

2021 SANTA CLARITA

Official Visitor Guide

VISIT *Santa Clarita*
GATEWAY TO L.A.

7,500

FULL COLOR COPIES
DISTRIBUTED

7,500 copies of the guide are strategically distributed at the best locations to reach our visitors.

A Digital Edition of the guide will be accessible to more than 50,000 annual visitors of

VisitSantaClarita.com, as well as our social media sites.

YOUR AD IS CIRCULATED FOR AN ENTIRE YEAR.

Our online visitor guide allows your display ad to link directly to your website, increasing your circulation and website traffic for FREE!

**ARTWORK, PAYMENT & AGREEMENT DEADLINE:
OCTOBER 9, 2020**

SEND AD MATERIALS TO
heather@lurecreativedesign.com
(330) 671-0945

ATTENTION SANTA CLARITA HOSPITALITY PARTNERS!

It's that time of year to begin working on the Official 2021 Santa Clarita Visitor Guide!

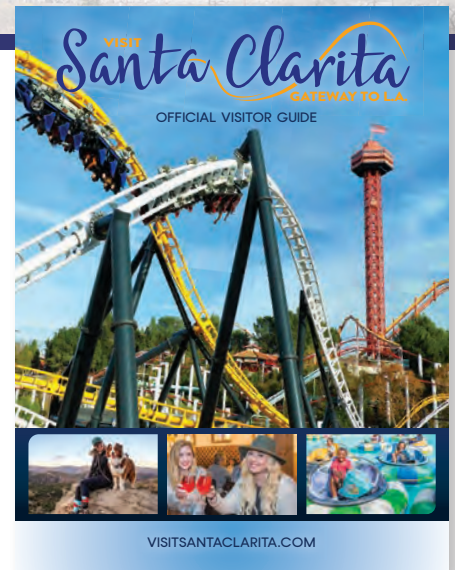
We have continued our relationship with Lure Creative Design, to produce the Official 2021 Santa Clarita Visitor Guide. Lure Creative Design is a full service destination marketing agency that specializes in assisting cities like ours across the country with the production of their Visitor Guides.

The Santa Clarita Visitor Guide is the City of Santa Clarita's official tourism publication, and is the most effective way to reach the 4 million annual visitors to the Santa Clarita area! This publication will engage, educate, entertain and guide visitors and local residents of Santa Clarita.

Tourism is a huge part of Santa Clarita's economy, and these visitors account for over \$10 million in revenue at local businesses just like yours!

Please view the ad sizes and rates on the next page for your options for participating, and please contact Heather Shover at Lure Creative Design to reserve your space, at (330) 671-0945, or by email at heather@lurecreativedesign.com. Space is limited, so please act quickly. We look forward to seeing you all in our new and improved Visitor Guide!

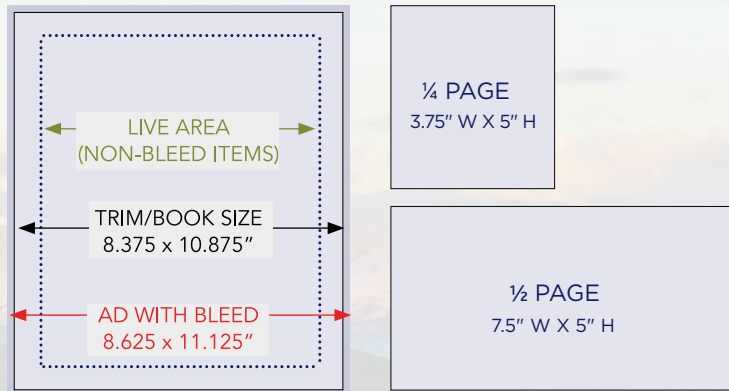
Marilyn Sourgose
Tourism Analyst - City of Santa Clarita



Additional information on reverse side

INSIDE PAGE RATES	
<input type="checkbox"/> ¼ PAGE	\$500
<input type="checkbox"/> ½ PAGE	\$1,000
<input type="checkbox"/> FULL PAGE	\$2,000

COVER PAGE RATES	
<input type="checkbox"/> INSIDE BACK COVER	\$2,500
<input type="checkbox"/> INSIDE FRONT COVER	\$2,500
<input type="checkbox"/> BACK COVER	\$3,000



Send AD Materials to Heather@lurecreativedesign.com

PRINT READY ART REQUIREMENTS

Press ready PDF files preferred, with all type converted to path. PDF files must be high resolution (300dpi) CMYK color built to the exact dimensions (no crop marks or bleed lines)

Additional formats include: High Resolution TIFF, EPS, Illustrator and Photoshop files

No Spot colors. All colors must be CMYK. Bleeds must be at least .125

ADS: Phone numbers need to be in this format. (###) ###-####

MATERIAL HANDLING

- Design My Ad - \$250 fee Will Send New Artwork Reprint My Ad Update Existing Ad - \$50 fee

NOTE: SUBMITTED ADS TO BE REVIEWED BY TOURISM OFFICE AND MAY REQUIRE ADJUSTMENTS PRIOR TO BEING APPROVED AND PLACED IN THE GUIDE.

CONTACT INFORMATION

Company: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

PAYMENT INFORMATION

- Cash Check Credit Card (Complete Field Below)

- Mastercard Visa American Express Discover

Name on Card: _____

Card #: _____

Exp. Date: _____ Security Code: _____

Billing Address: _____

Billing Phone: _____

Send Payment to:

**2350 Valley View Dr.
Cuyahoga Falls, OH 44223**

Please make checks payable to:

Lure Creative Design
Credit Cards Accepted

DATES TO REMEMBER

Art Work, Payment & Agreement Deadline:

OCTOBER 9, 2020

Authorized By: _____

Signature: _____

Date: _____

Payment Terms: Payment must be made in full before display ad will be included in publication. All payments are non-refundable.

