



THE WEST'S BEST

WWW.THEWESTSBEST.COM

Sunset – April / May 2006 San Diego CVB Destination Co-op Section

Sunset: The Magazine of Western Living

Space available through special arrangements at less than 1/2 the published rate card price for four-color display advertising, and even lower than the Sunset Travel Directory ad rates! Insert will run in either April or May, to be determined by Sunset magazine – a flex plan that allows for these incredible rate offers.

THE WEST'S BEST

Special Sections

Southern California

Circulation: (375,000)

- Los Angeles
- Orange County
- San Luis Obispo
- Santa Barbara
- San Bernardino
- Ventura
- Riverside
- San Diego
- Inyo / Kern / Imperial
- plus Hawaii

(Does not include San Diego)

For More Information, Please Contact:

Shawn Fisher

shawnf@certifiedfolder.com

1-800-799-7373

Space closes on a "first come, first served" basis, and cannot be cancelled after the materials deadline.

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

For additional sections, please see the Media Planning Guide, or ask your sales representative.

THE WEST'S BEST Rates:

1/8 page (4-color): \$3,155 net

1/4 page (4-color): \$5,740 net

1/2 page (4-color): \$10,440 net

Full page (4-color): \$18,980 net

- THE WEST'S BEST Rates include listing on Sunset's National Reader Service Page seen by over **5 Million Readers**
- *Sunset website* exposure and link
- Upgrade listing on **www.visitortips.com** for one year

Compare to 2006 Rate Card (Four-Color):

Full page (So. CA Region): **\$40,260** • **1/2 page** (So. CA Region): **\$24,330**

1/3 page (So. CA Region): **\$17,617** • **1/3 page** (So. CA Region): **\$6,899**

Demographics and Circulation*

- Median Age: **51.4**
- Male: **30%**
- Female: **70%**
- Full-Run Circulation: **1,450,000**

*Based on 2004 Spring MRI



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

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THE WEST'S BEST MATERIALS SPECIFICATIONS



THE WEST'S BEST Special Sections

Materials Deadline:
January 17, 2006

Shipping Instructions

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

Ship Materials To:



1120 Joshua Way • Vista, CA 92081
(760) 727-5100

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Display Ad Specs

Please supply high-resolution files (300 dpi or higher).

- ▶ **1/8 Page Ad Size:** 3.35" (w) x 2.062" (h)
- ▶ **1/4 Page Ad Size:** 3.35" (w) x 4.25" (h)
- ▶ **Half-Page Ad Size:** 6.875" (w) x 4.25" (h)
- ▶ **Full-Page Ad Size (Trim Size):** 8" (w) x 10.5" (h) – Call For Details

Or, supply high-resolution photo(s) and logo(s), along with up to 65 words per 1/4-page (25-30 for 1/6-page) – including phone # and website – and we will build a formatted ad for you at no charge. (Full page ads must be supplied.)

Ads accepted in these (Macintosh) programs only: QuarkXpress, Adobe Illustrator, Adobe Photoshop and High-Resolution Adobe Acrobat PDF files.

Photo/Image Sizes for Formatted Ads

Please supply high-resolution files (300 dpi or higher).

- ▶ **1/8 Page Image Size:** 1.5" (w) x 2.062" (h)
- ▶ **1/4 Page Image Size:** 3.35" (w) x 2.125" (h)
- ▶ **Half-Page Image Size:** 6.875" (w) x 2.125" (h)

Delivery: Email to: shawnf@certifiedfolder.com or send CD to Certified Folder Display, 1120 Joshua Way, Vista, CA 92081.

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.

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 one week of the due date.



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