Golf and Wine Travel* specializes in extremely upscale travel programs to Australia, New Zealand and South Africa, which attracts travelers from around the world.

The CALIFORNIA GOLF & WINE TRAIL is targeted to California residents and visitors that love golf and wine and often travel up and down the state to visit California's best wine growing areas, golf courses and lodging facilities in the most popular wine regions.

## UNIQUE MARKET NICHE

Participation in the CALIFORNIA GOLF & WINE TRAIL 32-page brochure is limited to:

- Golf Courses and Resorts
- Wine Grower Associations and Wineries
- Lodging Facilities – Located in one of seven wine regions featured in the 32-page guide

## CALIFORNIA GOLF & WINE TRAIL RATES

**1/4 page (4-color): \$1,475**  
**1/2 page (4-color): \$1,900**  
**Full page (4-color): \$3,450**

\*CALIFORNIA GOLF & WINE TRAIL Rates include Production

## ADDITIONAL MARKETING SUPPORT

- Major presence on [www.visitortips.com](http://www.visitortips.com)
- Featured on: [californiagolf.com](http://californiagolf.com) • [montereygolf.com](http://montereygolf.com)  
[bestofcaliforniagolf.com](http://bestofcaliforniagolf.com) • [thewestsbest.com](http://thewestsbest.com)

Plus... an aggressive P.R. program with press releases going to major travel publications as well as local market newspapers.

## DISTRIBUTION

MAY – OCTOBER  
**200,000 Copies**

### ➤ Corporate Locations

..... **675 locations**

- Silicon Valley, San Diego, Los Angeles, Phoenix

### ➤ Sporting Goods Stores

..... **401 locations**

- Throughout California and Nevada

### ➤ Visitor Locations

..... **1,730 locations**

- Monterey, Santa Barbara, San Luis Obispo, San Francisco, East Bay Area, Marin/Sonoma, Napa Valley, San Diego

### ➤ California Welcome Centers

..... **11 locations**

- San Francisco, Los Angeles, Santa Ana, Oceanside, Barstow, Yucca Valley, Anderson, Arcata, Santa Rosa, Merced, Auburn

### ➤ Southern California Airports

..... **4 locations**

- Burbank, Ontario, Orange County, San Diego

### ➤ Participating Advertisers

- Wineries, Lodging Facilities, Golf Courses/Resorts

For More Information, Please Call:

**Doug McIntosh**  
dougcmc@pacbell.net  
**1-800-799-7373**

For Materials deadlines and more details, please see the Materials Specifications on the back.



1120 Joshua Way, Vista, CA 92081 • (760) 727-5100 Fax (760) 727-9783 • (800) 799-7373

[www.certifiedfolder.com](http://www.certifiedfolder.com)

# CALIFORNIA GOLF & WINE TRAIL

## MATERIAL SPECIFICATIONS

Client must supply **photo, logo and copy** for each ad. Ads are formatted by the publisher, and produced on a Macintosh computer using Quark Express (4.1 or greater), Adobe Photoshop (5.0 or greater) and Illustrator (8.01 or greater). Certified Custom Publishing formats all ads except full-page display ads, in order to retain consistency in our sections.

### PHOTO SPECIFICATIONS

Please use high-resolution images (300 dpi or higher).

- **Size:** Images for 1/4 or 1/2-page ads (sizes are approximate – each publication varies slightly):
  - **Quarter-Page Image Size:** 3.625" (w) x 1.75" (h)
  - **Half-Page Image Size:** 7.5" (w) x 1.75" (h) – **Call For Details**
  - **Full-Page Image Size:** 2-Photos – 8" (w) x 5" (h) – **Call For Details**
- **To ship:** Save to Macintosh-formatted CD-ROM or Email to: [williamh@certifiedfolder.com](mailto:williamh@certifiedfolder.com).
- **Formats:** TIFF or EPS. 300 dpi at size. JPG ok, but must be 300 dpi at size. All images will be converted to CMYK via Photoshop if supplied in RGB. If electronic files are unavailable, we can also accept color slides, transparencies or positives but please allow an extra 1-2 days for processing.

### LOGO SPECIFICATIONS

Color or B&W, Hi-res (300 dpi) TIFF or EPS. Logo slicks are also acceptable, but please allow an extra 1-2 days for processing.

### COPY SPECIFICATIONS

Include phone number and website. Maximum 62 words for 1/4-page, 124 words for 1/2-page. Email as Word or Text (.txt) files, ship on disk media, or fax legible copy to: (760) 727-9783. Please indicate the city/state you want to display at the top of your ad.

### PROOFING CONTACT

Be sure to indicate on the ad agreement the name, phone & fax or email address of the person who should receive the proof to approve within 48 hours. Proofs not returned to us within 48 hours are deemed "approved as presented". Certified Custom Publishing reserves the right to create ad materials for contracted space if materials are not received within on week of the listed due date.

For More Information, Please Call:

**Shawn Fisher**

[shawnf@certifiedfolder.com](mailto:shawnf@certifiedfolder.com)

**1-800-799-7373**

### SHIPPING INSTRUCTIONS

Please use a delivery service that provides tracking information, and include a printout of the ad and file names.

### SHIP MATERIALS TO:



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(760) 727-5100



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