

2012 & 2013 CITYWIDE PLANNER WORKBOOK

ADVERTISING OPPORTUNITIES



TOP MEETING PLANNERS USE THIS PUBLICATION TO PLAN EVENTS!

The Citywide Planner Workbook (CPW) is a comprehensive resource that places your information directly in the hands of the largest decision-makers in the meeting and conventions industry coming to San Diego.

Meeting planners utilize the CPW to access destination, convention and building service information.

National conventions are booked in 3-5 year rotational patterns. Many groups book multiple years extending well into the future. Currently, the Convention Center has business booked past 2020, adding long-term value to your advertising investment.

Meeting planners use the CPW to make key decisions about:

- Hotels and special event venues
- Tours and attractions
- Shuttle and local transportation services
- Destination, décor and event production resources
- And other essential resources



OUR TEAM IS HERE TO HELP DELIVER YOUR MESSAGE!

During the planning process, staff uses the CPW exclusively to refer planners and exhibitors to the local businesses that are showcased in the publication.

READERSHIP AND CIRCULATION

The CPW is a targeted publication distributed:

- **2,500** copies direct-mailed to a proprietary list of meeting professionals
- Distributed at trade shows, industry events and one-on-one client meetings
- Available online at www.visitsandiego.com/meetingplanners with over **25,000** unique visitors every month.

To advertise in the 2012 CPW, contact Charlie Orozco, (619)525-5261 or charlie.orozco@visitsandiego.com

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CONVENTION CENTER EVENTS BRING BIG BUSINESS TO SAN DIEGO

The meeting and convention market supports tourism, the third leading industry in San Diego.

In 2012, the SDCC has already booked **58** primary events that are expected to generate an estimated **\$1.3 billion** to San Diego's economy and more than **\$570 million** in direct attendee spending.

MAJOR CONVENTIONS COMING TO SAN DIEGO IN 2012:

Convention	Date	Economic Impact	Direct Attendee Spending	Total Hotel Rooms	Attendance
American Academy of Dermatology	3/12/12	\$59.8 M	\$24.9 M	29,315	17,000
Digestive Disease Week	5/15/12	\$83.4 M	\$34.7 M	52,866	20,000
San Diego Comic Con 2012	7/8/12	\$172.6 M	\$71.9 M	60,765	123,000
International Association of Chiefs of Police	9/25/12	\$72.6 M	\$30.2 M	32,820	17,000



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2011 KEY DATES

Ad Sales Close	Sept. 2, 2011
Artwork Deadline	Sept. 9, 2011
Publication Break	January 2012

2012 RATES

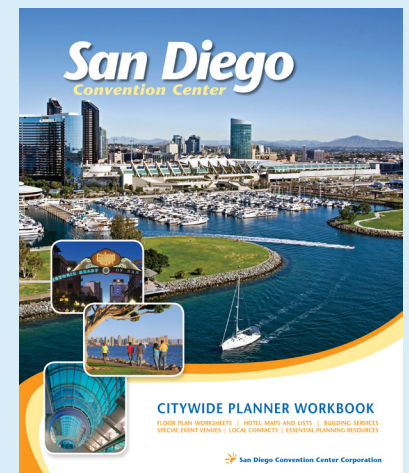
Display Ads	Rate
Full Page	\$5,657
1/2 Page	\$4,356
1/4 Page	\$2,826
1/6 Page	\$900

Premium Positions

Tabs	\$7,035
Masthead	\$6,200

Advertorials

Two Page Spread	\$10,175
Full Page	\$5,355
1/2 Page	\$4,123
Enhanced Listing	\$300



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