

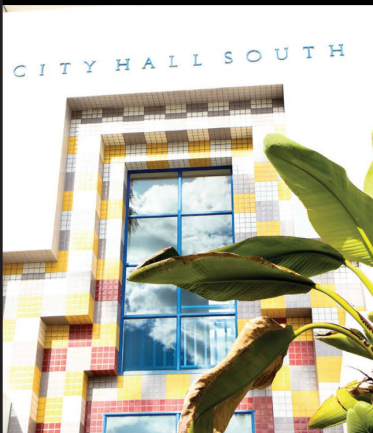
Best of — MEDIA KIT

OCEANSIDE

QUARTERLY JOURNAL
BUSINESS AND COMMUNITY NEWS



20 Economic Development News



12 Disaster Preparedness Resources



3 Political Action Forums Provide Engagement and Insight



24 Sustainable Summer in Oceanside



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 -
Oceanside Chamber 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

CHAMBER ANNOUNCES POLICY PLATFORM ON HOUSING CREATION



In recent months, the Chamber's Public Policy Task Force has worked to develop strong housing creation policy statements to address one Oceanside's most critical issues... workforce housing. These policy statements, adopted by the Chamber Board in May, will provide direction in how the Chamber will interact with the City and State on housing related policy.

Key elements of the policy platform include support of updating the City's 3-decade old Land Use Element, streamlining of City processes, objectivity in project reviews, expansion of housing into underutilized commercial zones and reduced fees associated with Accessory Dwelling Units (ADUs).

"With the State of California aggressively pushing out housing legislation, it is more important now than ever that the City get ahead on this issue in order to maintain local control," said Chamber CEO, Scott Ashlow. "While SB 99 is on the shelf for now, it may just be the tip of the iceberg for some of what will come from the State."

The most recent Regional Housing Needs Assessment (2013-2022) has Oceanside's allocation at 6,210 units. Almost 6 years into the current RHNA cycle, recent numbers show that the City has only met about 17 percent of its RHNA target.

With regard to development currently under consideration, the Chamber has been a vocal supporter of the proposed North River Farms project which would bring an agritourism with several hundred new housing units to the South Morro Hills area of Oceanside.

OCEANSIDE ECONOMIC DEVELOPMENT NEWS



CONSTRUCTION UPDATE

Oceanside South Beach Hotel - Tower crane #2 has gone up. Tower cranes are clearly marked with illuminated signs on Pacific St., concrete placement will occur soon. Hotels will be operated by Jole de Vire Hotels and Destination Hotels Properties, as part of the Hyatt Hotel Network, featuring one 220-room full-service hotel on the south block of Pacific Street & Mission Avenue, and one 100-room boutique hotel across the street on the north block. Both hotels will contain multiple restaurants, bars, and more than 24,000 square feet of internal meeting and function space.

"Building a Stronger Foundation for Our Downtown," is a comprehensive public relations campaign that provides positive communications to downtown businesses and visitors while construction is underway. You can sign-up for text or email alert updates at <https://www.howdyouoceanside.com> or follow @howdyouoceanside.

20 | Oceanside Chamber of Commerce Quarterly Journal Summer 2019 | www.oceansidechamber.com

Membership MEMBERSHIP

Tait Consulting, Inc. (760) 613-1633
San Marcos, CA 92078
www.taitconsulting.com
Engineers - Civil

Western Dental Kids
3805 Mission Ave., Ste. A
Oceanside, CA 92054 (760) 439-0029
www.westerndental.com/en-us/dental-services/kids-dentistry
Dentists

MEMBER RENEWALS
March 12, 2019 - June 4, 2019
75-79 Years as Member
Center Section

41-45 Years as Member
Hunter Steakhouse of Oceanside
Oceanside Abbey Carpet and Floor
Oceanside Marine Centre Inc.
The Shoppers at Carlsbad
Tri-City Medical Center

36-40 Years as Member
Frontiave Credit Union
Waste Management of North County

31-35 Years as Member
AT&T Inc.
P J Graphics

26-30 Years as Member
Mission Animal & Bird Hospital
Quality Inn & Suites

21-25 Years as Member
Agri Service
Boat Rentals of America
MasterTech, Inc.

Merrill Gardens at Oceanside
Oceanside Abbey Carpet and Floor
Oceanside Marine Centre Inc.
Harbor
Walmart #2245
Walmart #2494
Warner's Truck Rental

16-20 Years as Member
Automobile Club of Southern California
Bedford Post Office Vacation Rentals
California Bank & Trust
Rockin' Raja Coastal Cantina
Star Theatre Company
State Farm Insurance - Michelle McGowan, Agent
The Lund Team Inc. - Garrett Lund

11-15 Years as Member
Beren and Marcelli
Fastsigns Vista
Greater Tri Cities IPA Medical Group

Oceanside's Premier Tasting Event!

With all the festivities comes pollution, especially from single use plastic. Single use plastic is the most common type of marine litter worldwide! 86% of the plastic in our oceans comes from land-based sources. This needs to change.

Because of the ever-growing need to reduce our impact on our environment, the City of Oceanside has created its Sustainable Summer Campaign. Oceanside's Sustainable Summer Campaign targets single use items, such as plastic cutlery, bags, water bottles, and foam items like cups and containers. All of these items share a common theme- they impact our oceans and waterways negatively.

What exactly is the problem with single use plastic? Plastics do not biodegrade! Instead, they break down into smaller pieces of plastics, called microplastics never go away and can be ingested by animals and marine life and even end up in stream. Single use plastic items also require amount of nonrenewable resources, like oil, to be produced. Our economy is also affected by cities having to spend large amounts of money to clean up litter.

There is an increasing need for everyone to part and keep our Oceanside clean and beautiful to enjoy.

You can do your part to have a sustainable Oceanside. Share these ideas with families to spread the word on what it means to be sustainable and choose to say no to single use items.

24 | Oceanside Chamber of Commerce Quarterly Journal Summer 2019 | www.oceansidechamber.com

Sustainable Summer IN OCEANSIDE



Summer is here in Oceanside! Longer days, beach bonfires, time spent with family friends - summer in Oceanside is full of fun and excitement all season long. As our town comes together to celebrate the warmer weather and beach days, we must also keep in mind our impact on our beautiful city.

With all the festivities comes pollution, especially from single use plastic. Single use plastic is the most common type of marine litter worldwide! 86% of the plastic in our oceans comes from land-based sources. This needs to change.

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YOUR CHAMBER INVESTMENT @ WORK

Helping Businesses Prosper and our Community Thrive!

Your investment in the Oceanside Chamber is making a difference in our community! The Chamber's mission is to "stimulate economic prosperity and foster a vibrant community." Here's a quick overview of what your investment in the Chamber allowed us to accomplish in the recent works...

Public Policy & Business Advocacy

- Public Policy Task Force finalized Chamber's Housing Policy Statements which were adopted by the Chamber Board earlier this month. These guidelines will provide direction in how we will interact with the City and State on housing related policy.
- Met with Congressman Levin's office to request assistance from the Congressman in getting the U.S. Army Corps of Engineers to complete Shoreline Feasibility Study. This would be a critical step toward a long-term solution of our beach erosion issue.
- Reached out to San Diego Association of Governments (SANDAG) to express opposition for any modifications to the 2004 TriMet Extension Ordinance being proposed by SANDAG. We advocated for highway and road projects to be implemented in any new regional transportation plan and requested that SANDAG pursue new sources of funding for projects not listed in the 2004 TriMet Extension Ordinance. Will be participating in a coalition with other North County business organizations to further address how to protect the funding for our highways.
- Provided testimony at the California Energy Commission meeting on behalf of our restaurant community that would be impacted by "electrification" proposal. The panel was discussing options for mitigating carbon emissions, including the possibility of moving in a direction that would involve shifting from gas appliances to electric appliances. Chamber CEO reached out to restaurant owners/managers for their input and shared their concerns with the panel.
- Joined statewide coalition in opposition to AB 1066 (Gonzalez) - "This bill would affect any business that

Advocacy

Education & Workforce Development

- Partnered with County of San Diego and Oceanside on First Annual North County Employers Internship

continued on page 25

ADVERTISING RATES

# of Insertions	Open 1	Open 4	Member 1	Member 4
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Premium

Per Insertion Per Insertion Per Insertion Per Insertion

Double Tuck Center (2-pg spread)	\$3520	\$2345	\$2345	\$1875
Back Cover	\$3175	\$2210	\$2540	\$1695
Inside Front Cover	\$2615	\$1745	\$2090	\$1395
First Page	\$2615	\$1745	\$2090	\$1395
Inside Back Cover	\$2145	\$1430	\$1715	\$1145
Last Page	\$2145	\$1430	\$1715	\$1145

Standard

Full Page	\$1870	\$1245	\$1495	\$995
1/2 Page	\$1100	\$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
Double Truck, No Bleed	16 X 10 in Live Area 15 X 9 in. Trim 17 X 11 in.
Double Truck, Bleed	17 X 11.5 in. (.25" all around) Live Area 16 X 10 in. Trim 17 X 11 in.
Full Page, No Bleed	8 X 10.25 in
Full Page, Bleed	9 X 11.5 in. (.25" all around) Live Area 7.5 X 10 in. Trim 8.5 X 11 in.
1/2 Page Vertical	3/854 X 10.25 in
1/2 Page Horizontal	7.862 x 5 in.
1/3 Page	5.25 x 5 in.
1/4 Page	3.845 x 5 in.
1/8 Page	3.854 x 2.375 in.

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.

ADVERTISING AND PUBLISHING DEADLINES

Q1, 2019:	Ad Space and Copy: November 20th	Publish Date: January 2020
Q2, 2020:	Ad Space and Copy: March 1st	Publish Date: April 2020
Q3, 2020:	Ad Space and Copy: May 31st	Publish Date: July 2020
Q4, 2020:	Ad Space and Copy: August 30th	Publish Date: October 2020

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Fax: 760-722-8336

Hunter@OceansideChamber.com

Full Page Ad

8" wide x 10.25" tall (no 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

3.854" wide x 10.25" tall

1/2 Horizontal Page Ad

8" wide x 5" tall

1/3 Page Ad

5.25" wide x 5" tall

1/8 Page Ad

3.854" wide x 2.375" tall