OFFICIAL VISITORS’ GUIDE

SACRAMENTO

AMERICA’S FARM-TO-FORK CAPITAL

VISIT SACRAMENTO
The convention and tourism industry is extremely important to Sacramento. Visit Sacramento and our tourism industry partners are responsible for bringing more than 15.3 million visitors and $3 billion to the Sacramento region’s economy annually.

The Visitors’ Guide is the primary sales tool that Visit Sacramento uses to promote our region and its many attractions. It’s distributed to local, national and international leisure travelers and convention delegates who are planning to visit our city. The guide is produced three times a year with a circulation of 50,000 copies per issue.

THE DISTRIBUTION INCLUDES:
• Partner hotels and their concierge desks
• Convention attendees
• Airport information booths and transportation providers
• California Welcome Centers
• National and foreign sales offices (London, Munich, Atlanta, Washington D.C., and others)
• Leisure travel shows in LA and SF
• Tour operators
• Regional Super Shuttles
• Meeting planners
• Attractions such as the California State Fair

ADDED FEATURES ONLINE:
In addition to print, the Sacramento Visitors’ Guide is located on the Visit Sacramento website in a digital format. It can be printed out as a full or single PDF and contains videos and extended pages that give more content. This website is full of information about Sacramento, lists Visit Sacramento partners, things to see and do, a four-month calendar as well as full maps of the area. Go to: visitsacramento.com

PUBLISHED TWO TIMES ANNUALLY

SUMMER 2021
(JUNE)
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Camera Ready Art Deadline: June 4, 2021
FALL 2021
(October)
Ad Deadline: Sept. 14, 2021
Camera Ready Art Deadline: Sept. 21, 2021

RATES

Covers
inside front cover (full page) $4,200
inside back cover (full page) $4,200
back cover (full page) $5,100
map front page $4,400

Color Ads
1/12 page $495
1/6 page $950
1/4 page $1,450
1/3 page $1,900
1/2 page $2,700
Full page $3,950

Frequency Discounts:
Two-time rate Less 10%
Three-time rate Less 15%

All rates for one insertion, one edition. Note: Non-partners pay an additional $250. Two issues must be ordered in advance to apply. Non-partner ads subject to approval of Visit Sacramento and cannot be guaranteed by the Publisher. Non-partners may become partners and enjoy lower rates. Partnership application must be filed with and approved by Visit Sacramento. Visit Sacramento and the Publisher reserve the right to reject any ad at any time.

The Sacramento Visitors’ Guide is published by Sacramento Media in partnership with Visit Sacramento.

TO ADVERTISE:
SACMAG.COM/ADVERTISE