



## 2016-17 Visit Mendocino County Cooperative Marketing Opportunities

Visit Mendocino County (VMC), the Mendocino County Tourism Commission (MCTC) Board of Directors and MCTC Marketing Committee is excited to share with you the following cooperative marketing opportunities to bring more exposure to your business, event or program and help create a positive impact for you and the area this fiscal year 2016-17.

It was also important to **provide affordable options** for all Mendocino County stakeholders to enable participation in these cooperative programs.

Please look over the opportunities and select the ones you are seriously interested in participating in this fiscal year. Selecting opportunities below does not confirm your placement, nor does it make you liable for the dollar amount. If there are more interested parties than what can be accommodated, VMC will randomly select partners from a lottery system. **VMC will contact you to confirm your participation, provide you with next steps and invoice you for payment.**

If you have any questions, please feel free to contact:

- Alison de Grassi 707-409-9660, ext 106 | [alison@visitmendocino.com](mailto:alison@visitmendocino.com)
- Brent Haugen 707-409-9660, ext 103 | [brent@visitmendocino.com](mailto:brent@visitmendocino.com)

### **Alaska Airlines (In-Flight) Magazine (print)**

Respond by: Friday, September 30<sup>th</sup>  
Ad Deadline: Wednesday, October 12<sup>th</sup>  
Circulation: 630,000 reach (western region)  
Published: December 2016 (this is a monthly edition)  
# Partners: Limited to (3) three partners (creative not included)

___	\$500	One 1/6 vertical ad (4 13/16 x 2 5/16)
___	\$1,000	One 1/3 square ad (4 13/16 x 4 13/16)
___	\$1,500	One 1/2 horizontal ad (4 13/16 x 7 5/16)

### **Mother Jones Magazine Stand-Alone Email (digital)**

Circulation: 26,000 reach (California & Oregon)  
# Partners: Limited to (3) three per email  
Includes: 1 photo/graphic (150 pixels wide), Title, up to 100 words of copy & website address

___	\$150	Tuesday, October 25, 2016 <i>Theme: Mushroom, Wine &amp; Beer Festival,</i> Respond by: Friday, September 30 <sup>th</sup> Materials Deadline: Friday, October 14 <sup>th</sup>
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*Mother Jones Magazine continued*

- \_\_\_ \$150 Tuesday, January 10, 2017  
Theme: Crab, Wine & Beer Festival, New Year, New Beginning  
Respond by: Friday, December 16<sup>th</sup>  
Materials Deadline: Friday, December 30<sup>th</sup>
- \_\_\_ \$150 Tuesday, February 7, 2017  
Theme: Fall in Love with Mendocino County  
Respond by: Friday, January 13<sup>th</sup>  
Materials Deadline: Friday, January 27<sup>th</sup>
- \_\_\_ \$150 Tuesday, March 14, 2017  
Theme: Mendocino County Spring Break, Party for the Planet  
Respond by: Friday, February 17<sup>th</sup>  
Materials Deadline: Friday, March 3<sup>rd</sup>

**Today's Bride Magazine (print)**

- Respond by: Friday, October 7<sup>th</sup>  
Ad Deadline: Friday, October 21<sup>st</sup>  
Circulation: 33,000 reach (San Francisco Bay Area)  
Published: January 2017 (annual publication)  
# Partners: Limited to (3) three advertorial partners (editorial assistance included)

- \_\_\_ \$500 1 high resolution photo & up to 150 words of copy (must be wedding-related to qualify)

**Bay Area News Group – Mendocino County Takeover of Eat, Drink Play Section (print)**

*The Mercury News, East Bay Times, Marin Independent Journal, Santa Cruz Sentinel, Vallejo Times Herald and Vacaville Reporter*

- Respond by: Friday, December 9<sup>th</sup>  
Ad Deadline: Monday, December 19<sup>th</sup>  
Circulation: 423,448 (Bay area)  
Published: January 8, 2017 (Sunday edition)  
# Partners: Limited to 16 Mendocino County lodging partners  
Includes: Logo, up to 50 words of copy of your compelling Crab, Wine & Beer Festival lodging special, phone number & website address

- \_\_\_ \$125 Crab, Wine & Beer Festival (compelling) Lodging Special

*\*Please note: The Bay Area News Group will have print advertising opportunities available in coordination with this cooperative advertising program.*



### Small Market Meetings Stand-Alone Email (digital)

Circulation: 8,600 professional meeting & event planners (United States)  
# Partners: Limited to (3) three per email  
Includes: 1 photo/graphic (150 pixels wide), Title, 100 words of copy and website address

\_\_\_\_ \$125 January 17, 2017  
*Theme: Time for Team Building in Mendocino County*  
Respond by: Friday, December 16<sup>th</sup>  
Materials Deadline: Friday, December 30<sup>th</sup>

\_\_\_\_ \$125 March 21, 2017  
*Theme: Spring Break Retreats*  
Respond by: Friday, February 10<sup>th</sup>  
Materials Deadline: Friday, February 24<sup>th</sup>

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Business/Organization Name: \_\_\_\_\_

Contact: \_\_\_\_\_

City: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

- There are (3) three easy ways to submit this form:
- MAIL/INPERSON: MCTC, 345 N. Franklin Street, Fort Bragg, CA 95437
- FAX: 707-703-4275
- EMAIL: [info@visitmendocino.com](mailto:info@visitmendocino.com)

*\*VMC is not responsible for forms not received due to spam filters, undelivered fax messages, forms or those lost in the mail. To confirm your request has been received, please call 707-409-9660.HP*