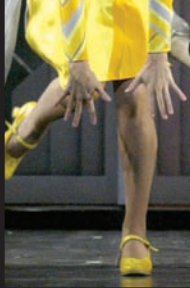
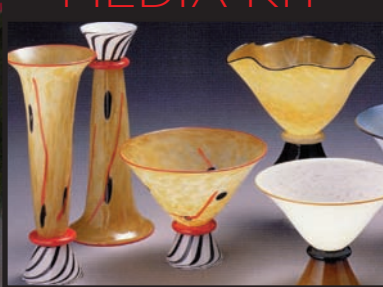


DISCOVER

SILICON VALLEY

MEDIA KIT



THE AREA'S LEADER SINCE 1975...

With over 9 million copies now in print, *Discover Silicon Valley* has been the leading guide to silicon valley and the San Francisco Peninsula for over 29 years. Here are some reasons why:

30,000 COPIES EVERY MONTH

Discover's monthly press run of 30,000 copies (360,000 annually) is the largest of any local monthly guide. *Discover* is distributed at all the leading hotels from San Francisco to San Jose International Airports, as well as airport information centers, high tech companies, corporate housing, convention & visitors bureaus, chambers of commerce, and relocation companies.

THE VISITOR MARKET

Annual visitor spending in Silicon Valley and the San Francisco Peninsula totals over \$4.5 billion! Area hotel guests are primarily high-income visitors with discerning tastes. They eat all their meals in restaurants (frequently entertaining clients), and also spend a tremendous amount on shopping—their top-rated leisure activity.

CORPORATE MARKET

Discover is widely used by leading Silicon Valley high tech companies, reaching a key market of managers, engineers, and other professionals, including corporate event planners.

USAGE AND CONVENIENCE

Discover's compact size, maps and up-to-date information on dining, shopping, events, performing arts, exhibits and points of interest makes it a convenient and indispensable month-long resource for its readers.

QUALITY, DEPENDABILITY, AND RESULTS

Discover has a reputation for quality, dependability, and results, and guides readers in their choices of shopping, dining, and recreation.

TERRIFIC VALUE!

Successful advertising brings increased profits and return on investment. *Discover*'s comprehensive coverage of Silicon Valley's visitor and high tech markets, along with its affordable ad rates, has given it a 31-year track record of doing just that. As a result, many of *Discover*'s advertisers have continued their ads for decades.

ON THE WEB

Discover is also on the web, with a comprehensive site offering up-to-date information on everything that's happening in the area for visitors and locals alike. Advertisers receive free listings and links to their sites—a great opportunity to create additional business.

Published by



VISITOR MARKET

Distributed monthly for over 31 years, **Discover** is the leading source of information for millions of visitors to the San Francisco Peninsula and Silicon Valley. **Discover** is used by all hotels and inns (over 150) throughout the region—from San Francisco Airport through the Greater San Jose area. It is also distributed at airport visitor information centers and the San Jose and Santa Clara Convention & Visitors Bureaus and Convention Centers.

SANTA CLARA COUNTY

CAMPBELL

Campbell Inn
Carlyle Hotel
Larkspur Landing
PruneYard Inn
Residence Inn

CUPERTINO

Courtyard by Marriott
Cupertino Inn
Cypress Hotel
Hilton Garden Inn

LOS ALTOS

Courtyard by Marriott, Palo Alto
Residence Inn

LOS GATOS

Hotel Los Gatos & Spa
La Hacienda
Los Gatos Garden Inn
Los Gatos Lodge
Toll House Hotel
Lodge at Villa Felice

MILPITAS

Beverly Heritage Hotel
Courtyard by Marriott
Candlewood Suites
Crowne Plaza
Embassy Suites
Hampton Inn
Hilton Garden Inn
Homestead Village Guest Studios
Sheraton San Jose
Towne Place Suites

MORGAN HILL

Executive Inn
Inn at Morgan Hill

MOUNTAIN VIEW

Avante
Best Western
County Inn
Comfort Inn
Hilton Garden Inn
Holiday Inn Express
Homestead Guest Suites
Ramada Limited
Residence Inn

PALO ALTO

Creekside Inn
Crowne Plaza Hotel
Days Inn
Dinah's Garden Hotel
Four Seasons Hotel
Garden Court Hotel
Sheraton Palo Alto
Stanford Terrace Inn
Westin

SAN JOSE

Arena Hotel
Bristol Hotel
Clarion
Clarion President's Inn
Courtyard by Marriott
Crowne Plaza Hotel
Doubletree Hotel
Executive Inn
Executive Inn-Suites
Extended Stay Deluxe
Fairmont
Hayes Conference Center
Holiday Inn Express
Holiday Inn San Jose
Holiday Inn Silicon Valley
Homestead Guest Suites
Homewood Suites
Hotel De Anza
Hotel Montgomery
Hotel Valencia
Moorpark Hotel
Radisson Plaza Hotel
Ramada
Sainte Claire Hotel
San Jose Hilton & Towers
Staybridge Suites
Towne Place Suites
Wyndham

SANTA CLARA

Best Western Inn
Biltmore
Embassy Suites
Hawthorne Suites
Hilton
Holiday Inn
Howard Johnson's
Hyatt Regency
Mariani Hotel
Marriott Hotel
Plaza Suites
Woodcrest Hotel

SARATOGA

Saratoga Oaks Lodge
The Inn at Saratoga

SUNNYVALE

Best Western
Comfort Inn
Country Inn & Suites
Days Inn
Homestead Guest Suites
Larkspur Landing
Radisson Inn
Ramada
Residence Inn I & II
Sheraton Sunnyvale
Silicon Valley Inn & Suites
Staybridge Suites
Sundowner Inn
Wild Palms
Woodfin Suites

SAN MATEO COUNTY

BELMONT

Hyatt Summerfield Suites

BURLINGAME

Crowne Plaza Hotel
Doubletree
Embassy Suites
Holiday Inn Express
Hyatt Regency
Marriott
Red Roof Inn
Sheraton Gateway Hotel
Vagabond

FOSTER CITY

Courtyard by Marriott
Crowne Plaza
Homestead Guest Suites

HALF MOON BAY

Beach House Inn
Half Moon Bay Lodge
Ritz Carlton

MENLO PARK

Best Western Riviera
Menlo Park Inn
Red Cottage
Stanford Park Hotel

MILLBRAE

Clarion
Comfort Inn
El Rancho
Westin

REDWOOD CITY

Best Western Suites
Comfort Inn
Days Inn
Holiday Inn Express

REDWOOD SHORES

Hotel Sofitel

SAN BRUNO

Staybridge Suites

SAN MATEO

Best Western
Hilton Garden Inn
Holiday Inn
Residence Inn
San Mateo Marriott

SOUTH SAN FRANCISCO

Comfort Suites
Days Inn
Embassy Suites
Good Nite Inn
Grosvenor Best Western
Hampton Inn
Holiday Inn
Hilton Garden Inn
La Quinta Inns
Larkspur Landing
Travelodge

ALAMEDA COUNTY

FREMONT/NEWARK

Courtyard by Marriott
Fremont Marriott
Hilton
Holiday Inn
Ramada
Residence Inn
W Suites
Woodfin Suites

UNION CITY

Crowne Plaza Hotel

This is a partial list as of December 2008. Distribution is subject to change.

CORPORATE MARKET

Many of the area's high technology companies use **Discover Silicon Valley** for corporate guests, relocation packages, meeting planners, recreation centers, and lobbies. **Discover** is also distributed at major Silicon Valley trade shows, ensuring comprehensive coverage of the corporate market.

| | | |
|------------------------|-----------------------|------------------------|
| Abbott Vascular | EBay | National Semiconductor |
| ACM Aviation | Google | Nortel Networks |
| Adobe | Hewlett-Packard | Pinnacle Systems |
| Advanced Micro Devices | Hitachi | Roche Palo Alto |
| Agilent Technologies | IBM | Rockwell Collins |
| Alza | Intel | SEMI |
| Apple Computer | Lockheed Martin | Siemens |
| Applied Materials | Lucent Technology | Sony Electronics |
| BEA Systems, Inc. | Marvell Semiconductor | Sun Microsystems |
| Cadence Design Systems | McAfee | Symantec |
| Calpine | NASA/Moffett Field | Techmart |

AND MORE...

Discover also reaches newcomers and the local market through its widespread use by chambers of commerce, relocation companies, corporate lodging facilities, universities and other key distribution points.

CHAMBERS OF COMMERCE

Campbell
Gilroy
Half Moon Bay
Los Altos
Menlo Park
Millbrae
Milpitas
Morgan Hill
Mountain View
Palo Alto
San Jose
Santa Clara
Saratoga
Sunnyvale

RELOCATION COMPANIES, CORPORATE LODGING & APARTMENTS

Be Connected USA
Coldwell Banker
Gardens of Fountainbleu
Glenbook Apartments
K&M Relocation
Lake Biltmore Apartments
National Corporate Housing
Oakwood Corporate Apartments
Scottish Maids, Inc.
Woodland Meadow Apartments

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