

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

TWO ANNUAL ISSUES: SUMMER/FALL, WINTER/SPRING RATES:

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

Certified 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

MONTEREY, CA
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

MONTEREY, CA
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
Victorian Inn
Way Station Inn
Fisherman's Wharf
PACIFIC GROVE, CA
Andrill Firepl. Cottages
Anton Inn

PACIFIC GROVE, CA
Asilomar Conf. Ctr.
Beachcomber Inn
B.W. Monarch Resort
Bid-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
CARMEL, CA
Barnyard Shopping Village
Carmel Mission Inn
Carmel River Inn
Carmel Inn & Suites
Coachman's Inn
Comfort Inn

CARMEL, CA
Crossroads Shopping Village
Cypress Inn
Hoffas House
La Playa Hotel
Mission Ranch
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
CARMEL HIGHLANDS
Highlands Inn
Tickle Pink Inn
MARINA, CA
B.W. Beach
Dunes Inn
Comfort Inn
Holiday Inn Express

MARINA, CA
Laguna Lodge
Marina Dunes Resort
Motel 6
Old Marina Inn
Ramada Limited
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
Thrillodge
Thunderbird Motel
PEBBLE BEACH, CA
Inn at Spanish Bay
The Lodge at Pebble Beach

HOLLISTER, CA
B.W. San Benito Inn
Casa De Fruta Motel
Hollister Inn
Wiebe Motel
SAN JUAN BAUTISTA, CA
San Juan Inn
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

SALINAS, CA
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
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

VISITORS CENTERS
Seaside Chamber
CAMPGROUNDS
Marina Dunes RV
Carmel by the River
Saddle Mountain RV Park
McAlpine Lake & park
Monterey Vacation RV Park
AVIATION
Skydive Monterey
CAR RENTAL
Hertz Local Edition
MILITARY BASES
Navy Lodge Center
Naval Post Grad. SchI #1
Naval Post Grad. SchI #2
Naval Post Grad. SchI #3
Presidio of Monterey #1
Presidio of Monterey #2

Note: Distribution locations are subject to change without notice.

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:

- 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)
 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

P.O. Box 3144, Monterey, CA 93942

Fax: (831) 643-0900 • riddell@bestofcal.com