

EXPLORE THE PENINSULA & HALF MOON BAY COAST

THE AREA'S DEFINITIVE VISITOR GUIDE | IN THE ROOMS AND ON THE WEB



SHOPPING | DINING | ATTRACTIONS | SPAS | WINERIES | PARKS | EVENTS

Explore

**MEDIA INFORMATION
2011 EDITION**

1.

PLACE YOUR AD IN EXPLORE THE PENINSULA, **THE AREA'S DEFINITIVE VISITOR GUIDE**. BE DISCOVERED **IN 8,000 HOTEL ROOMS** FROM BURLINGAME TO PALO ALTO AND THE HALF MOON BAY COAST. REACH VISITORS EVERY DAY. **ALL YEAR.**

2.

TAP INTO EXPLORE'S MARKET OF **OVER 1 MILLION VISITORS** WHO EAT VIRTUALLY ALL OF THEIR MEALS IN RESTAURANTS AND RANK SHOPPING AS THEIR #1 ACTIVITY.

3.

THE VISITOR MARKET IS TOO BIG TO IGNORE: VISITORS TO THIS AREA SPEND OVER \$1.5 BILLION HERE ANNUALLY ON DINING, \$1 BILLION ON SHOPPING, AND \$900 MILLION ON RECREATION.

4.

ADDED BONUS: FREE INTERNET PROMOTION WITH A **LISTING ON WWW.EXPLOREPUBLISHING.COM**, OUR FULLY COMPREHENSIVE WEBSITE.

KEY
POINTS

5.

ADVERTISERS WITH 1/3 PAGE AD OR LARGER ALSO GET A **FREE LISTING IN DISCOVER SILICON VALLEY**, THE AREA'S MONTHLY VISITOR GUIDE.

Explore Publishing, Inc. produces high-quality visitor guides for Silicon Valley and the San Francisco Peninsula. Publications include *Explore Silicon Valley* and *Explore the Peninsula*, two hard-bound, annual guides displayed in rooms at the area's leading hotels, as well as *Discover Silicon Valley*, the area's leading monthly visitor guide since 1975, distributed at the front desks of virtually every lodging facility from San Jose through South San Francisco.

DISTRIBUTION

Explore the Peninsula is displayed throughout the year in over 8,000 guest rooms at 50 leading hotels in Palo Alto, Menlo Park, San Mateo, Redwood Shores and Burlingame (San Francisco Airport) as well as on the Half Moon Bay coast.

The following hotels, inns and B&Bs listed here feature *Explore the Peninsula* as a guest amenity in their rooms:

PENINSULA

Best Western Riviera, Menlo Park
Cardinal Hotel, Palo Alto
Comfort Inn, San Mateo
Courtyard San Mateo, Foster City
Courtyard Palo Alto, Los Altos
Cowper Inn, Palo Alto
Crescent Inn, Palo Alto
Crowne Plaza Cabaña, Palo Alto
Crowne Plaza, Foster City-San Mateo
Crowne Plaza SFO, Burlingame
Dinah's Garden Hotel, Palo Alto
Doubletree Hotel, Burlingame
Embassy Suites, Burlingame
Four Seasons, Palo Alto
Garden Court, Palo Alto
Grand Manor Executive Inn, San Mateo

Hilton Garden Inn, San Mateo
Hilton SFO, Burlingame
Hyatt Regency San Francisco Airport
Hyatt Summerfield Suites, Belmont
Marriott, Burlingame (SFO)
Marriott, San Mateo
Menlo Park Inn, Menlo Park
Red Cottage Inn, Menlo Park
Residence Inn by Marriott, San Mateo
Rosewood Sand Hill, Menlo Park
Sheraton, Palo Alto
Sofitel San Francisco, Redwood Shores
Stanford Park Hotel, Menlo Park
Stanford Terrace Inn, Palo Alto
Westin, Palo Alto

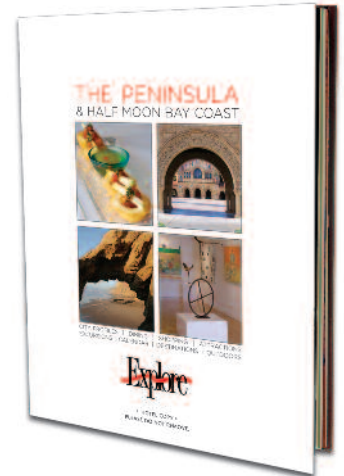
HALF MOON BAY COAST

Beach House, Half Moon Bay
Comfort Inn, Half Moon Bay
Costanoa Coastal Lodge, Pescadero
Days Inn, Half Moon Bay

Half Moon Bay Lodge (Best Western)
Holiday Inn Express, Half Moon Bay
Oceano Hotel, Princeton
Ritz Carlton, Half Moon Bay

PLUS THE FOLLOWING INNS AND B&BS:

Cypress Inn (Half Moon Bay); Goose & Turret Inn (Montara); Half Moon Bay Inn (Half Moon Bay); Inn at Mavericks (Princeton); Landis Shores (Miramar); Mill Rose Inn (Half Moon Bay); Pacific Victorian (Miramar); Pillar Point Inn (Princeton); Seal Cove Inn (Moss Beach); Zaballa House (Half Moon Bay).



Explore brings you a huge audience of potential new customers at just the right time and place—in the relaxed privacy of their hotel rooms, as they decide where to go for shopping, dining and other recreation.

Explore the Peninsula's hard-cover binding, elegant design, beautiful photography as well as comprehensive editorial coverage set it apart from any other local visitor publication. *Explore* blends advertising and editorial into attractive, informative sections featuring the best in dining, shopping, places of interest, wineries, events, entertainment and outdoor recreation.

2011 EDITION

RATES & SPECIFICATIONS

AD RATES

Color Ad Size	Monthly	Annual
Full Page	\$545	\$5,975
2/3 Page	\$410	\$4,475
1/2 Page	\$345	\$3,775
1/3 Page	\$265	\$2,875
1/6 Page	\$160	\$1,675

Premium Positions

Back Cover	\$760	\$8,475
Inside Front Cover & Page 1	\$695	\$7,775
Inside Back Cover & Opposite TOC	\$670	\$7,475
Other far forward positions	\$590	\$6,575

ENHANCED WEB LISTINGS

Advertisers receive a free listing on our website. Enhanced listings (with a photo and 50 words of description) are available at \$50 per month, billed semi-annually.

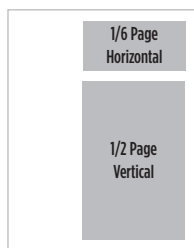
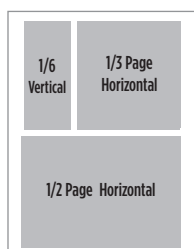
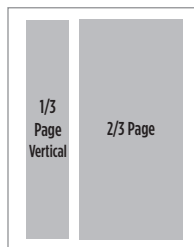
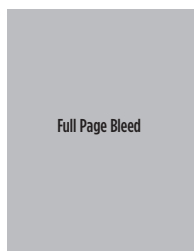
MONTHLY BILLING is in 12 installments, with first invoice after space reservation; second upon publication; monthly thereafter. **ANNUAL BILLING** is in two installments: 50% billed after space reservation; 50% upon publication. A 2.5% discount is offered for payment in full with order. All terms are 30 days net. A late charge of 1.5% per month will be added to all overdue balances.

AGENCY COMMISSION: 15% of the space rate will be granted to advertising agencies submitting acceptable final art.

AD POSITIONING is at the sole discretion of the publisher unless agreed to previously in writing. Special placement requests (other than premium positions listed) are honored on a first-come, first-served basis for an additional cost of \$250.

AD PRODUCTION/DESIGN is offered on a complimentary basis. Unusually complicated ads, or ads with excessive changes, may be billed at reasonable rates. Adjustments or corrections on supplied ads are charged at \$60/hour, with a \$30 minimum.

CANCELLATIONS cannot be accepted after space reservation deadline. Ads cancelled after deadline will be billed in full.



AD SPECIFICATIONS

PUBLICATION TRIM SIZE: 8³/₈" x 10⁷/₈"

Ad Size	Width	Height
Full page	7"	10"
Full page-bleed	8 ⁵ / ₈ "	11 ¹ / ₈ "
Full page-live area	7 ⁷ / ₈ "	10 ³ / ₈ "
2/3 Page	4 ⁵ / ₈ "	10"
1/2 Page-vertical	4 ⁵ / ₈ "	7 ³ / ₈ "
1/2 Page-horizontal	7"	4 ⁷ / ₈ "
1/3 Page-vertical	2 ¹ / ₄ "	10"
1/3 Page-horizontal	4 ⁵ / ₈ "	4 ⁷ / ₈ "
1/6 Page-vertical	2 ¹ / ₄ "	4 ⁷ / ₈ "
1/6 Page-horizontal	4 ⁵ / ₈ "	2 ³ / ₈ "

Printing: Web offset; four-color process.

Binding: Perfect bound.

Line screen: 150.

DIGITAL SPECIFICATIONS

File Formats: Digital files should be Mac-compatible in Quark XPress, Adobe Photoshop (tiff or eps, flattened), Adobe Acrobat (pdf) or Adobe Illustrator (eps) files. Ads should be built to the exact sizes, with a border or background that meets the measurements.

Color/Photo Files: All images should be sized at 100% and 300dpi, in CMYK color mode. Photos should be saved as tiff or eps files; jpegs are not acceptable. All colors used must be set for CMYK process separation (i.e. no spot colors; any pantones must be converted to CMYK with separations). For large, solid black areas, use 60C-40M-40Y-100K. Please be sure to name any customized colors uniquely (e.g. not "new color").

Fonts: Illustrator (eps) and Acrobat (pdf) files must have fonts embedded. Fonts otherwise not embedded must be included—both screen and printer. Please use the appropriate screen font—hence not the style bar—for **bold** and *italic*.

File Submission: Files should be accompanied by an ad proof and may be sent on a CD, emailed to rita@explorepublishing.com as an attachment (if under 10mb), or uploaded to our ftp site. Please contact rita@explorepublishing.com if you require ftp instructions.

EXPLORE THE PENINSULA 2011 CLOSING DATES

Space Reservation Deadline	May 20, 2011
Ad Materials Due	May 27, 2011
Publication Date	June 2011