

**PACKAGE ADVERTISEMENT
NET RATES**

Full Page	\$19,000
1/2 Page (v or h)	\$11,500
Back Cover	\$22,000
Inside Front Cover	\$21,000
Inside Back Cover	\$21,000

All rates include translation fees for all countries.

CIRCULATION

China	20,000
UK	40,000
Mexico	20,000
Brazil	15,000
Australia	15,000
New Zealand	1,000
France	15,000
Germany	40,000
Scandinavia	10,000
Italy	10,000
Japan	10,000
South Korea	15,000
India	10,000
California Welcome Centers	38,500
Total Circulation.....	220,000

**Put the Power of California's International
Visitor Guides to Work for You!**

Meredith California is the new content marketing agency built for Visit California, assembled from the very best Meredith has to offer. We have channeled our collective energies to deliver the bold, newly designed California International Visitor's Guides 2018/19—which connect with consumers as they move through their journey to booking. By advertising in the print guide, you'll be part of the state's premier tourism showcase and integrated into the digital edition.

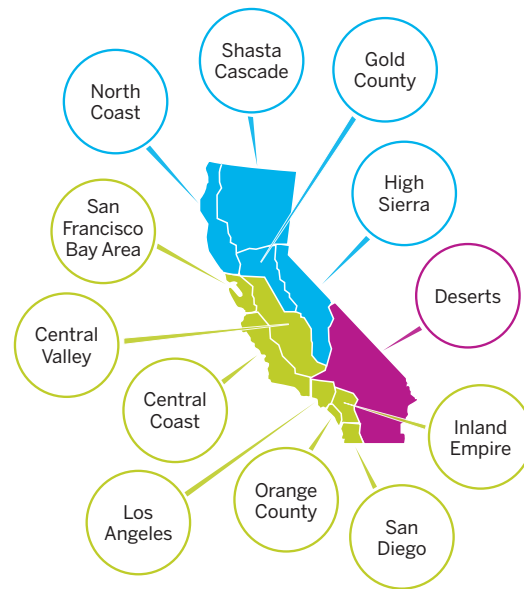
Call or email today to get in on the action!

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GENERAL CONDITIONS

TRANSLATION
Publisher offers translation services through a third-party translation agency that uses native speakers for translations. If Advertiser uses this service, Publisher will provide proofs of translated advertisements to Advertiser for its review and approval with a schedule of approval dates. Advertiser must approve all translations by the approval dates in order to release the advertisement for print. Advertiser will indemnify, defend, and save Publisher harmless from any and all loss or expense arising out of publication of the translations for all translated advertisements that are approved by Advertiser.

CONTRACT CONDITIONS
Rates published herein are effective January 2018. Announcement of any changes in rates will be made at least seven weeks in advance of the publication date of the issue to which such rates will be applicable.

Advertisers may not cancel or make changes in orders for advertising after closing dates. The Publisher may reject or cancel any advertising for any reason at any time. Advertising for tobacco products, gambling, or gaming is not accepted. We reserve the right to reject or cancel any linkage to an Advertiser's website for any reason at any time, including without limitation, as a result of linkages to other websites included in the advertiser's website.

All advertisements are accepted and published upon the representation that the agency and Advertisers are authorized to publish the entire contents and subject matter therein and that such publication will not violate any law or infringe upon any right of any party; including without limitation those for which the Publisher has provided creative services. In consideration of the publication of advertisements, the Advertiser and Agency will, jointly and severally indemnify, defend, and save the Publisher harmless from and against any loss or expense arising out of the publication of such advertisements, including without limitation, attorneys' fees, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any similar claims now known or hereafter devised or created. It is understood that the advertiser and agency are jointly and separately liable for the payment of invoices for advertising published

hereunder. In consideration of the Publisher's reviewing for acceptance or acceptance of any advertising for publication, the Agency and Advertiser agree not to make promotional or merchandising reference to California Travel Media in any way except with the prior permission of the Publisher in each instance. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God, or any circumstances not within the control of the Publisher.

No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with, vary, or add to the provisions of the rate card will be binding on the Publisher, and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

COPY REGULATIONS
All advertisements must be clearly and prominently identified by trademark and/or signature of the Advertiser. On advertising copy that simulates editorial layout and appearance, the Publisher reserves the right of approval, as well as the right to identify as "advertisement" by Publisher-set type line.

The Publisher is not responsible for errors or omissions in any advertising materials, including errors in key numbers, reader service numbers, or changes accepted after closing dates.

CREDIT
To establish credit, a credit application must be sent to your California Travel Media representative. Orders without established credit must be accompanied by a cash payment or domestic Visa or MasterCard.

DISCOUNTS/REBATES
Adjustments in Advertiser spending that result in discounts or rebates due the Advertiser will be paid with space credits only. Such credits must be used within six months after the period in which they are earned or they will expire.

POSITIONING
Publisher has the right to insert the advertising anywhere in the publications. Any condition on contracts, orders, or copy instructions involving the placement of advertising within California Travel Media (such as page

location, competitive separation, or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the Agency and Advertiser of the obligation to pay for the advertising.

TERMS
Net 30 days from the date of invoice.

The Publisher reserves the right to change payment terms to cash with order at any time. The Advertiser and Agency are jointly and severally liable for payment of all invoices for advertising.

MECHANICAL SPECIFICATIONS

FOR ADS REQUIRING TRANSLATION
Acceptable File Formats: Live Illustrator EPS files with fonts are preferred. Also acceptable: Macintosh-formatted InDesign with all fonts and images included (all images should be EPS or TIF at min. 266 dpi, CMYK format; PostScript fonts only; TrueType fonts are NOT accepted).

FOR TRANSLATED ADS
PDF files: Acrobat PDFX1A (version 1.3) is preferred; EPS or TIF files are also accepted.

Files should be uploaded to the Meredith portal at <https://direct2time.sendmyad.com> (contact your sales representative for instructions). If necessary, files can also be mailed on CD to the contact below.

INTERNATIONAL GUIDE SPECS

Space Deadline: July 23, 2018 (space permitting)
Materials Due: July 30, 2018
Final Size: 7" x 10"
Unit Sizes

Full page	6 1/4" x 9 1/4"
Full page with bleed	7 1/4" x 10 1/4"
1/2 page (v)	3" x 9 1/4"
1/2 page (h)	6 1/4" x 4 1/2"
1/4 page (sq)	3" x 4 1/2"

All-New
California International
Visitor Guides

2018/19



INTERNATIONAL TRAVELERS TO CA

TOP 3 ACTIVITIES

— 1 —
(89%)



SHOPPING

— 2 —
(83%)



SIGHTSEEING

— 3 —
(52%)



NATIONAL PARKS

3 out of 4



USE HOTEL/MOTEL ACCOMMODATIONS DURING THEIR STAY

2 out of 5



USED RENTAL CARS

\$3.6 THOUSAND



AVERAGE SPENDING PER VISITOR

CALIFORNIA BOASTS MORE THAN 17 MILLION INTERNATIONAL PERSON-TRIPS ANNUALLY.

The California International Visitor's Guide helps them make the most of their visit—with vibrant photography, fascinating driving itineraries, eminently useful maps and essential travel insights. These hard-working guides encourage international travelers to explore every corner of the region. Visit California is partnering with Meredith to produce the 2018-19 guides, which will include:

- **California Travel: The Essentials**
- **Great Gateway City Itineraries** (LA, SF, SD) PLUS insiders' take on San Jose, Palm Springs, and Orange County
- **California Treasures:** Editorial features covering outdoors, food & wine, shopping, entertainment, and family
- **Luxury Experiences:** Shopping, dining, spas and more
- **Infographic Maps:** Showcasing must-see California attractions
- **Nxtbook Digital Edition** (with links to advertiser website)

*All mocks for illustrative purposes only



INFORMATIVE MAPS COVERING TRAVELERS' INTERESTS