

— Best of — MEDIA KIT

OCEANSIDE

QUARTERLY JOURNAL
BUSINESS AND COMMUNITY NEWS



20 Grants Bring Much Needed Relief to Small Businesses



12 Future Talent: Freedom Dogs



40 MiraCosta College Update on Construction and Design Activities



17 Boys & Girls Clubs Celebrate 70 Years of Serving Oceanside



23 The Veterans Art Project: Artists Offering Healing of Another Kind

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



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

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
Q2, 2022	Ad Space and Copy: March 1st	Publish Date: April 2022

PUBLISHER CONTACT

The Oceanside Chamber of Commerce
 928 North Coast Highway, Oceanside, CA 92054
Phone: 760-722-1534
info@OceansideChamber.com

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

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