

CENTRAL SIERRA *Seasons*

SUMMER/FALL HIGHLIGHTS

The Best of the Central Sierra!

Only in the Central Sierra!!

There are things that you will only find here in the foothills—
and we are celebrating “Only in the Central Sierra” this summer!

Features for the Summer/Fall 2010:

- **LIFESTYLES:** *our people and how we enjoy the Central Sierra lifestyle*
 - Green Building- making the most of your Central Sierra home
 - Living Off the Grid- years of first hand experiences
 - “Seasonings”- summer cheeses and wines from the region
 - Coming Home- returning home to live and work in the Motherlode
 - Behind the Scenes- public access TV in the Central Sierra
- **HISTORY:** *stories and remembrances from our heritage*
 - Museum Spotlight- Angels Camp Museum revitalized and other Museum news
 - Carl Chance- a 1940s story
 - St. Francis Church- restoration project
- **RECREATION:** *the Central Sierra offers high country and foothill recreation*
 - Summer Recreation- the best places only in the Central Sierra
 - Evergreen Lodge- a classic lodge enlarges its offerings
 - Picnicking- in community parks
 - Harvesting Fall Color- a photography journey
- **ARTS & ENTERTAINMENT:** *the Central Sierra arts community*
 - Summer Music & Theatre- music venues and theatre seasons
 - Gallery Guide- for art lovers
 - Book Reviews- John Muir Laws Field Guide
- **CALENDAR OF EVENTS:** *a three-county guide*
 - All the Central Sierra- the region’s only printed and web-based calendar of events



Value-Added Advertising Packages:

Business Updates: *let us tell your business news story to our readers*

FREE Internet Links: *it's an easy click to your website from your business listing on www.sierraseasons.com*

Central Sierra Seasons Magazine is booking ad space for the next issue. Call to reserve your space!

CENTRAL SIERRA Seasons

SAY SEASONS!
Advertising that works.

Central Sierra Seasons Magazine
delivers the visitor to local businesses

CENTRAL
SIERRA
Seasons
MAGAZINE
RECREATION
ENTERTAINMENT
HISTORY
Lifestyles
THE & ARTS

Testimonials

Central Sierra Seasons' advertisers tell their stories—

... There at the counter was this customer holding a "Seasons" magazine in one hand and handing Mike a credit card with his other. . . He was a collector and he had seen my painting in ARTrails.

Advertising in "Central Sierra Seasons" truly creates positive results. Thanks a bunch for creating such a great magazine!

Janie K. Nelson

Nelson's Framing, Gallery and Gifts

... A number of people have said that they saw us in your publication which was left for them in their cabin rental. . .

Larry Schwalz
Geek's Paradise

September 25, 2009

Central Sierra Seasons Magazine
P.O. Box 3306
Sonora, CA 95370

Dear Don,

Let me start by saying how impressed I am with your magazine. From the cover, the fabulous photos are incredible! To the inside pages—so informative and interesting it makes a visit to our area a must. I just can't say enough.

As a new business owner, opening my herb store during tough economic times, my advertising budget was slim to none. Then Diane comes through the door. . . what a sweetheart! She listened to me, my needs and was as excited as I was to get this herb store up and running. Together we worked out an ad that I'm pleased with. The price was very reasonable and I am glad I did it.

The response has been fantastic. People do read Central Sierra Seasons Magazine! I have had people from all over coming in. One person, when asked where they heard about the store, told me "the lady bug magazine." She thought it was such a neat picture it should be framed. (I told you the photos were great!) I even had campers from Big Trees State Park come down and visit because they read about my store in Seasons Magazine.

I am expanding my herb store to a larger location and the business is really doing quite well. I would like to say "Cheers!!" to your wonderful magazine and staff—Keep up the great work!

Much appreciated and Brightest Blessings,
Traci Reis
A Thyme for Herbs
Arnold, CA



Distribution is why advertising in Central Sierra Seasons works
Quality is why advertising in Central Sierra Seasons keeps working for months to come

Central Sierra Seasons Magazine is distributed according to a carefully designed plan to reach both local and out-of-town markets. Direct mail works in tandem with on-site placement of complimentary copies at Visitors Information Centers and at local businesses. *Central Sierra Seasons Magazine* is published two times annually and enjoys a readership conservatively estimated at well over 100,000. Unlike throw-away newsprint publications, *Central Sierra Seasons'* full-color magazine format ensures that it will be kept by readers and referred to again and again. We continue to receive reader requests from magazines published over 20 years ago!

Local and Direct Mail Distribution:

- Tuolumne County Visitor Bureau Information Centers
- Tuolumne County Chamber of Commerce
- Calaveras Visitor Bureau Information Centers
- Calaveras County Chamber of Commerce
- Oakdale Chamber of Commerce and Modesto City Chamber of Commerce
- Army Corp of Engineers Visitor Center in Knights Ferry
- United States Bureau of Reclamation Visitor Center at New Melones
- USFS Stanislaus National Forest Information Centers
- Doctors' offices and hospital reception rooms
- Yosemite National Park at the Ahwahnee Hotel
- Restaurants, lodging and retailers from Oakdale to Yosemite, Sonora Pass and Ebbett's Pass
- In-room and lobby traveler information in hotels, motels and B&B inns within the three county region and nearby towns from Bear Valley to Oakdale
- Mailed to our growing list of subscribers
- Mailed locally to businesses and households in Calaveras, Tuolumne, Amador and Stanislaus Counties
- Mailed to Reader Requests from the Reader Service section in each magazine and email from our website



Our readers count! *Central Sierra Seasons'* readers are the *right* readers.

Readers are affluent and spend more when they travel and when they go out—

- Art buyers and theatre audiences
- Wine enthusiasts
- Fine restaurant aficionados
- Hotel and B&B lodging clients

Distribution targets your best customers—

- Our subscribers
- Local businesses
- Travelers requesting advance visitor information
- Users of healthcare and personal care facilities
- Customers of our advertisers

RESIDENCE

- Central Sierra Region - 40%
- Central Valley/Sacramento - 18%
- San Francisco Bay Area - 22%
- Other Northern California - 7%
- Southern California - 9%
- Other States - 4%

AGE

- under 30 - 18%
- 30 to 50 - 60%
- over 50 - 42%

TIMES VISITED LAST YEAR

- 1 time - 9%
- 2 to 4 times - 35%
- 5 or more times - 31%
- Residents - 25%

INTERESTS

- Walking and Hiking - 67%
- Shopping - 67%
- Wining and Dining - 59%
- Theatre and Concerts - 42%
- Scenic Drives - 67%
- Boating and Camping - 33.5%
- Golfing - 21%
- Skiing and Biking - 38%
- Museums - 45%
- Other - 10% of respondents included interests not listed on form

Results are from Reader Service survey.

*A showcase for the best in the region,
directed to your best customer prospects.*

	AD SIZE	DURATION	COST	COST PER MONTH
Central Sierra Seasons Magazine circulation: 30,000	1/3 page	6 months	\$ 790.	\$ 132.
Modesto Bee Newspaper circulation: 75,000 in greater Modesto area	11 inches	1 day	\$ 616.	\$ 2464.
<i>(Saturday only ad placement)</i>				
Stockton Record Newspaper circulation: 50,000 in greater Stockton area	11 inches	1 day	\$ 465.	\$ 1860.
<i>(Saturday only ad placement)</i>				
Calaveras Enterprise LodeStar circulation: 21,000 in Amador, Calaveras and Tuolumne Counties	11 inches	1 week	\$ 150.	\$ 600.
Amador Leder Dispatch circulation: 10,000 in Amador and Calaveras Counties	1/4 page	1 week	\$ 360.	\$ 1440.
Democrat Weekend circulation: 12,000 in Calaveras and Tuolumne Counties	12 inches	1 week	\$ 185.	\$ 740.

The chart above shows comparative costs for an ad of similar size in local publications. Savings over the phonebooks and national magazines are even greater!

Advertising in **Central Sierra Seasons** cost less and last longer, plus enjoys more visibility on the page than a similar size ad on a large format newspaper page. **Central Sierra Seasons'** coated paper highlights advertisements with clean, easy-to-read type and crisp art and logo reproduction. Photos are high quality and custom color at a small additional cost creates attention-getting advertising that works! Advertising dollars go farther in **Central Sierra Seasons**.



Regular services guide the reader to the region—

- *Calendar of Events* Regionwide
- *More Information* Directory
- *Regional Map*
- SierraSeasons.com

Regular services guide the reader to the advertiser—

- *Advertiser Index*
- *Dining Directory*
- *Lodging Directory*
- *Business Updates*

Regular editorial features make **Seasons** a resource for future use—

- Themes which feature shopping, outdoor recreation and history
- *Coming Home* with local people
- *ARTrails*
- *Seasonings* cuisine and wine
- *Central Sierra Homes*
- *Museum Spotlight*
- *Only in the Central Sierra* Department
- Theatre and music reviews

Tourism

in the Central Sierra is growing. Visitors spend over \$500 million annually in the region.

Economic Trends

dictate vacations be shorter and closer to home. The Central Sierra is the ideal destination for short, lower-cost and high-value vacations.

Central Sierra Seasons Magazine

targets this growing market—

Central Sierra Seasons showcases the Central Sierra and its attractions as a major tourism destination in Northern California.

Central Sierra Seasons promotes the best of the region by presenting its history, entertainment, arts, outdoor recreation, crafts and industry.

Central Sierra Seasons is produced locally using the talents of our artists, photographers and writers. Appealing and informative, it remains on coffee tables and bookshelves long after newsprint publications have gone to recycling centers.

Central Sierra Seasons is the only publication in the region which works with visitors bureaus from four counties to target tourism markets.

Central Sierra Seasons Magazine showcases the best of our region
Join the showcase and be one of the region's best!

MECHANICAL SPECS

Central Sierra Seasons Magazine is printed heat-set web offset using the latest technology in digitally imaged computer-to-plate processes.

SPECIFICATIONS

Camera-ready art is acceptable for black and white ads which require no halftone screens. Other ads must be submitted in digital format.

DIGITAL REQUIREMENTS

MAC FORMATS PREFERRED

Acceptable formats are: PDF, JPEG, TIFF, or EPS (Postscript). EPS files should be 300ppi, CMYK with fonts converted to outlines and images embedded at 100%, 300ppi, and CMYK. Native application files such as Quark, InDesign, Corel Draw should be converted to EPS or PDF. Adobe Photoshop color ads should be CMYK, note that fine type should not be built in all 4 colors. Files converted to PDF should be saved for high resolution Press Quality.

- **Line Art or Bitmap Scans**- 1200 dpi, placed in document at 100%.
- **Color and Greyscale Scans**- 300 dpi, saved as Photoshop tiff, color converted to CMYK, placed in document at 100%.
- **Proof**- laser separation printout or color ink jet is acceptable.

Windows/PC formats

Save files for Macintosh in the above formats.

NOT ACCEPTABLE

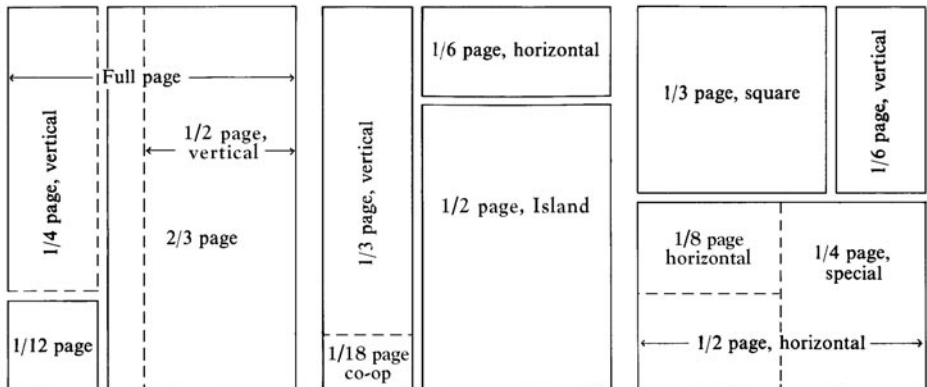
Word processing or Microsoft Office documents such as PowerPoint, Word or Publisher are not intended for press quality printing, nor are PDFs made from these applications.

Acceptable Media:

- CD or DVD
- **Emailed Files**- Send to info@sierraseasons.com. Files over 2MB should be mailed on above media or uploaded through a service such as YouSendIt.com.

Charges:

Ads that require reformatting will be billed at \$50 per hour, \$25 minimum.



DISPLAY AD SIZES

SIZE	WIDTH	DEPTH
Full Page, bleed	8.625" x	11"
Full Page, trim	8.375" x	10.75"
Full Page, live	7.5" x	10."
2/3 Page	4.875" x	10."
1/2 Page, horizontal	7.5" x	4.875"
1/2 Page, vertical	3.625" x	10."
1/2 Page, island	4.875" x	7.437"
1/3 Page, square	4.875" x	4.875"
1/3 Page, vertical	2.312" x	10."
1/4 Page, special	3.625" x	4.875"
1/4 Page, horizontal	4.875" x	3.625"
1/4 Page, vertical	2.312" x	7.437"
1/6 Page, vertical	2.312" x	4.875"
1/6 Page, horizontal	4.875" x	2.312"
1/8 Page, vertical	2.312" x	3.625"
1/8 Page, horizontal	3.625" x	2.312"
1/12 Page, square	2.312" x	2.312"
1/18 Page co-op	2.312" x	1.437"

PRODUCTION SERVICES

Central Sierra Seasons Magazine high-quality printing opens possibilities for your advertising which are not available in local newsprint publications, from exceptionally bright full-color photographs to fine black and white photographs and detailed logo art. Take care to be sure the best, high resolution ad materials are provided for publication. Our ad sales representative can work with your agency, designer and printer, or with our art department. Our typesetting, design and layout is billed at \$50 per hour, \$25 minimum. Mechanicals, artwork or photography requiring outside services will be billed at cost plus 10%.

ADVERTISING RATES

BLACK AND WHITE SPACE RATES

SIZE	1 TIME	2 TIMES	3 TIMES
Full Page	2100.	1990.	1850.
2/3 Page	1680.	1590.	1440.
1/2 Page	1290.	1220.	1100.
1/3 Page	860.	820.	730.
1/4 Page	680.	650.	580.
1/6 Page	470.	450.	390.
1/8 Page	410.	390.	340.
1/12 Page	310.	290.	260.
1/18 Page co-op	240.	220.	190.

COVERS includes color charges

Inside Covers (4)	2650.	2450.	2350.
Back Cover	2900.	2600.	2400.

FULL COLOR additional charges for process color

Full, 2/3, 1/2 page	350.
1/3, 1/4, 1/6 page	200.
1/8, 1/12, 1/18 page	120.

ADDITIONAL CHARGES

All rates are based on print-ready digital files. Ad design/layout: \$50 per hour charge, \$25 minimum. Ads submitted non print-ready and/or incorrect size will be assessed a \$25 minimum fee. Space deposit and production charges will be invoiced and are to be paid prior to publication.

TERMS

50% deposit to reserve space. Balance due on publication. Past due accounts are subject to a 1.5% per month finance charge and cancellation of future advertising.

PUBLICATION

DATES

Winter/Spring: Advertising space deadline is September 30, for publication release before the Thanksgiving holiday in November. No-proof deadline for materials is October 15.

Summer/Fall: Advertising space deadline is March 31, for publication release before the Memorial holiday in May. No-proof deadline for materials is April 15.



Central Sierra Seasons Magazine was first published as *Central Sierra Visitors' Catalog* in 1988, with the help of a Rural Renaissance grant from the California Department of Commerce. The Magazine is the only full-color publication specifically covering the Central Sierra from Jackson to Yosemite, and Oakdale to the Sierra Crest. We wish to thank the Tuolumne County Visitors Bureau, The Calaveras Visitors Bureau and the Oakdale Chamber of Commerce for their cooperation and support.