

Old Town Map & Guide

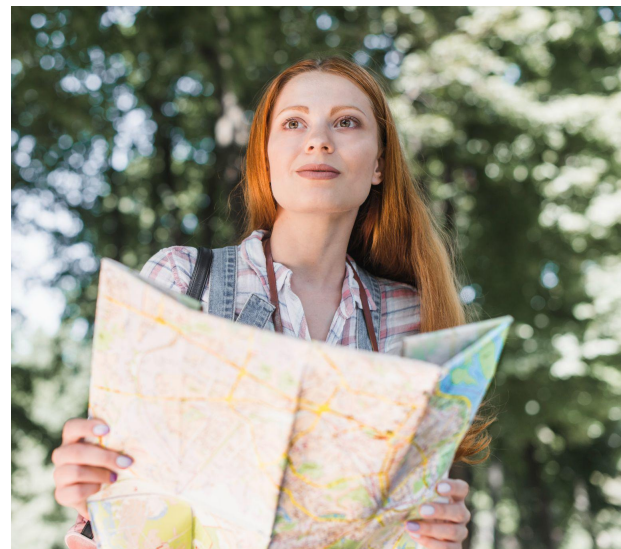
Opportunity for Chamber Members

Overview of Old Town San Diego

- Old Town San Diego is the birthplace of California and one of San Diego's most popular tourist destinations.
- Established in 1940, the **Old Town San Diego Chamber of Commerce** is a non-profit organization with a mission to preserve and celebrate the unique history and cultural heritage of the Old Town neighborhood.
- Chamber is responsible for **marketing** and **promoting** the community:
 - a. Visitors Center
 - b. OldTownSanDiego.org
 - c. [@VisitOldTownSD](https://www.instagram.com/VisitOldTownSD)
 - d. Special Events
 - i. Fiesta Cinco de Mayo
 - ii. Día de Los Muertos
 - iii. Taste of Old Town
 - iv. Las Posadas, and more

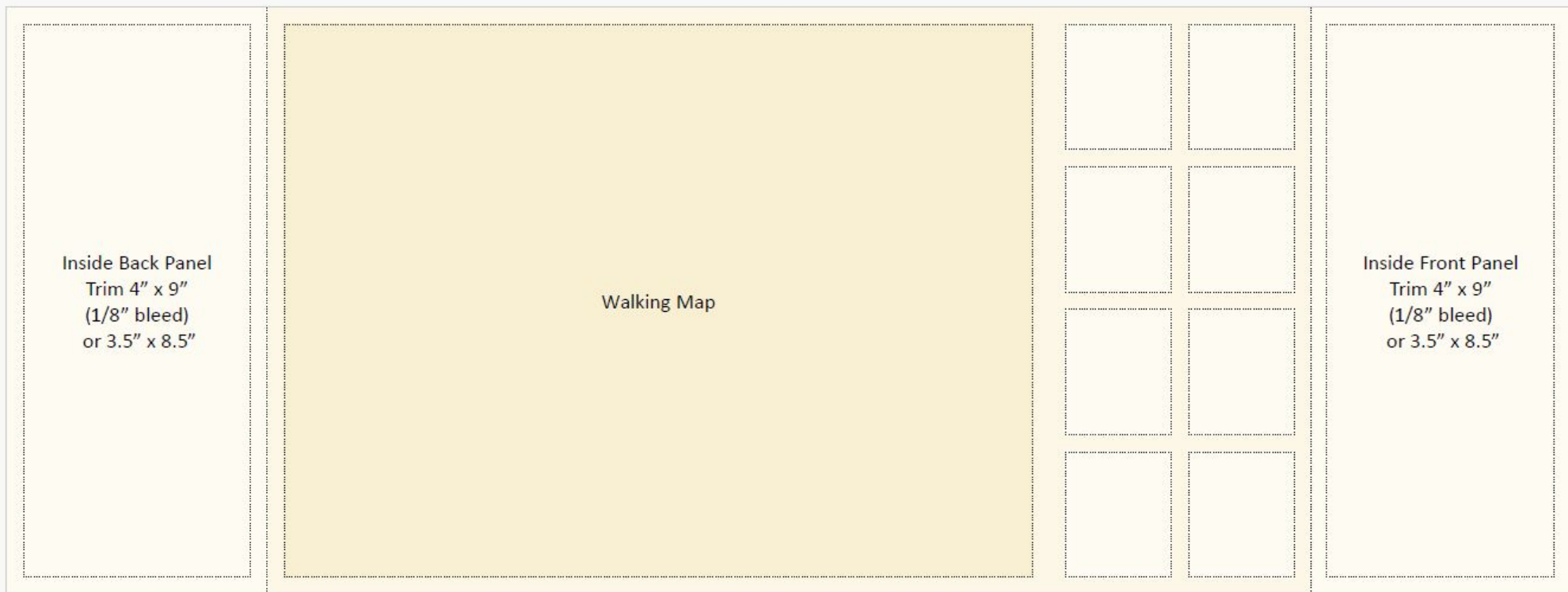
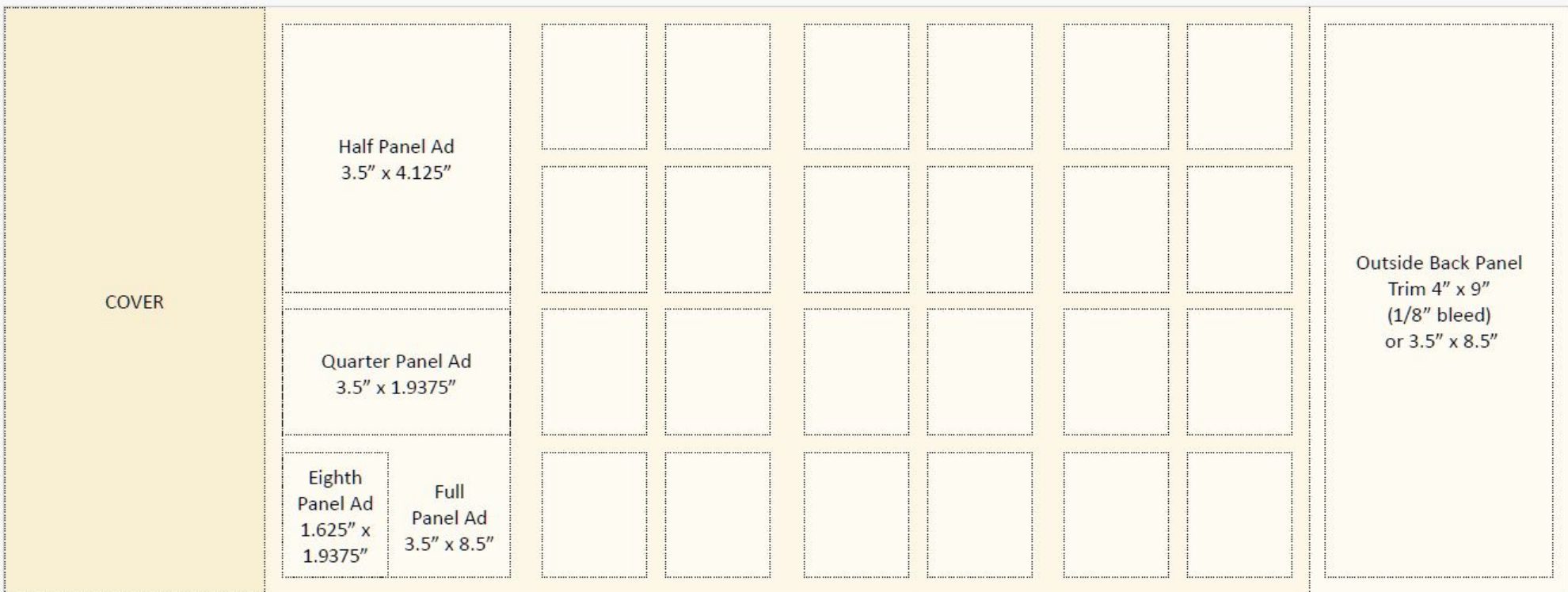
Introduction to the Map & Guide

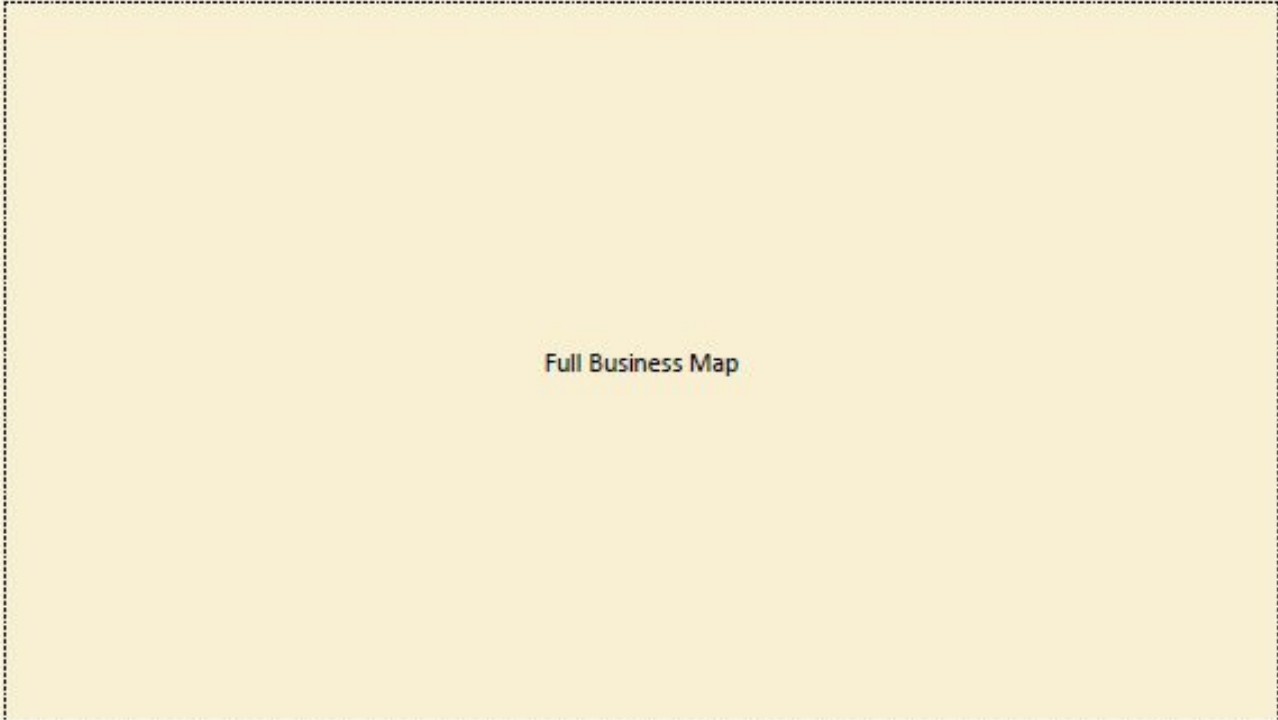
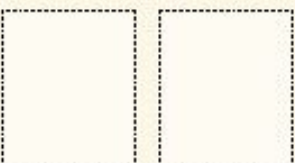
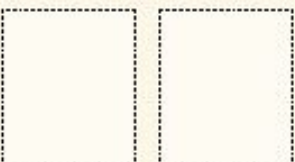
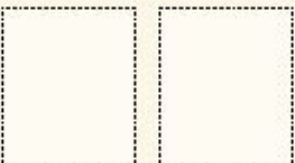
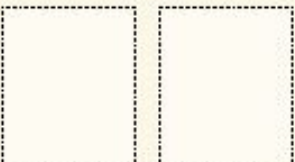
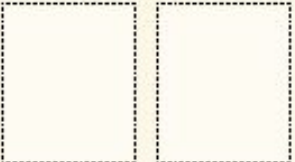
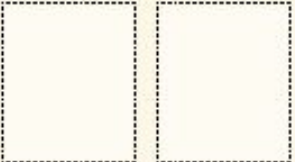
- Will serve as the **official map** for our beloved community, offering comprehensive and up-to-date information about our esteemed businesses, attractions, and services. We firmly believe that a reliable guide is indispensable for both residents and visitors to navigate and fully immerse themselves.
- **300,000 maps** will be distributed year round by Certified Folder guaranteeing placement at key locations stretching from Oceanside to San Ysidro, including visitor centers, the airport, waterfront, hotels, and more.



Advertising Opportunities

- Map & Guide will be a 12-panel accordion fold brochure measuring 4”x9” when folded and 24”x18” when laid flat.
- Advertisements are available in a variety of sizes:
 - a. Full Page
 - b. Half Page
 - c. Quarter Page
 - d. Eighth Page
- Premium locations are available for business that want maximum visibility: outside back panel, inside back panel, and inside front panel.
- Paid advertisers will have their logo on the walking map portion of the guide.

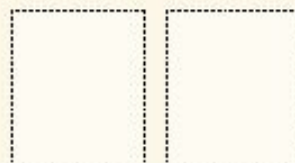
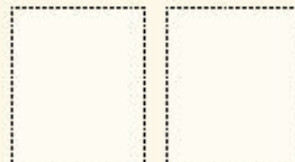
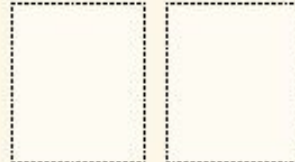




Full Business Map



Business Directory



Advertising Packages & Pricing

Rate Card				
<u>Type</u>	<u>Size</u>	<u>Location</u>	<u>Monthly Cost</u>	<u>Annual Cost</u>
Full Premium	4" x 9"	Outside Back Panel	\$750.00	\$9,000.00
Full Premium	4" x 9"	Outside Front Panel	\$700.00	\$8,400.00
Full Premium	4" x 9"	Inside Front Panel	\$700.00	\$8,400.00
Full	4" x 9"	Outside	\$650.00	\$7,800.00
Full	4" x 9"	Inside	\$600.00	\$7,200.00
Half	3.5" x 4.125"	Outside	\$325.00	\$3,900.00
Half	3.5" x 4.125"	Inside	\$275.00	\$3,300.00
Quarter	3.5" x 1.9375"	Outside	\$250.00	\$3,000.00
Quarter	3.5" x 1.9375"	Inside	\$200.00	\$2,400.00
Eighth	1.625" x 1.9375"	Outside	\$125.00	\$1,500.00
Eighth	1.625" x 1.9375"	Inside	\$75.00	\$900.00

Why Advertise With Us?

- Map & Guide will point visitors to our online resources:
 - a. OldTownSanDiego.org - **20,000+ monthly visitors**
 - b. Instagram & Facebook (@VisitOldTownSD) - **15,000+ followers**
- Profits will be **reinvested** directly back into our community, playing a pivotal role in supporting an array of initiatives, including special events, marketing endeavors, and crucial improvements aimed at enriching the overall experience of Old Town.
- You're in **good company**. The following businesses have already signed up to advertise:



Next Steps & Contact Information

- **Deadline:** Signed contract and artwork due no later than May 8, 2024.
- **Timeline:** We plan to go to print in early May and have maps in-hand by June 1, 2024.
- **Contact Info:**
 - a. Alex Ward, Executive Director
 - b. (619) 228-9340
 - c. alex@oldtownsandiego.org
 - d. 4010 Twiggs St, San Diego, CA 92110

