

DISCOVER *Paso*

THE OFFICIAL VISITOR GUIDE TO THE PASO ROBLES AREA.

Our guide will serve as a living, continually updating document that is distributed in both digital and print format. It is a multi-level approach to marketing your business which includes local marketing, statewide marketing, and even outreach beyond California.



How will we do this?



Our digital version will accommodate quarterly and annual advertising campaigns and will be promoted by distributing up to 60,000 display brochures that include a QR code to access the full downloadable document on our Paso Robles Chamber's tourism website.

Publishing the document on our Paso Robles Chamber tourism website will drive higher levels of traffic where tens of thousands of visitors will be able to view the guide as well as your other marketing materials such as banner ads, events, hot deals and news releases.

Our print version will be available in the official Paso Robles Visitor Center for pick-up or mailed by request.

Order Form

	ANNUAL AD		QUARTERLY AD	
	NON MEMBER	MEMBER	NON MEMBER	MEMBER
BACK COVER PAGE back with bleed 8.75 X 11.25	\$4500	\$4000	\$1375	\$1200
INSIDE COVER PAGES back with bleed 8.75 X 11.25	\$4250	\$3750	\$1300	\$1125
FULL PAGE no bleed 8.5 X 11	\$3799	\$3299	\$1165	\$990
HALF PAGES 3.75 X 9.75 7.5 X 4.75	\$2199	\$1699	\$685	\$510
THIRD PAGES 2.5 X 9.75 7.5 X 3.25	\$1899	\$1399	\$595	\$420
QUARTER PAGES 3.75 X 4.75	\$1599	\$1099	\$505	\$330

Advertiser/Billing Name _____

Billing Address _____

City _____ State _____

Zip _____ Phone _____

Email _____

Credit Card Information: _____
 Visa/MasterCard/AMEX/DISC

Exp. Date _____

Security Code _____

() Check here to be invoiced
 Invoice is due within 30 days of advertising contract acceptance.

Signature _____

PLEASE CHECK YOUR AD SPACE SIZE USING THE BOXES TO THE LEFT

Cover Placement Requires Prior Approval

Date _____

Advertiser's Signature _____

CHANGES OR CANCELLATIONS: Changes or cancellations are not accepted after the closing date indicated by the publisher. Any material change in terms of this contract shall be deemed an amendment. Any amendment will be void unless made in writing and signed by both parties. To avoid additional charges, ads must be supplied in sizes and formats specified. Alterations will be billed separately.

AGREEMENT: This agreement is entered into between the Paso Robles Chamber of Commerce and the undersigned for ad space in the 2021-2022 Discover Paso digital platform and publication which is the official visitor guide for the City of Paso Robles. All agreements are subject to strikes, accidents, fires, acts of God, or other contingencies beyond the publisher's control.

GENERAL POLICIES: Acceptance of all advertising is subject to publisher's approval and agreement by the advertiser to indemnify and protect publisher from loss or expense on claims and suites based upon contents of advertisements. This includes, but is not limited to libel, plagiarism, copyright and infringement and unauthorized use of a person's name, property or photograph of that person or his/her property. The advertiser indemnifies and holds harmless the publisher for any and all losses, costs, or damages (including but not limited to legal fees) resulting in the publisher exercising right not to publish submissions from the advertiser or from a submission not being published for any reason.

LIABILITY: The publisher's liability for any error will not exceed the cost of the space occupied by the error.

Initial: _____

CHAMBER OFFICE ONLY:

- () PAYMENT
- () AD SUBMITTED