

BEST OF OCEANSIDE MAGAZINE

MEDIA KIT • FALL 2023



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

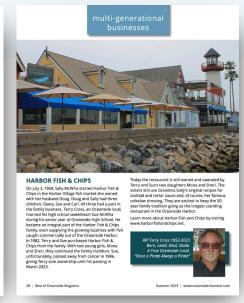
Distributed primarily through the USPS Every Door Direct Mail® program. Additional distribution through drop-offs at selected businesses in Oceanside as well as through Chamber and Partners.

- Community Events
- Oceanside Visitor Center
 Oceanside Farmers Market & Welcome Center
- Mainstreet Oceanside Office

 - Oceanside Sunset Market
- Oceanside Chamber of Commerce Office
- Select Local Business







ADVERTISING RATES

4			••••				
		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 page ad in Business Directory Section							
	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						
	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		

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

AD SIZES & SPECIFICATIONS

WIDTH X HEIGHT

8 x 10.25 in. Full Page, No Bleed

9 x 11.5 in. (0.25 all around) Full Page, Bleed

> Live Area - 7.5 x 10 IN. Trim - 8.375 x 10.875 IN.

3.854 x 10.25 IN. 1/2 Page Vertical

7.862 x 5 IN. 1/2 Page Horizontal

3.845 x 5 in. 1/4 Page 3.845 x 2.375 in. 1/8 Page

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

WE DO NOT ACCEPT ANY PAID POLITICAL ADS

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

PUBLISHING DEADLINES ADVERTISING AND

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

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ADVERTISING CONTRACT

BUSINESS INFORMATION

Contact Physical Address City, State, Zip code Business Phone	ness Nameactical AddressState, Zip codeCell/Mobileary Email					
AD INFORMA	TION					
AD SIZE(S): note: all display ads include enhanced Double Truck Cover Back Cover Inside Front Cover First Page	☐ Full Page ☐ 1/2 Page Vertical ☐ 1/2 Page Horizontal ☐ 1/4 Page	AD SOURCE OPTIONS: Supplied by Advertiser Ad Build Service Pickup (Renewing Ads Only) AD OCCURANCE:				
☐ Inside Back Cover☐ Last Page		☐ Annual Package ☐ On-Time Ad Selection				
PAYMENT DETAILS Total \$ Paid Amount \$ = Balance						
PAYMENT PLAN: Monthly Quarterly Annually						
METHOD OF PAYMENT American Express MasterCard		de Chamber of Commerce Check Bill Me				
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)						
		Exp. Date CVV				
		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.