

Best of — MEDIA KIT

OCEANSIDE

QUARTERLY JOURNAL
BUSINESS AND COMMUNITY NEWS



12 Oceanside Museum Of Art
Plein Air
Festival Set
for July



16 Stay & Play
Local to
Support
Oceanside's
Economic
Recovery



28
Hobie – Made In
Oceanside



21 Long Awaited
Beach Hotels
Debut



42 Tri-City Medical Center Celebrates 60
Years of Serving our Community

Featuring a wide variety of topics of interest to residential and business communities, and those who work and do business in Oceanside. In each edition, readers will find human interest stories, updates on local businesses, arts & culture highlights, community events and more.

TOPICS

- Made in Oceanside
- Game Changers
- Stay and Play Local
- Arts and Culture Updates
- Latest Economic Development News
- Green Oceanside Updates
- Why I Love Oceanside
- Healthcare and Education Highlights
- News from Local Businesses

ADVERTISING BENEFITS

- Direct Mailed to Thousands of Oceanside Homes and Businesses
- Heightened Visibility for Your Business and Expanded Reach to New Audiences
- Reinforce Existing Customer Relationships
- Lead Generation via Print & Digital Platforms
- Positive Association with Strong Community Brand – Oceanside Chamber:

Serving, Promoting & Advocating Since 1896

DISTRIBUTION - QUARTERLY

15,000 Printed Copies distributed primarily through the USPS Every Door Direct Mail® program. Additional distribution through drop-offs at selected businesses in Oceanside as well as through Chamber and Partners

- City of Oceanside
- Oceanside Public Library
- Oceanside Visitor Center & Welcome Center
- Mainstreet Oceanside
- Oceanside Chamber Office
- Chamber Events
- Select Local Business



Our City has so much to offer! Our Community Members share why they love where they live and their passion for our community.

My family moved to Oceanside when I was a few weeks old over 70 years ago, so I consider myself a native Oceansider. What I love most about Oceanside is Community. I love that every event I attend, every time I'm out in town, I meet someone I know. I love that while Oceanside continues to grow, we retain our sense of community. Neighbors help neighbors, newcomers are quickly embraced. And, of course, I love the arts opportunities in Oceanside. We have community, high school and college plays, art galleries, poet workshops. All supported and celebrated by our Community.

My Elaine Weidauer
Oceanside Cultural Arts Foundation

I can say with confidence that after over 10 moves as a military child, I have never found a city as welcoming, charming, and hardworking as Oceanside. The culture and price that combine in this community connect all who live here, and over the past five years I have come to find a sense of belonging as the Oceanside legacy of service and strength has touched me. I have truly never felt more at home, and it is my honor to serve as an ambassador such an unforgettable city.

Martina Martelli
Miss Teen Oceanside

Oceanside is truly an amazing city to live, work, and play. Arriving and I moved here from Visalia, CA in 2017. Our family found a warm, loving community of friends at Mission San Luis Rey Park as well as through colleagues and friends working for Oceanside Unified and the City. The people are friendly and welcoming, the beaches are beautiful, and there are so many opportunities to be active outdoors with the awesome year round weather we have. We love being part of the Oceanside community!

Michele and Armand Ameronio
Bio-One of Oceanside

The diversity of Oceanside is invigorating. I enjoy my hours and the beach within five miles of each other. Our community members include the length of the spectrum from delightful youth to engaging seniors. We have cultural influences that translate to yummy food variety and eclectic art modalities. I am proud to have been born a USMC baby and grown up to be an Oceanside Community builder.

Tempy Danville Executive Director
Ivey Ranch Park Association

I decided to open a new location for my business, Technology Centers, in Oceanside, and ever since my office tenants and I have been enjoying the delicious local restaurants, community activities like the farmers market and walking to the beach during lunch. Oceanside's culture and community pride makes it a wonderful city to work in.

Erica Barber
Oceanside Technology Center

Oceanside is my hometown, and I've reflected this past year on how much I appreciate growing up here. Having a beach day followed by a walk around Sunset Mall was my favorite day pre-covid. Being Miss Oceanside has taught me the intricacies and interconnectedness of our community. I'm excited to experience the myriad of activities and traditions this city has to offer this upcoming summer.

Regina Durazo
Miss Oceanside

Zero Waste and Climate Action at HOME, WORK, and in the COMMUNITY

Small things you can do to make a big difference for our environment.

You may have heard about climate action strategies or initiatives while scrolling through social media, watching a viral video, and catching your daily news podcast. But did you know that a great way to reduce greenhouse gas emissions is to go zero waste? By keeping materials from reaching and breaking down in the landfill, you can reduce methane emissions (which are 71 times more potent than CO2), save resources, energy, water, and cut emissions generated from producing new products, all while helping the City reach a 75-90% diversion rate. While sometimes you may feel helpless in the face of climate change, by taking action and including simple zero waste strategies in your everyday lifestyle, you can and WILL make a difference for the planet.

AT HOME,

- Reduce your food waste! Shopping smart can save you money and reduce the amount of perfectly delicious food going to waste. Make a list of the meals you are going to cook for the week, and see what ingredients you already have in the fridge before going to the store. To ensure your purchases last, check out proper storage tips on the Green Oceanside Kitchen webpage.

reducing greenhouse gas emissions. It's a win-win! Consider building your own backyard compost bin using instructions found on the Green Oceanside backyard composting webpage.

- Switch your lightbulbs to LEDs. Quality LED lightbulbs are more durable, last 25 times longer (so you waste less), and use up to 85 percent less energy than other bulbs. Using less energy means you are conserving more of our Earth's finite resources.
- Power down or unplug electronics when not in use. Turn off or set office equipment to power down when not in use. Turning off one computer and monitor nightly and on weekends can save up to \$80 a year. SDG&E stars that set up 100 monitors and laptops to use sleep power when not in use can help cut energy costs by up to 50 percent. Use power strips or unplug electronics such as DVD players, game consoles and TVs that draw power even when switched off. Visit sdg.com to learn more.

According to usdo.gov, in the United States, food is the single largest category of material placed in landfills, where it emits methane, a powerful greenhouse gas. Landfills are the third-largest source of human-related methane emissions in the United States, accounting for approximately 14.1% of emissions in 2021.

- Compost your food scraps. Composting your food scraps creates a healthy nutrient-rich soil amendment for your garden, while keeping materials out of the landfill (and

MOVING FORWARD

125 YEARS

ADVERTISING RATES

| | Open | Open | Member | Member |
|------------|------|------|--------|--------|
| Insertions | 1 | 4 | 1 | 4 |

Premium

Cover ads 7.23 x 9.75 (full bleed), full color & include additional full page ad in Business Directory Section

| | Per Insertion | Per Insertion | Per Insertion | Per Insertion |
|------------------------------------|---------------|---------------|---------------|---------------|
| Double Tuck Center (2pg Spread) | \$3,520 | \$2,345 | \$2,345 | \$1,875 |
| Back Cover | \$3,175 | \$2,210 | \$2,540 | \$1,695 |
| Inside Front Cover | \$2,615 | \$1,745 | \$2,090 | \$1,395 |
| First Page | \$2,615 | \$1,745 | \$2,090 | \$1,395 |
| Inside Back Cover | \$2,145 | \$1,430 | \$2,715 | \$1,145 |
| Last Page | \$2,145 | \$1,430 | \$2,715 | \$1,145 |

Standard

| | | | | |
|-----------|---------|---------|---------|-------|
| Full Page | \$1,870 | \$1,245 | \$1,495 | \$995 |
| 1/2 Page | \$1,100 | \$730 | \$880 | \$585 |
| 1/3 Page | \$870 | \$540 | \$730 | \$465 |
| 1/4 Page | \$700 | \$470 | \$560 | \$375 |
| 1/8 Page | \$550 | \$370 | \$440 | \$295 |

Ad Sizes and Specifications

| | Width x Height |
|---------------------|-----------------------------|
| Full Page, No Bleed | 8 X 10.25in |
| Full Page, Bleed | 9 X 11.5in (.25 all around) |
| | Live Area - 7.5 X 10in |
| | Trim - 8.5 X 11in |
| 1/2 Page Vertical | 3.854 X 10.25in |
| 1/2 Page Horiz. | 7.862 X 5in |
| 1/3 Page | 5.25 X 5in |
| 1/4 Page | 3.845 X 5in |
| 1/8 Page | 3.845 X 2.375 in |

The Oceanside Chamber of Commerce reserves the right to refuse political advertisements based on content or for positions not in accordance with the stated positions of the Board of Directors of the Oceanside Chamber of Commerce.

ADVERTISING AND PUBLISHING DEADLINES

| | | |
|----------|-----------------------------------|----------------------------|
| Q4, 2021 | Ad Space and Copy: August 30th | Publish Date: October 2021 |
| Q1, 2022 | Ad Space and Copy: November | Publish Date: January 2022 |
| Q2, 2022 | 30th Ad Space and Copy: March 1st | Publish Date: April 2022 |
| Q3, 2022 | Ad Space and Copy: May 31st | Publish Date: July 2022 |

PUBLISHER CONTACT

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GRAPHIC REQUIREMENTS

We encourage advertisers to submit ads electronically. Please follow these guidelines carefully to ensure your ad is produced properly.

- Preferred format is PDF press ready documents. Other accepted formats are high-resolution .TIF, .EPS, or .JPEG.
- Ads should be created in Adobe InDesign CS3, Adobe Illustrator CS3, or Adobe Photoshop CS3 or later.
- All artwork must be at least 300 dpi or higher, and 100% of ad size, with the exception of vector art.
- Colors must be CMYK, with total ink density no more than 300%.

All materials should be submitted on disk or by e-mail and MUST include:

- Ad document and file name.
- Program name and version used.
- All original graphics, logos, and/or scans
- All fonts used in the document must be embedded. Some fonts may need to be converted to outlines.
- All color converted to CMYK.

WE CAN CREATE YOUR ADS!

Complete production capabilities available including ad design, layout, and copyrighting. If you would like us to build your ad, please supply the following:

- All text for the ad supplied in a digital text document (Word, etc.).
- Any images or logos supplied should be jpg, eps or tif format. Any supplied artwork must be at least 300 dpi or higher, with the exception of vector art. Color must be CMYK, with total ink density no more than 300%.
- All advertisers get only one (1) design change after the initial proof is presented.

The Oceanside Chamber of Commerce reserves the right to approve any advertising content.

Full Page Ad
No Bleed
8" wide x 10.5" tall

1/2 Vertical Page Ad

4.75" wide x 7.25" tall

Bleed
7.5" wide x 10" tall (live area)
8.5" wide x 11" tall (trim)
9" x 11.5" with (bleed .25" all around)

1/2 Horizontal Page Ad

7.25" wide x 4.75" tall

1/4 Vertical Page Ad

2.25" wide x 7.25" tall

1/3 Square Page Ad

4.75" wide x 4.75" tall

1/8 Horizontal Page Ad

3.845" wide x 2.375" tall