

BEST OF OCEANSIDE MAGAZINE

MEDIA KIT • FALL 2023



direct mailed

TO OCEANSIDE HOMES & BUSINESSES

A PUBLICATION OF THE OCEANSIDE CHAMBER OF COMMERCE

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
- Rising Stars
- Stay and Play Local
- Arts and Culture Updates
- Latest Economic Development News
- Green Oceanside Updates
- Why I Love Oceanside
- News from Local Business
- Healthcare and Education Highlights



ADVERTISING BENEFITS

- Direct Mailed to 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

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.

- Community Events
- Oceanside Visitor Center & Welcome Center
- Mainstreet Oceanside Office
- Oceanside Farmers Market
- Oceanside Sunset Market
- Oceanside Chamber of Commerce Office
- Select Local Business



Earlier this year the Chamber had the opportunity to recognize two of its outstanding members during the Mayor's Business Spotlight. In March, the Motino Family YMCA was honored for its 20 years of stellar service to our community as a champion of health and wellness. In May, Kevin Chin, owner of the Switchboard Restaurant, North County Roastery, and KNVS Restaurant and Bar was honored for his excellence in entrepreneurship and for creating Oceanside's inaugural Asian Pacific Islander Festival.

CHAMBER AND BUSINESS COMMUNITY SERVES THOUSANDS OF MILITARY FAMILY MEMBERS AT OPERATION APPRECIATION EVENT

On May 20th, the Chamber hosted its annual Armed Force Day Operation Appreciation event at the Oceanside Pier Amphitheater and Junior Seau Beach Community Center. Active-duty military and their family members were treated to a day of free food, entertainment and children's activities. The event is presented by Genentech, Frontwave Credit Union and Walmark and sponsored by nearly 20 other businesses, and supported by a grant from San Diego County Supervisor, Jim Desmond. Local dignitaries including Desmond along with Congressman Mike Levin, Assemblymember Laurie Davies, Oceanside Deputy Mayor Ryan Keim and Brigadier General Jason Woodworth, Commanding General, Marine Corps installations West-Marine Corps Base,



Camp Pendleton addressed the crowd. Businesses interested in sponsorship for next year's event can visit at www.OceansideOperationAppreciation.com.

LOCAL NON-PROFITS

ASSISTANCE LEAGUE NORTH COAST



The Thrift Shop is open Tuesday, Thursday and Saturday and is located at 1830 Oceanside Blvd., #A Oceanside, CA 92054. Shopping helps the ALNC and the local community get the important resources they need. Learn more about the Assistance League North Coast at www.alnc.org.

Established as a guild in 1992, and a chapter in 2000, Assistance League North Coast® (ALNC) is the 105th chapter of the National Assistance League®. They give over 27,000 hours of service each year. Their philanthropic projects are made possible by donations, grants, their thrift shop proceeds and fundraising events each year. ALNC's members work on various committees and programs of their choice, as well as through appointed or elected offices that they hold.



The National Assistance League® was the first nonprofit, nonpolitical, nonsectarian organization founded in the West which recognizes the potential of volunteers helping those less fortunate to a better and more meaningful life. Chapters are autonomous tax-exempt, charitable corporations, whose Philanthropic Programs are actively controlled and administered by chapter members to serve the specific needs of the local community.

The mission of the Assistance League North Coast® is dedicated to serve the needs, primarily of children, in the communities of Carlsbad, Oceanside and Vista, with the goal of providing a positive starting point for academic success. Their vision is to be the premiere philanthropic organization in Coastal North County San Diego, connecting with children in need.

Canine Companions is leading the service dog industry so their clients and their dogs can live with greater independence. The organization provides service dogs to adults, children and veterans with disabilities and facility dogs to professionals working in healthcare, criminal justice and educational settings. Since their founding in 1975, our dogs and all follow-up services are provided at no cost to our clients. Independence shouldn't be limited to those who look or live a certain way. Disability reaches all races, classes and backgrounds, and Canine Companions will too. Clients come to Canine Companions because of their reputation, the quality of their dogs, the experience of their training staff and the desire to lead life with greater independence. Canine Companions is committed to providing services to all qualified clients. Canine Companions services adults with physical or auditory disabilities, children with physical or cognitive disabilities aged five or older or adults with physical or cognitive disabilities who require the assistance

multi-generational businesses



HARBOR FISH & CHIPS

On July 3, 1969, Sally McWha started Harbor Fish & Chips in the Harbor Village fish market she owned with her husband Doug. Doug and Sally had three children, Diana, Sue and Carl. All three had a part in the family business. Terry Cross, an Oceanside local, married his high school sweetheart Sue McWha during his senior year at Oceanside High School. He became an integral part of the growing business with fish caught commercially out of the Oceanside Harbor. In 1982, Terry and Sue purchased Harbor Fish & Chips from the family. With two young girls, Mona and Sheri, they continued the family tradition. Sue, unfortunately, passed away from cancer in 1986, giving Terry sole ownership until his passing in March 2023.

Today the restaurant is still owned and operated by Terry and Sue's two daughters Mona and Sheri. The sisters still use Grandma Sally's original recipes for cocktail and tartar sauce and, of course, her famous coleslaw dressing. They are excited to keep the 50-year family tradition going as the longest standing restaurant in the Oceanside Harbor. Learn more about Harbor Fish and Chips by visiting www.harborfishandchips.net.



ADVERTISING RATES

INSERTIONS	Open	Open	Member	Member
	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 Truck Center (2 PAGE SPREAD)	\$4,270	\$2,980	\$2,980	\$2,460
Back Cover	\$3,990	\$3,295	\$3,295	\$2,365
Inside Front Cover	\$3,175	\$2,120	\$2,500	\$1,735
First Page	\$3,175	\$2,120	\$2,500	\$1,735
Inside Back Cover	\$2,925	\$1,970	\$2,350	\$1,585
Last Page	\$2,925	\$1,970	\$2,350	\$1,585

STANDARD

	Per Insertion	Per Insertion	Per Insertion	Per Insertion
Full Page	\$2,055	\$1,370	\$1,645	\$1,095
1/2 Page	\$1,210	\$805	\$970	\$645
1/4 Page	\$770	\$515	\$615	\$410
1/8 Page	\$605	\$405	\$485	\$325

AD SIZES & SPECIFICATIONS

	WIDTH X HEIGHT
Full Page, No Bleed	8 x 10.25 IN.
Full Page, Bleed	9 x 11.5 IN. (0.25 all around)
	Live Area - 7.5 x 10 IN.
	Trim - 8.375 x 10.875 IN.
1/2 Page Vertical	3.854 x 10.25 IN.
1/2 Page Horizontal	7.862 x 5 IN.
1/4 Page	3.845 x 5 IN.
1/8 Page	3.845 x 2.375 IN.

THE OCEANSIDE CHAMBER OF COMMERCE RESERVES THE RIGHT TO APPROVE ANY ADVERTISING CONTENT.

WE DO NOT ACCEPT ANY PAID POLITICAL ADS

ADVERTISING AND PUBLISHING DEADLINES

Q4, 2023	Ad Space and Copy : August 25th	Publish Date : October 2023
Q1, 2024	Ad Space and Copy : November 17th	Publish Date : January 2024
Q2, 2024	Ad Space and Copy : February 23rd	Publish Date : April 2024
Q3, 2024	Ad Space and Copy : May 24th	Publish Date : July 2024

PUBLISHER CONTACT

Vanessa Lee

Oceanside Chamber of Commerce
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Vanessa@OceansideChamber
760.722.1534 ext 105 | Cell 760.643.6891

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



ADVERTISING CONTRACT

BUSINESS INFORMATION

Business Name _____
Contact _____
Physical Address _____
City, State, Zip code _____
Business Phone _____ Cell/Mobile _____
Primary Email _____

AD INFORMATION

AD SIZE(S):

note: all display ads include enhanced listing with logo

- | | |
|---|--|
| <input type="checkbox"/> Double Truck Cover | <input type="checkbox"/> Full Page |
| <input type="checkbox"/> Back Cover | <input type="checkbox"/> 1/2 Page Vertical |
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> 1/2 Page Horizontal |
| <input type="checkbox"/> First Page | <input type="checkbox"/> 1/4 Page |
| <input type="checkbox"/> Inside Back Cover | <input type="checkbox"/> 1/8 Page |
| <input type="checkbox"/> Last Page | |

AD SOURCE OPTIONS:

- Supplied by Advertiser
 Ad Build Service
 Pickup (*Renewing Ads Only*)

AD OCCURANCE:

- Annual Package
 On-Time Ad Selection

PAYMENT DETAILS

Total \$ _____ - Paid Amount \$ _____ = Balance _____

PAYMENT PLAN: Monthly Quarterly Annually

METHOD OF PAYMENT: *make checks payable to: Oceanside Chamber of Commerce*

- | | | |
|---|-------------------------------|----------------------------------|
| <input type="checkbox"/> American Express | <input type="checkbox"/> Visa | <input type="checkbox"/> Check |
| <input type="checkbox"/> MasterCard | <input type="checkbox"/> Cash | <input type="checkbox"/> Bill Me |

Advertiser's Print Name _____

Advertiser's Signature _____

Date _____

Terms & Conditions of This Agreement

With an authorized signature above, the Oceanside Chamber of Commerce will treat this as a binding contract. The liability of the Oceanside Chamber of Commerce in the event of any printing errors or omissions (including total omission) is limited to the amount paid for the items that are omitted or in which the errors occur for the issue life of the publication. The Oceanside Chamber of Commerce reserves the right to refuse advertising and refund all payments for advertising refused. The Oceanside Chamber will not publish advertisements nor accept event sponsorships from any person or business selling or promoting products or services in violation of either state, federal, or local law, regulation, or ordinance. An authorized signature indicates acceptance of these terms and conditions.

Payment Information (if applicable)

Card# _____ Exp. Date _____ CVV _____

Name on Card _____ Street Address _____ City, State, Zip _____

Signature _____ Date _____

*A portion of your payments to the Oceanside Chamber of Commerce may be deductible as an ordinary business expense.
Please check with your accounting professional for details.*