

OFFICIAL VISITORS' GUIDE

# SACRAMENTO

AMERICA'S FARM-TO-FORK CAPITAL

**VISIT SACRAMENTO**

The convention and tourism industry is extremely important to Sacramento. Visit Sacramento and our tourism industry partners are responsible for bringing more than 15.3 million visitors and \$3 billion to the Sacramento region's economy annually.

The Visitors' Guide is the primary sales tool that Visit Sacramento uses to promote our region and its many attractions. It's distributed to local, national and international leisure travelers and convention delegates who are planning to visit our city. The guide is produced three times a year with a circulation of 50,000 copies per issue.

**THE DISTRIBUTION INCLUDES:**

- Partner hotels and their concierge desks
- Convention attendees
- Airport information booths and transportation providers
- California Welcome Centers
- National and foreign sales offices (London, Munich, Atlanta, Washington D.C., (and others)
- Leisure travel shows in LA and SF
- Tour operators
- Regional Super Shuttles
- Meeting planners
- Attractions such as the California State Fair

**ADDED FEATURES ONLINE:**

In addition to print, the Sacramento Visitors' Guide is located on the Visit Sacramento website in a digital format. It can be printed out as a full or single PDF and contains videos and extended pages that give more content. This website is full of information about Sacramento, lists Visit Sacramento partners, things to see and do, a four-month calendar as well as full maps of the area. Go to: [visitsacramento.com](http://visitsacramento.com)

**PUBLISHED TWO TIMES ANNUALLY**

**SUMMER 2021  
(JUNE)**

Ad Deadline: May 19, 2021

Camera Ready Art Deadline: May 21, 2021

**FALL 2021  
(OCTOBER)**

Ad Deadline: Sept. 14, 2021

Camera Ready Art Deadline: Sept. 21, 2021

**RATES**

**Covers**

|                                |         |
|--------------------------------|---------|
| inside front cover (full page) | \$4,200 |
| inside back cover (full page)  | \$4,200 |
| back cover (full page)         | \$5,100 |
| map front page                 | \$4,400 |

**Color Ads**

|           |         |
|-----------|---------|
| 1/12 page | \$495   |
| 1/6 page  | \$950   |
| 1/4 page  | \$1,450 |
| 1/3 page  | \$1,900 |
| 1/2 page  | \$2,700 |
| Full page | \$3,950 |

**Frequency Discounts:**

|                 |          |
|-----------------|----------|
| Two-time rate   | Less 10% |
| Three-time rate | Less 15% |

All rates for one insertion, one edition. Note: Non-partners pay an additional \$250. Two issues must be ordered in advance to apply. Non-partner ads subject to approval of Visit Sacramento and cannot be guaranteed by the Publisher. Non-partners may become partners and enjoy lower rates. Partnership application must be filed with and approved by Visit Sacramento. Visit Sacramento and the Publisher reserve the right to reject any ad at any time.

*The Sacramento Visitors' Guide is published by Sacramento Media in partnership with Visit Sacramento.*

**TO ADVERTISE:**

**SACMAG.COM/ADVERTISE**

# VISIT SACRAMENTO SPECIFICATIONS & GUIDELINES

## PRODUCTION GUIDELINES ▾

### CAMERA-READY ART

*Sacramento* magazine encourages advertisers to supply materials, but they must be compatible with our computer systems. The preferred format for camera-ready art is a PDF, 300 dpi or higher with embedded fonts. "Camera-ready art" is press-ready. This means that no adjustments or alterations to size, color or copy are necessary. *Sacramento* magazine is not responsible for any error in content provided by advertisers. Files that aren't prepared according to our specifications are subject to additional production charges.

### DISCLAIMERS/POLICIES

*Sacramento* magazine reserves the right to place a .25" border on any ad smaller than a full page. All ads placed in the magazine will run right side up unless prior requests have been filed with your advertising manager. Type below 6 points is not guaranteed for legibility. Color accuracy cannot be guaranteed unless a MatchPrint or other industry-standard proof is submitted. We can provide you with one of our in-house proofs to verify color if desired. **Please contact your advertising manager for more information.**

### CREATIVE SERVICES

*Sacramento* magazine can design and produce your ad. Our talented and experienced designers can create an ad with just the right look for you—without draining your bank account. **Contact your advertising manager for an estimate.**

## GENERAL REQUIREMENTS ▾

Ads or materials to create ads should be submitted electronically. Files that are 10MB or smaller can be e-mailed. Files that are larger can be sent via a web service that allows large files such as yousendit.com, wetransfer.com or sendbigfiles.com.

### IMAGES

We cannot accept web images or Internet screen images. Digital photos should be 300 dpi minimum at printed size. Acceptable file formats for photography are TIFF, JPG or EPS only. Other electronic art should be vector-based EPS files or native-format files created in InDesign, Illustrator or Photoshop.

### FONTS

Copies of fonts used for any ad must be provided in Mac Postscript or Open Type format. Please include both the printer and screen versions of the fonts.

## TECHNICAL INFORMATION ▾

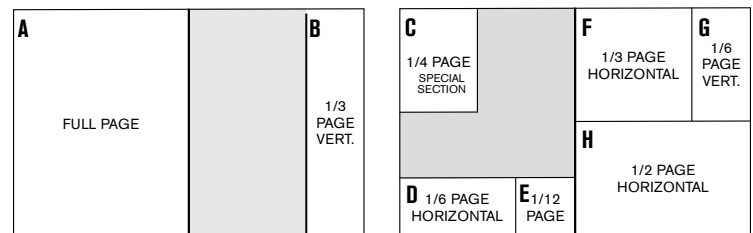
**MAGAZINE TRIM SIZE:** 8.375" W X 10.875" H

**Colors:** 4/C Process (CMYK); Additional colors are available at an additional cost. Please contact your advertising manager for more information. **Line Screen:** 150 lpi. **Printing Method:** SWOP standards apply. Web offset. **Maximum Ink Density:** 280% recommended. **Dot Gain:** Expect a 20% gain on press.

**Binding:** Perfect bound. **Page Bleeds:** 1/8-inch on all sides. Ads submitted without sufficient bleed area are subject to reduction in order to fit live area size. **Live/Safe Area:** Keep live matter 1/4-inch inside of trim on the top and bottom and 3/8-inch from left and right trim. Please mark all ads with the appropriate crop marks. **Spread:** Supply as two separate pages. For type or images that cross over, we recommend a 1/8-inch duplication on each page in the gutter.

**Call the Advertising Designer or Production Manager with any questions at 916-452-6200.**

### AD SIZES



**A** FULL PAGE: **8.625" X 10.875"** OR 7" X 10" (NONBLEED)

**B** 1/3-PAGE: **2.2242" X 9.9579"** (VERTICAL)

**C** 1/4-PAGE: **3.425" X 4.4525"** (SPECIAL SECTION)

**D** 1/6-PAGE: **4.625" X 2.2868"** (HORIZONTAL)

**E** 1/12-PAGE: **2.2242" X 2.286"**

**F** 1/3-PAGE: **4.625" X 4.8191"** (HORIZONTAL)

**G** 1/6-PAGE: **2.2242" X 4.8191"** (VERTICAL)

**H** 1/2-PAGE: **7" X 4.4525"** (HORIZONTAL)