8.39 MILLION ANNUAL VISITORS MAKE UP THE $2.3 BILLION MONTEREY TOURISM INDUSTRY—TRAVELERS USING THE GUIDE ARE AMONG THE MOST VALUABLE

- Three-quarters of travel guide readers report that the guide influenced what attractions they attended
- Nearly 50 percent indicated influence over dining and event choices
- Those who read the guide increased their length of stay an average of 1.9 days
- Extra lodging and daily spend put travel guide readers in the “high value” category

ADD THE FACT THAT TWO-OUT-OF-FIVE READERS REFER TO THE GUIDE PRIOR TO AND DURING TRAVEL AND IT’S CLEAR: THIS IS AN AUDIENCE YOU DON’T WANT TO MISS.
### Rates AND Deadlines

<table>
<thead>
<tr>
<th>SPACE CLOSE</th>
<th>MATERIALS DUE</th>
<th>PUBLISHED</th>
<th>CIRCULATION</th>
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<tbody>
<tr>
<td>OCTOBER 9, 2014</td>
<td>OCTOBER 15, 2014</td>
<td>JANUARY 15, 2015</td>
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## AD SIZE NET

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<tr>
<td>Full Page</td>
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<tr>
<td>2/3 Page V (not available for accommodations section)</td>
<td>$8,736</td>
</tr>
<tr>
<td>1/2 Page H</td>
<td>$7,132</td>
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<td>1/3 Page S</td>
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<td>1/6 Page V</td>
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### PREMIUM POSITIONS NET

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<tr>
<td>Back Cover</td>
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<td>Page 1</td>
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<td>Opposite TOC</td>
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<tr>
<td>Inside Back Cover</td>
<td>$12,535</td>
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<tr>
<td>First in Section</td>
<td>$11,250</td>
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2014 premium-position partners must confirm by August 1 for same positions.

### Distribution: 150,000 annually + unlimited online fulfillment

- Copies at visitor centers throughout the region
- 10,000 hardbound copies at in-market hotels
- Tourists can request a copy online to be mailed to their home before making travel arrangements
- More than 4,000 unique visitors to the digital edition in first five months of 2014
- Average user viewed 42 digital edition pages per visit

Sources: Monterey industry data from State of California and D.K. Shifflet & Associations 2013 figures; travel guide reader behavior from Temple University Laboratory for Tourism & eCommerce and Destination Analysts.

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06/03/14