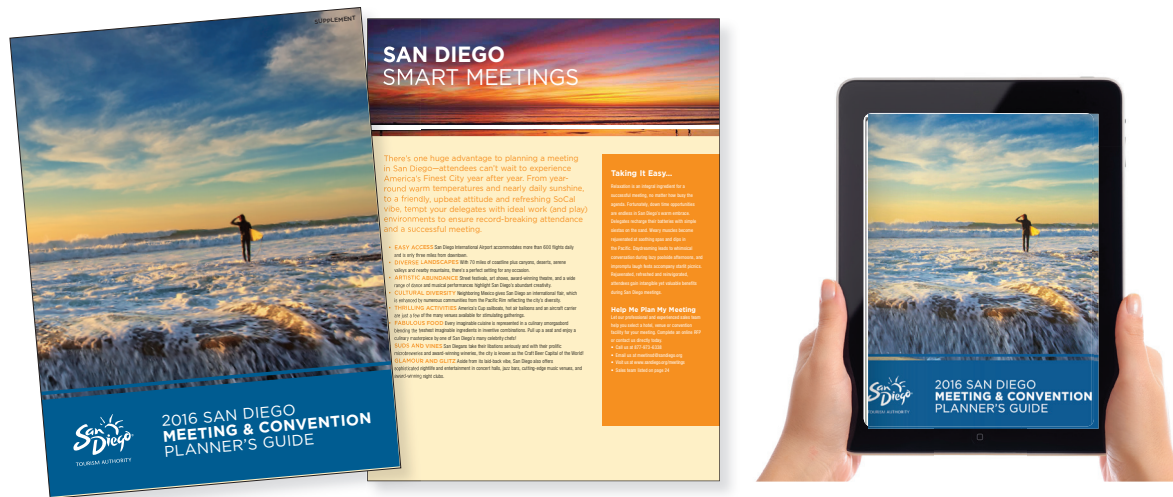


**GROUP MEETINGS MARKETING**

**OFFICIAL SAN DIEGO MEETING & CONVENTION PLANNER'S GUIDE**

The Official Meeting & Convention Planner's Guide is the trusted resource for professional planners actively researching where to book their next event in San Diego.

- 5,000 guides are distributed to key decision makers annually.
- Added value through digital version on sandiego.org/meetings.
- The guide is the key fulfillment piece for single property and Convention Center sales.
- Includes bonus trade show distribution at over 20 yearly industry events.



**ADVERTISING AND PRODUCTION DATES**

Circulation: 5,000 Guides + Online Guide  
1,000 Meeting Resources Directories

Ad Sales Close: January 20, 2017

Materials Due: February 15, 2017

Guides Available: June 2017

*Ad rates are net.*

**ADVERTISING RATES**

<b>Two-Page Spread</b>	\$14,000
<b>Outside Back Cover</b>	\$10,200
<b>Back of Tab*</b>	\$ 9,800
<b>Full Page</b>	\$ 8,500
<b>1/2 Page</b>	\$ 6,600
<b>1/4 Page</b>	\$ 4,300
<b>1/8 Page**</b>	\$ 1,260
<b>Listing***</b>	\$ 340

\* Not available in Hotel section.

\*\* Venues, Transportation, Meeting Services. Not available in Hotel section.

\*\*\* Included with any ad in Hotel and Venue sections. Can be purchased separately in Hotel, Venue, and Meeting Services.

**TO ADVERTISE, CONTACT YOUR SDTA REPRESENTATIVE:**

**Nancy Bjork** • nbjork@sandiego.org • 619.557.2807

**Gerry Granados** • ggranados@sandiego.org • 619.557.2868

**GROUP MEETINGS MARKETING**

**OFFICIAL SAN DIEGO MEETING & CONVENTION PLANNER'S GUIDE**

**SAN DIEGO MEETING & CONVENTION PLANNER'S GUIDE SPECIFICATIONS  
MECHANICAL REQUIREMENTS FOR ADS\***

**FULL PAGE**

- 1-5 photos
- **About Our Facilities**—150 words of copy, 20 lines of meeting room specifications (Accommodations and Venues only)
- **Amenities**—Up to 24 lines of five words each
- **Facility Specifications**—Rack rates, number of rooms, committable rooms, and suites, private room(s) capacity and buyout if apply
- **Contact Information**—Address, phone, fax, website, and sales email address

**HOTEL MEETING FACILITIES & ACCOMMODATIONS**

**OMNI SAN DIEGO HOTEL**

**CONVENTION**

**AMENITIES**

Room Type	Rate	Room	Room	Room	Room
Standard	\$119	100	100	100	100
Deluxe	\$129	100	100	100	100
Executive	\$139	100	100	100	100
Signature	\$149	100	100	100	100
Suite	\$159	100	100	100	100
Presidential	\$169	100	100	100	100

**CONTACT INFORMATION**

**1/8 PAGE**

- Name, address, phone, fax, website, sales email address, logo and 40 words (Venues, Transportation, Meeting Services / DMC)

**DESTINATION MANAGEMENT**

**ARRANGEMENTS UNLIMITED**

2900 Jamacha Road, Ste. 250  
Escondido, CA 92029  
619-660-5340  
Fax: 619-660-5344  
www.arrangementsunlimited.net  
DMC@arrangementsunlimited.net

Arrangements Unlimited is a highly respected Destination Management Company with a passion for excellence. Our services include airport meet and greet, transportation, site selection, customized tours and activities, theme parties and decor, entertainment, team building and office events.

**HOTEL / VENUES/MEETING SERVICES LISTING**

*\* The following rates are subject to change during the year based on availability and the discretion of the property.*

Hotel/Venue	150	175	150	12	3220	4	4	275	220	1,200	1	1	180	24-Hours	SEE INFORMATION PAGE 50
ANDAZ SAN DIEGO - DOWNTOWN	150	175	150	12	3220	4	4	275	220	1,200	1	1	180	24-Hours	SEE INFORMATION PAGE 50

600 F Street, San Diego, 92101  
619-546-1214  
Fax: 619-531-7955  
www.sandiegoandaz.com  
kcs.unestab@andaz.com

**FULL PAGE TAB DISPLAY ADS ONLY**

- High resolution, print quality pdf. Specifications: trim 8.25"x 10.875"/ bleed 8.5"x 11"/ live area 7"x 10"
- **Outside Back Cover**—Specifications: trim 8.5"x 11"/ bleed 8.75"x 11.25"/ live area 8"x 10.25"
- \* Ads are arranged in alpha order by size

**COLOR SPECIFICATIONS AND RESOLUTIONS**

- Ad materials include 1 to 5 photos, depending on size of ad. Copy for About Our Facilities, Amenities and Facility Specifications. Please submit copy as an unformatted Microsoft Word document.
- All photos must be high resolution cmyk 300 dpi, 7" x 5" or larger. File formats for photos: tiffs, eps or print quality pdfs preferred. Jpgs, gifs or photos taken from Web pages are not acceptable. We want your images to look their best when printed.
- All logo art must be 4-color process (cmyk), greyscale or black and white. File formats for logos: high resolution eps, tiff or print quality pdf at 100% or larger, against white with no background. Adobe Illustrator files preferred. Jpgs, pngs, gifs or logos taken from Web pages are not acceptable.

**DELIVERY OF MATERIALS**

- Materials Deadline: February 15, 2017
- Production Services: Annie Pearson, 619.557.2860, mpg@sandiego.org
- Send materials through yousendit.com to: mpg@sandiego.org  
Attn: Annie Pearson/Caroline Nadeau  
San Diego Tourism Authority  
750 B Street, #1500  
San Diego, CA 92101

**1/2 PAGE**

- 1 photo
- **About Our Facilities**—80 words of copy, 10 lines of meeting room specifications (Accommodations and Venues only)
- **Amenities**—Up to 6 lines of five words each
- **Facility Specifications**—Rack rates, number of rooms, committable rooms, and suites, private room(s) capacity and buyout if apply
- **Contact Information**—Address, phone, fax, website, and sales email address

**COURTYARD SAN DIEGO MISSION VALLEY HOTEL**

**AMENITIES**

Room Type	Rate	Room	Room	Room	Room
Standard	\$119	100	100	100	100
Deluxe	\$129	100	100	100	100
Executive	\$139	100	100	100	100
Suite	\$149	100	100	100	100

**CONTACT INFORMATION**

**1/4 PAGE**

- **About Our Facilities**—75 words of copy
- **Amenities**—Up to 5 lines of five words each
- **Facility Specifications**—Rack rates, number of rooms, committable rooms, and suites, private room(s) capacity and buyout if apply
- **Contact Information**—Address, phone, fax, website, and sales email address
- 1 photo and high resolution logo

**SEABUCKEER**

**AMENITIES**

Room Type	Rate	Room	Room	Room	Room
Standard	\$119	100	100	100	100
Deluxe	\$129	100	100	100	100
Executive	\$139	100	100	100	100
Suite	\$149	100	100	100	100

**CONTACT INFORMATION**