## Best of

### **MEDIA KIT**

# OCEANSIDE

MAGAZINE

30,000 Zolyne
Copies

being Syne From Fire Explorer To Fire Inspector



35
Honor and Remember Memorial





Chamber and Mayor Recognize Boys & Girls Clubs of Oceanside



OCC Member of Quarter: Oceanside Therapy Group



Senator
Patricia Bates
Recognizes
Privateer Coal
Fire Pizza as
Small Business
of the Year





25 Ivey Ranch Park Association Celebrates 40 Years

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**

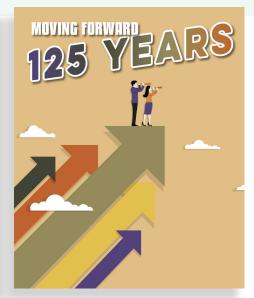
- Direct Mailed to Thousands of Oceanside Homes and Businesses
- · Heightened Visibility for Your Business and Expanded Reach to New Audiences
- Reinforce Existing Customer Relationships
- Lead Generation via Print & Digital Platforms
- Positive Association with Strong Community Brand Oceanside Chamber: Serving, Promoting & Advocating Since 1896

#### **DISTRIBUTION - QUARTERLY**

**30,000 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







#### **ADVERTISING RATES**

ADVERTISING RAILS					
	Open	Open	Member	Member	
Insertions	1	4	1	4	
1 1 0 1111 0 111	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	
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#### 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 11 in
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.

#### **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.

#### ADVERTISING AND PUBLISHING DEADLINES

Q1, 2021	Ad Space and Copy: November 17th	Publish Date: December 2021
Q2, 2022	Ad Space and Copy: February 25th	Publish Date: March 2022
Q3, 2022	Ad Space and Copy: May 27th	Publish Date: June 2022
Q4, 2022	Ad Space and Copy: August 26th	Publish Date: September 2022

#### **PUBLISHER CONTACT**

#### **Margery Benkaci**

Oceanside Chamber of Commerce 928 North Coast Highway, Oceanside, CA 92054

Phone: 760-722-1534 ext. 105 Margery@OceansideChamber.com



ADVANCING OCEANSIDE

### 1/2 Vertical Page Ad No Bleed 8" wide x 10.25" tall 3.854" wide x 10.25" 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 7.862" wide x 5" tall 1/3 Page Ad **5.25**" wide x 5" tall 1/4 Page Ad 3.845" wide x 5" tall 1/8 Page Ad 3.845" wide x 2.375" tall

**Full Page Ad**