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Discover Monterey County is all the other travel publications rolled into a handy pocket-size guide that's easy to use and to carry. It's packed with the area's best variety of restaurants and accommodations, a calendar of festivals and sporting events, an overview of the area's parks and recreational activities, museums, and nightclubs, as well as lots of free maps, lists of free activities, discount offers from participating advertisers, and so much more!

What are you waiting for? Discover Monterey County Today!

Special Sections

- City Guides/Maps
- Historical Information
- Leisure Attractions and Activities
- Cultural Attractions and Activities
- Events: Sport; Cultural; Educational; Etc.
- Wine Country
- Accommodations
- Restaurants
- Shopping

For more information visit:

www.Discover-MontereyCounty.com

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info@Discover-MontereyCounty.com

DISCOVER MONTEREY COUNTY

An Introduction to Monterey County:

- City Highlights
- City Street Maps
- Emergency Medical info.



DISCOVER ARTS & ANTIQUES & HISTORIC PLACES

- Galleries
- Artist Studios
- Antique Stores



DISCOVER THE BEST SHOPPING AND THE 10 BEST FREE THINGS TO DO

- Hidden Treasures
- Women's Apparel
- Gifts & More



DISCOVER MONTEREY COUNTY EVENTS

- Calendar of Events
- Attractions
- Community Celebrations
-



DISCOVER MONTEREY COUNTY WINE

- Tasting Rooms
- Wine Shops
- Grape Vine Express
- Wineries



DISCOVER ACTIVITIES AND ATTRACTIONS

- Museums/Sites
- Water Sports
- Tours—Land, Sea & Air
- Golf



DISCOVER DINING AND NIGHT LIFE

- Restaurants
- Delis/Desserts
- Night Clubs
- Entertainment



DISCOVER RELAXATION, AND WEDDING SERVICES

- Spas/Treatments
- Parks/Trails/Beaches
- Resorts
- Top 10 for Kids



DISCOVER THE BEST PLACE TO STAY

- Hotels/Motels
- Bed & Breakfast Inns
- Camping/RV



Distribution Locations:

MONTEREY, CA Bay Park Hotel Bayside Motel B.W. DeAnza Inn B.W. Monterey Beach Resort Hotel B.W. Monterey Inn B.W. Park Crest Carmel Hill Lodge Casa Munras Garden Inn Casa Verde Inn Clarion Hotel Colton Inn Comfort Inn-Cml. Hill Comfort Inn-Del Monte Comfort Inn-Munras Cypress Gardens Inn Cypress Tree Inn Days Inn Del Monte Pines Driftwood Motel Econo Lodge El Adobe Inn El Castell Motel Hilton Inn - Monterey Holiday Inn Express -Wave & Del Monte Hotel Pacific Howard Johnson Hyatt Regency International Hostel Laurel Inn Linda Motel Lone Oak Motel Mariposa Motel Marriott Monterey Merritt House Hotel Monterey Bay Inn Monterey Fireside Inn Monterey Hostel Monterey Hotel Monterey Plaza Hotel Motel 6 - Fremont Munras Lodge Otter Inn Padre Oaks Motel Paris Portola Playa Hotel Quality Inn Cannery Row Inn Quality Inn - Fremont Quality Inn - Munras Ramada Inn Ramada Limited-Cass & Fremont Rodeway Inn San Carlos Inn Sand Dollar Inn Sealamp Inn Spindrift Inn Stagecoach Lodge Super 8 Motel - Munras & Fremont Travelodge - N. Fremont & Munras Vagabond Motor Inn Way Station Inn Fisherman's Wharf	PACIFIC GROVE, CA Andriil Firepl. Cottages Anton Inn Asilomar Conf. Ctr. Beachcomber Inn B.W. Monarch Resort Bird-e-wee Motel Borg's Motel Butterfly Grove Inn Deer Haven Inn Howard Johnson Lighthouse Lodge & Suites Lover's Point Inn Olympia Lodge Pacific Gardens Inn Pacific Grove Plaza Rosedale Inn Suites Sea Breeze Inn Sunset Motel The Wilkies Inn	SEASIDE, CA B.W. Magic Carpet Inn Discovery Inn Econo Lodge Economy Inn Embassy Suites Gateway Lodge Holiday Inn Express Howard Johnson's Pacific Best Inn Sand Castle Motel Sea Lamp Inn Seaside Inn Thrifflodge Thunderbird Motel	HOLLISTER, CA B.W. San Benito Inn Casa De Fruta Motel Hollister Inn Wiebe Motel	SAN JUAN BAUTISTA, CA San Juan Inn	VISITORS CENTERS American Tin Cannery A Taste of Monterey Cannery Row Assn. Visitor Info Center Cannery Row Entertainment Carmel Valley Chamber Monterey Canning Co. Monterey Jet Center Pacific Grove Chamber Seaside Chamber	CAMPGROUNDS Marina Dunes RV Carmel by the River Saddle Mountain RV Park McAlpine Lake & park Monterey Vacation RV Pk	AVIATION Skydive Monterey	MILITARY BASES Navy Lodge Center Naval Post Grad. Schl #1 Naval Post Grad. Schl #2 Naval Post Grad. Schl #3 Presidio of Monterey #1 Presidio of Monterey #2	CAR RENTAL Hertz Local Edition	<i>Note: Distribution locations are subject to change without notice.</i>
CARMEL, CA Barnyard Shopping Village El Castell Motel Carmel Mission Inn Carmel River Inn Carmel Inn & Suites Coachman's Inn Comfort Inn Crossroads Shopping Village Cypress Inn Hoffas House La Playa Hotel Mission Ranch	PEBBLE BEACH, CA Inn at Spanish Bay The Lodge at Pebble Beach	CARMEL VALLEY, CA Bernardus Lodge Blue Sky Lodge Carmel Valley Lodge Carmel Valley Ranch Resort Country Garden Inns Hidden Valley Inn Quail Lodge Resort & Golf Valley Lodge	SALINAS, CA America Best Value Inn B.W. John Jay Inn B.W. Kern Street Best 5 Motel Best Inn Casa Linda Motel Comfort Inn - Kern St. Continental Motel Country Inn Courtyard by Marriott Days Inn Discovery Inn EconoLodge -Sanborn Economy Inn El Dorado Motel Goodnite Inn Holiday Inn Express Laurel Inn Motel 6 Motel 6 - Kern St Quality Inn Ramada Limited Residence Inn Rodeo Inn Salinas Travel Inn Star Motel Travel Inn Travelodge - N. Main Vagabond Motor Inn Wagon Wheel Motel	SAN JUAN BAUTISTA, CA San Juan Inn	CAMPGROUNDS Marina Dunes RV Carmel by the River Saddle Mountain RV Park McAlpine Lake & park Monterey Vacation RV Pk	AVIATION Skydive Monterey	MILITARY BASES Navy Lodge Center Naval Post Grad. Schl #1 Naval Post Grad. Schl #2 Naval Post Grad. Schl #3 Presidio of Monterey #1 Presidio of Monterey #2	CAR RENTAL Hertz Local Edition	<i>Note: Distribution locations are subject to change without notice.</i>	
MARINA, CA B.W. Beach Dunes Inn Comfort Inn Holiday Inn Express Laguna Lodge Marina Dunes Resort Motel 6 Old Marina Inn Ramada Limited										

Additional Distribution

Also distributed to over 125 advertisers throughout Monterey County and beyond.

Available on-line at:

www.Discover-MontereyCounty.com

Contact Information:

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info@Discover-MontereyCounty.com

FREE MONTEREY COUNTY GUIDE



MONTEREY COUNTY

Advertising Rates



MAPS • DISCOUNTS • ACTIVITIES

ACTIVITIES • RESTAURANTS • SHOPPING • EVENTS
WAYS TO RELAX • THINGS TO DO FOR FREE
PLACES TO STAY • NIGHT CLUBS • THEATRE & MORE

DISCOVER MONTEREY COUNTY

Welcome to **Discover Monterey County**—the first pocket-size travel guide to offer everything visitors want and need to know when visiting Monterey County. While there are many brochures, maps, and magazines, no other publication offers this complete package to visitors at no charge.

Discover Monterey County is all the other travel publications rolled into a handy, pocket-size guide that's easy to carry and use. This complimentary, full-color guide is packed with the best variety of restaurants and activities, a calendar of festivals and events, and an overview of parks and recreation, as well as, free maps and discount offers from participating advertisers.

Discover Monterey County is published by Riddell & Riddell Advertising, a Monterey County based marketing firm with over 30 years of experience in the marketplace. Be a part of this exciting new publication and take advantage of our Early Buy rates.

FEATURES:

- Six-months of advertising for as little as \$75.00!
- 120,000 estimated circulation with each issue
- Distributed at over 300 locations throughout Monterey County
- Free Web Advertising at www.discover-montereycounty.com
- Free Web Link to your website
- Free Map Listing with all 1/4 page ads or larger

Sincerely,

Craig & Rebecca Riddell

Discover Publications, P.O. Box 3144, Monterey, CA 93942

Cell: (831) 521-1685, Office: (831) 646-0351 Fax: (831) 643-0900

Terms, Notices & Conditions*

AD SPECIFICATIONS: Only digital files accepted. Ads must be done in Quark 4.0-6.0, Photoshop, Illustrator, or In-Design. PDFs are also accepted. Include all fonts and digital art/photos as separate files. Photos and pdf files must be a minimum of 300dpi at print size.

TERMS: Design and production is billed at \$75.00 per hour. Changes to advertising after published materials submission deadline will be subject to production charges. Cancellations after published space reservation deadline will be billed in full. Payment in full is required with space reservation unless credit terms have been established. List price is commissionable to recognized Ad Agencies. All other rates are net. In any case accounts will be deemed past due thirty days after publication date and past due accounts will accrue a 1% interest penalty per month.

NOTICES & CONDITIONS: Rates subject to change without notice. Advertiser agrees that errors in placement or publication of ad will be compensated by full or partial refund of ad costs. No other compensation shall be applicable. Advertisers by reserving space agree to indemnify publisher from any and all damages that may arise from publication of their advertisement(s) within the publication. Ad copy, photos and artwork submitted to the Publisher by advertisers shall be copyright released to the publisher for the purposes of reproduction in said publication and online media. It shall be the advertisers responsibility to ensure such copyright release and upon request provide evidence of same to publisher. Acceptance of ads and copy are subject to the discretion of the publisher. Offer subject to change or revocation at anytime without notice. All publishing dates are tentative. Proofs given on request. Email addresses, map & website, listings are provided on a space available basis.

RATE INFORMATION TWO YEARLY ISSUES: SUMMER/FALL, WINTER/SPRING

	LIST	EARLY BUY	ANNUAL BUY
Bold Listing =	\$125	\$95	\$75
Business Name, Address, Phone #, Fax #, email address & website. Plus a two line description (up to 80 characters total).			
FULL COLOR AD SPACE¹	LIST	EARLY BUY	ANNUAL BUY
1/12 Page Ad =	\$230	\$195	\$175
Ad dimensions: 1-5/8" x 1-3/8"			
1/8 Page Ad =	\$325	\$275	\$265
Ad dimensions: 1-5/8" x 2"			
1/4 Page =	\$450	\$415	\$395
Ad dimensions: 3-1/2" x 2-1/16"			
1/2 Page =	\$725	\$595	\$550
Ad dimensions: 3-1/2" x 4-1/4"			
Full Page =	\$1200	\$1095	\$875
Ad dimensions: 3-1/2" x 8-3/4"			

1. All display ads -1/4 pg. or larger receive a FREE BOLD listing.

Free Web Listings & Hyperlink

All display ads receive a FREE web listing (\$95 value), and a link back to your business website, upon request.

Sample 1/4 Advertorial

John Pisto's Whaling Station

The famed Whaling Station Restaurant, Monterey County's Prime steak dinner house, has earned an international reputation for quality. The restaurant offers the finest selection of USDA Prime beef and fresh seafood as well as a selection of daily specials created by celebrity chef John Pisto. A large spirits bar and award winning wine list are also available. The Whaling Station offers a totally fresh dining experience that will bring you back again and again.



762 WAVE ST. MONTEREY • (831) 373-3778 • Open 7 Days A Week



Sample 1/8th Page Ad

Sample AD 1/12th Page



Reserve Your Space Today And Save

Step 1: What size ad, advertorial, or listing:

FULL COLOR Display Ads:

- Bold Listing (\$125/\$95/\$75) 1/12 page Ad. (\$230/\$195/\$175)
 1/8 page Ad. (\$325/\$275/\$265) 1/4 page (\$450/\$415/\$395)
 1/2 page (\$725/\$595/\$550) FULL page (\$1200/\$1095/\$875)

Options:

- Inclusion on Pocket Map (\$295/\$250/\$225/with 1/4 ad or better: \$95)
 Free Bold listing w/ Ads 1/4 page or larger
 Web Listing & Hyperlink (\$75 value /Free With Ad)
 Premium Placement Add 25% (Subject to availability)
 Back Cover Flat Rate \$1750 (Subject to availability)
 Display Advertisement Advertorial

Run Date(s):

- Winter/Spring 20_____ Summer/Fall 20_____

Step 2: Payment : Total Cost: \$ _____

Signer agrees to Terms, Notices & Conditions* as set forth in this contract.

Authorized By: _____ Date: _____

Unless arrangements are made payment is expected with approval of ad proof or submission of artwork.

Step 3: Billing info:

Name: _____

Billing Address: _____

Phone _____ Fax: _____

Step 4: Listing Information for Your Business

Please list information as you would like your business to appear in the directory

- Use billing info for name address, phone & fax

Business: _____

Address: _____

Phone _____ Fax: _____

E-mail: _____

Website: _____

Descriptions: (Contains approximately 40 characters or spaces per line)

Notes: _____

Representative: _____

Step 5: Mail or fax information to:

Discover Publications

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