

# Best of MEDIA KIT

# OCEANSIDE



QUARTERLY JOURNAL  
BUSINESS AND COMMUNITY NEWS



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Featuring significant news, headlines, projects, events, legislation and information impacting the City of Oceanside. Topics of interest to residential and business communities, and those who work and do business within Oceanside.

## TOPICS

- Legislative Updates
- Chamber News
- Community Calendar & Events
- Ribbon Cuttings & Grand Openings
- Member Spotlights
- Military Updates
- Business Tips
- Photos
- Workshops, Seminars & Extended Learning

## BENEFITS

- Positive Association with Strong Community Brand - **Serving, Promoting & Advocating Since 1896**
- Heightened Visibility for Your Business
- Expanded Reach to New Audiences
- Reinforce Existing Customer Relationships
- Lead Generation via Print & Interactive Online Platforms

## DISTRIBUTION - QUARTERLY

15,000 Printed Copies distributed via partners shown below. Also, 24/7 access to E-Magazine on Chamber's Digital Publishing Platforms

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

### THE CHAMBER Came Through

While the COVID-19 pandemic has been one of the biggest tests that our community has ever faced, the resiliency of our business community has been a bright spot that will shine for years to come. In its 125 years of existence, it is unlikely that the business community has ever needed the Chamber as much as it did in the past year. From the perspective of our local small businesses, the Chamber Came Through in a multitude of ways over the past year. Here are a few examples of how the Chamber has supported the survival and success of Oceanside's businesses.

"When the COVID-19 crisis hit, our need to connect with other businesses still remained. The Chamber came through by quickly creating meaningful and interactive virtual networking events. We were impressed with their ability to partner with neighboring Chambers in order to allow us to expand our network and reach a greater audience."



Christopher Weiner, Print Manager, AlphaGraphics - Oceanside

"Just wanted to commend you, and the rest of the Chamber for keeping all of us up to date on all the changes during this pandemic. I am a small business owner and found the information so useful. We were able to keep up with SBA changes, loans etc. Each time an email came thru, I was forwarding it to friends and family. The Oceanside Chamber came through for us, and I think your organization is amazing!"



Myra Hoch, Owner, Strong Feels Good Fitness

"When we were struggling to get assistance on our PPP loan application with one of the large financial institutions, the Chamber came through by connecting us with Frontwave Credit Union. Frontwave took great care of us and treated us like we mattered to them. Their assistance with the PPP loan helped us weather the COVID storm."



Zeli Dweley, Owner, Beach Break Cafe

"During times of crisis like our businesses have faced in the past year, business owners need timely information and answers to important questions. The Chamber came through with strong access to elected officials through its Emerging Issues Forum. As a Chamber member, I was impressed that I could attend and participate in a videoconference that included our Congressman, State Assemblymember, County Supervisor and Mayor. Membership offers access I could not have found elsewhere."



Joanna Hunter, President/Owner, True West Facility Supply/Oceanside

"When we needed to be sure we had the most up to date information on business closures and reopenings, loan programs and other resources to navigate the COVID-19 crisis, the Oceanside Chamber came through. Their staff took the time to make sure we had the answers we needed in order to move forward."



Tom Son, General Manager, Arrowwood Golf Course

"Now more than ever, we need City leadership that understands the importance of supporting our business community. The Chamber has displayed its support for businesses by endorsing and helping elect Council members Ryan Klein and Peter Weiss. We now have a strong foundation for rebuilding our business community and emerging from the devastating impacts of the COVID-19 crisis."



Neil Nagata, Nagata Bros Farms



### future talent

#### Charles Dabney From Police Explorer to Police Officer

Oceanside Police Officer Charles Dabney patrols the City in which he grew up. He is familiar with the streets, neighborhoods and the people. Like many of his fellow officers, he has a vested interest in the community in which he serves and is called to protect. Officer Dabney is one of several success stories of the Oceanside Police Department's Explorer Program, one he joined as a teenager that fostered his interest in law enforcement.

The Oceanside Police Department Explorer Program is designed for responsible young men and women to explore all aspects of law enforcement. The program provides direct interaction with working field officers, supervisors and support staff, to foster and expand their interest in the law enforcement profession as a career. The Explorer Program also helps in strengthening ties between the community and police.

Explorers are given the opportunity to participate in a week-long law enforcement academy, as well as weekend events held over the course of the year. They gain exposure to various criminal justice careers while experiencing positive interaction with law enforcement professionals.

Back in 2007 when he was ten years old, he portrayed in "Shop with a Cop." Charles remembers the excitement of being part of the police motorcycle from Oceanside to Sea World down in San Diego, the flashing lights and sirens. In San Diego, the flashing lights and sirens.

This experience is taken seriously by both OPD and the participants. Candidates must meet rigid standards in order to qualify for participation in the program which include the following: Applicants must be between the ages of 16 and 20 and if enrolled in high school, maintain an overall "C" grade average. If out of high school, they must have a high school diploma or a GED. Applicants must have the ability to commit to a minimum of 10 hours per month, or 30 hours per quarter of service, which includes meetings, ride-alongs, office work, training, and special events.

The Explorer program has five areas of emphasis: career opportunities; life skills which develop positive social interaction skills; physical and mental fitness; citizenship; encourage the desire to help others through community service; character education, learning to make ethical choices and decisions; and leadership experience.

Charles Dabney was born and raised in Oceanside. He attended Garrison Elementary, Lincoln Middle School and graduated from Oceanside High School in 2016.

Back in 2007 when he was ten years old, he participated in "Shop with a Cop." Charles remembers the excitement of being part of the police motorcycle from Oceanside to Sea World down in San Diego, the flashing lights and sirens. The comedy included law enforcement departments around the county and included members of the DEA, FBI, San Diego County Sheriff Department, and came complete with helicopters. Charles was able to select gifts with a police officer that was assigned to him. It was an experience he has never forgotten.

After Chandra Faist, a high school teacher with the Academy of Justice, spoke to him about the Oceanside Police Explorer Program, Charles joined the program in 2015. His mother was at first worried about Charles' direction toward law enforcement as a career, but she could see his commitment, interest and his investment of time. Charles said she was largely put at ease after meeting his mentor and the family atmosphere among the staff and explorers.

Dabney was in the Explorer program for three years

### Adding ZERO WASTE into Your New Year's Resolutions Just Got Easier

Out with the old, and in with the new! Whether you wrote your New Year's resolutions before the big ball dropped, or you are still debating on how you can start fresh and improve your wellbeing during the new year, take on a new perspective of zero waste while sticking to your New Year's resolutions during 2021.

**Resolution 1: Stay Fit and Be Rikkie**  
Choosing to stay fit and have an active lifestyle doesn't require you to purchase that New Year's deal at your local gym. Making a conscious decision to walk or even ride your bike during your next work commute, trip to the grocery store, or even excursion to the neighborhood park will help you get those steps in while also lowering the amount of greenhouse gases emitted by a car. A typical passenger vehicle emits about 4.6 metric tons of carbon dioxide per year. That extra movement will do wonders for your physical and mental health, while also decreasing the amount of carbon dioxide entering the atmosphere.

**Resolution 2: Eat Healthier, Shop Smarter**  
Be sure to add fresh, whole produce to the top of your grocery list when adding more vegetables to your diet throughout the whole year. Opt to cut your own carrot sticks and freeze your own berries instead of choosing pre-packaged products that leave you with single-use plastic to trash. Keep the environment in mind when purchasing your produce by shopping local and visiting your local farmers' market. Not only are you supporting the Oceanside economy, but you are reducing the amount of natural resources used to ship and transfer many of the fruits and vegetables found at other stores. And don't forget your reusable grocery and produce bags during your trip to the market. For tools to better store produce and food products to help a stay fresh longer, visit GreenOceanside.org for our reference guides and video tutorials.

## Oceanside Chamber Celebrates 125 Years of Serving the Community

The Oceanside Chamber of Commerce celebrates its 125th anniversary this year. Established in 1896, it is the oldest business in Oceanside. Over its long history, its role as a business and community advocate continues to be an important one.

Historic photos courtesy of the Oceanside Historical Society

The Oceanside Chamber was organized at a meeting held at the South Pacific Hotel in 1896.

Oceanside CHAMBER OF COMMERCE

### GAME CHANGER Solutions for Change

#### Monica and Johnny, Lives Transformed

By Kristi Hawthorne

It can be easy to walk past the homeless person on the corner, the woman lying on the street, or the man at the intersection holding a handwritten sign. They become almost invisible to many. But families are among the most invisible - you don't often see them on the street, but chances are they are living in a parked car somewhere.

It is heartbreaking to imagine children living in a car with their parents, without a warm bed, a place to bathe and a home to play in. How did they end up here? What do they need to get back into a home? These questions don't always have easy answers and the extent of someone's past troubles or life choices can be impossible to know.

The mission of Solutions for Change is to solve family homelessness - One family, one community at a time. Here is one example. Monica and her boyfriend Johnny were struggling with addiction. The organization's approach differs greatly from

## 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

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

## 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 copywriting. 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.

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The logo for the Oceanside Chamber of Commerce features a stylized blue wave icon to the left of the word "Oceanside" in a large, blue, sans-serif font. Below "Oceanside" is the phrase "CHAMBER of COMMERCE" in a smaller, blue, sans-serif font, with "of" in a smaller size and lowercase. At the bottom, the tagline "ADVANCING OCEANSIDE" is written in a small, blue, sans-serif font.

**CHAMBER of COMMERCE**  
 ADVANCING OCEANSIDE

**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