

2012-2013 VISIT SAN DIEGO GUIDE

ADVERTISING OPPORTUNITIES



The EXCLUSIVE city guide distributed at the Convention Center and local hotels

BENEFITS OF ADVERTISING IN THE GUIDE:

- Reach out to one-million attendees, which include over 600,000 high-spending, out-of-town visitors attending events at the San Diego Convention Center, before they arrive and while they're here.
- Your ad will be published for a full year in 180,000 print copies, enjoying an average 2.4 readers per copy and **showcased online** at visitsandiego.com and meetmeinsandiego.com, which host more than 375,000 unique visitors annually.
- Distributed throughout the Convention Center, at more than 40 downtown hotels and businesses including Westfield Horton Plaza and the CCDC Downtown Information Center.
- The Visit San Diego Guide is the only publication distributed in advance to meeting planners, exhibitors and delegates through mailings and at all SDCCC conventions and trade shows, driving business to your location.



CONVENTION EVENTS BRING BIG BUSINESS TO SAN DIEGO:

- During FY 2013, starting July 1, 2012 through June 30, 2013, the Convention Center will host more than 66 primary events expected to generate:

\$579.14 million in Direct Spending, includes:

Hotels	\$200.70 million
Restaurants and bars	\$77.36 million
Shopping	\$38.10 million
Air Transportation	\$47.20 million
Attractions, museums and theaters	\$21.02 million
Auto rentals, taxis, buses and parking	\$25.79 million
Convenience, groceries and other	\$9.93 million
Event organizers and exhibitors	\$159.04 million

BE PART OF AN AWARD-WINNING PUBLICATION



2009 PRSA Bronze Bernays



APEX Award of Excellence
2009, 2010 & 2011



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619.525.5000 • FAX 619.525.5005

To advertise in the Visit San Diego Guide,
contact Charlie Orozco, 619.525.5261 or charlie.orozco@visitsandiego.com

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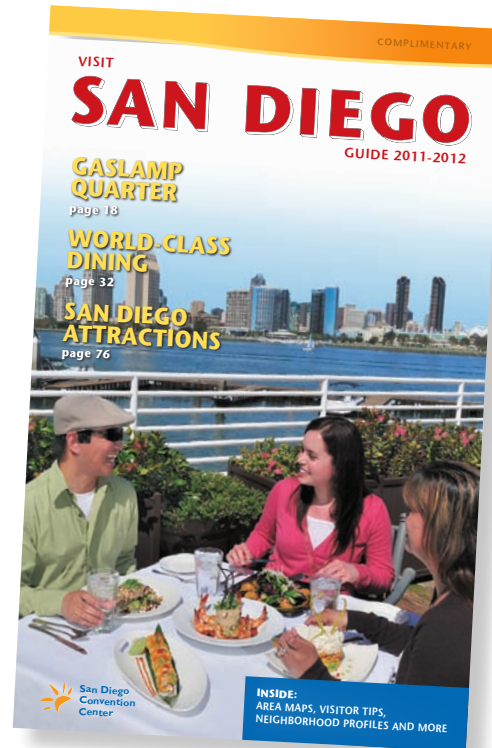


Rates

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SIZE OF PUBLICATION:

5 1/4" x 8 3/8"

CIRCULATION:

180,000 guides annually & website presence

2012 AD SALES & PUBLICATION DATES

Ad Sales Close	Publication Break
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March 2, 2012	June 2012
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* Publication effective June 2012 - June 2013



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