

Best of — MEDIA KIT

OCEANSIDE

QUARTERLY JOURNAL
BUSINESS AND COMMUNITY NEWS



12 Oceanside Museum Of Art
Plein Air
Festival Set
for July



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Support
Oceanside's
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Oceanside



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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.

Mylene Weidauer
Oceanside Cultural Arts Foundation

My family moved to Oceanside when I was a few weeks old over 70 years ago, so I consider myself a native Ocidier. 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.

Michelle and Armando Amador
Bio-One of Oceanside

Oceanside is truly an amazing city to live, work, and play. Armando and I moved here from Visalia, CA in 2017. Our family found a warm, loving community of friends at Mission San Luis Rey Parish as well as through colleagues and friends working for Oceanside Unified and Bio-One. 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!

Brian Barber
Oceanside Technology Center

I decided to open a new location for my business, Technology Center, 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.

Stephanie Martinez
Miss Teen Oceanside

I can say with confidence that after over 10 moves as a military child, I have never found a city as welcoming, charming, and hard-working as Oceanside. The culture and price that exist here 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 Ocidier 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!

Tanya Dinitelly
Director
Ivey Ranch Park Association

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 growing up. 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.

Rachel Duran
Miss Oceanside

According to *usda.gov*, in the United States, food is the single largest category of material placed in landfill, 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 2017.

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 75-80% 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.
- 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

Go Green

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. SDOGE states that setting TVs, monitors and copiers to use sleep mode 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 sdcg.com to learn more.

MOVING FORWARD 125 YEARS

STAY & PLAY LOCAL

OCEANSIDE FLORIST

Oceanside Florist is a locally owned, small business that is known for its customer satisfaction as much as their beautiful flower arrangements; they always go the extra mile to make your floral gift perfect. Because they value their customers and enjoy making people happy, they have built relationships with their clientele over the years, providing high quality, beautiful and unique floral arrangements and plants. Located at 1821 South Coast Highway in South Oceanside, the Oceanside Florist has two awards in floral design. Along with beautiful flowers they also offer: candles, custom cards and jewelry, and other event items.

OCEANSIDE SEA CENTER

The Oceanside Sea Center provides sportfishing trips from the Oceanside harbor. Captain Joe Caccese of Sea Charters and Captain Fred Pines of Chubbies Sportfishing offer services from fishing, whale watching, island charters and boat tours. The Sea Center puts a great emphasis on highlighting marine conservation through a partnership with the Piner Institute of Environmental Research (PIER), a nonprofit research group based in Oceanside that supports sustainable recreational and commercial operations. Their newly expanded building includes a tackle shop, which sells bait and frozen bait, snacks and apparel. They are also a fishing license sales agent. If you love to fish or explore the sea, visit the Oceanside Sea Center at 355 Harbor Dr. South.

ROOTS CRAFT JUICE

Have you been searching for a healthy spot in Ocidie to grab a brief food search remedy? Roots Craft Juice was opened in early 2021 by two local military veterans. After fleeing a life of hardship, organic confusion in town for food and drink they decided to create their own. Located at 631 South Cleveland Street they are located just one block away from the beach and just one block from local produce to life through cold pressed juices, fresh smoothies, and more. Roots Craft Juice is a local business and the great of the great.

STUDIO ACE

Studio ACE is a nonprofit organization dedicated to enriching lives through arts, community, and education. Founded by Executive Director Julia Foster, Studio ACE has been a nonprofit art organization and has advanced forward what the power of arts.

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ADVERTISING RATES

	Open	Open	Member	Member
Insertions	1	4	1	4

Premium

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

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

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 Vertical Page Ad
4.75" wide x 7.25" tall

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