

# 101<sup>®</sup> THINGS TO DO<sup>®</sup>

*for fun, go to 101!*

## 2017-2018 ORANGE COUNTY MEDIA KIT

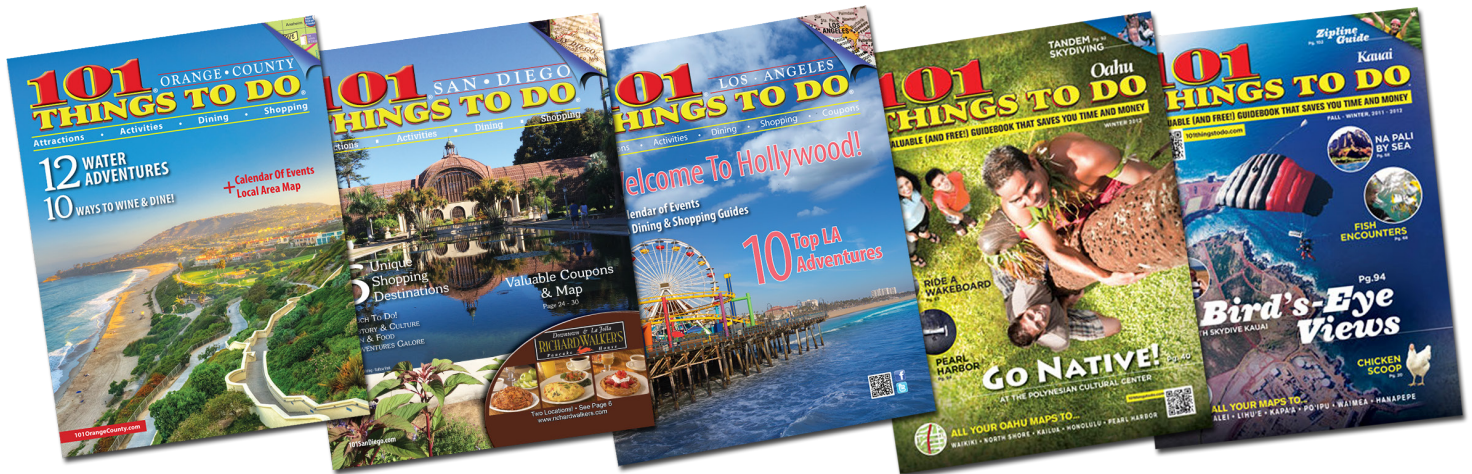
ORANGE COUNTY

SAN DIEGO

LOS ANGELES

OAHU

KAUAI



### Enjoy 101 Things To Do in these other cities...

#### Northern California:

Humboldt County, Mendocino County, Sacramento, Shasta Cascade,  
Sierra Nevada/Gold Country, Sonoma/Napa

#### Southern California:

San Diego, Los Angeles, Orange County, Palm Springs

#### Hawaii:

Oahu, Kauai, Maui, The Big Island

#### Oregon:

Southern Oregon/Del Norte, Western Oregon

#### Other Areas:

Phoenix, AZ, Hilton Head, SC, Outer Banks, NC

# 101 THINGS TO DO

for fun, go to 101!

## America's #1 Activity Guide!

### About Us

"101 Things To Do" magazines, originated in the Hawaiian Islands in 1995, and has become one of the most popular visitor publications of visitors & locals everywhere.

Our concept is simple, give the reader valuable information on **Things To Do** in an easy to read, fun format. Our magazines are printed in full color, four times a year, and include maps, valuable coupons, local attractions, restaurants and services in the area.

"101 Things To Do" magazines are now published in 25+ markets in the United States with the majority along the West Coast. Please take a moment to review the information regarding our publications. Also visit us at [www.101OrangeCounty.com](http://www.101OrangeCounty.com) for local current events and to view our magazines online.

### What We Offer

Your ad is strategically placed next to your personalized editorial describing your business, with contact information and public transportation routes when applicable. The detailed area map includes a place finder that leads customers directly to your business. As an added benefit we include a personalized landing page specifically for your business on [www.101orangecounty.com](http://www.101orangecounty.com) with URL links, videos, event calendar listings and it all comes with social media support.



### Distribution

**101 Things To Do** publishes over 4 million magazines annually in over 25 markets. All of our magazines are distributed free of charge in high traffic areas including airports, state parks, select resorts, hotels, bed & breakfasts, shopping centers, visitor information centers, restaurants, targeted outdoor newsstand racks and at our valuable advertisers' establishments.

We continuously strive to maximize our distribution quantity and outlets. Call us today to have **101 Things To Do Orange County** available at your place of business.

**Orange County Distribution: 350,000 Copies Annually**  
87,500 copies distributed quarterly  
For complete distribution list, please inquire.



# 2017 - 2018 Print Publication Schedule

ISSUES	SPACE CLOSE	ART MATERIALS DUE	DISTRIBUTE DATE
February - April 2017	January 13 <sup>th</sup>	January 20 <sup>th</sup>	February 2 <sup>nd</sup>
May - July 2017	April 14 <sup>th</sup>	April 21 <sup>st</sup>	May 4 <sup>th</sup>
August - October 2017	July 14 <sup>th</sup>	July 21 <sup>st</sup>	August 3 <sup>rd</sup>
November - January 2018	October 13 <sup>th</sup>	October 20 <sup>th</sup>	November 2 <sup>nd</sup>
February - April 2018	January 12 <sup>th</sup>	January 19 <sup>th</sup>	February 1 <sup>st</sup>

## Orange County Print Advertising Rates

<b>1 Market:</b> Rates are per month	<b>6 Months</b> (2 issues)	<b>12 Months</b> (4 issues)
Circulation	175,000	350,000
<b>SIZE/POSITION</b>	<b>Add 20% for 1 time insertion (1 issue)</b>	
Front Cover	\$1,425	\$1,425
Back Cover	\$1,575	\$1,200
Center Two-Page Spread	\$1,640	\$1,230
Two-Page Spread	\$1,345	\$1,100
Front Inside Cover	\$1,300	\$975
Back Inside Cover	\$1,300	\$975
Page 3	\$1,095	\$825
Opposite T.O.C.	\$1,095	\$825
Full Page	\$970	\$725
1/2 Page	\$590	\$445
1/4 Page	\$425	\$320
VSI Map Coupon	\$195	\$150
1/6 Page (guide only)	\$310	\$230
Directory Listing	\$60	\$60

**BEST VALUE  
3 MONTHS  
FREE!**



### MULTIPLE REGION AD PLACEMENTS:

**2 Markets:** Take 10% off (equal or greater value placements)

**3+ Markets:** Take 15% off (equal or greater value placements)

## File Specifications

Specifications	Width	Height
Two-page spread	16" (16.5" w/ bleed)	10.375" (10.875" w/ bleed)
Full page	8" (8.5" w/ bleed)	10.375" (10.875" w/ bleed)
1/2 Page Horizontal	7.5"	4.7"
1/2 Page Vertical	3.5"	9.5"
1/4 Page	3.5"	4.7"
1/6 Page (guide only)	7.5"	1.5"
1/8 Page	3.5"	2.312"
OCTA Map Coupon	3.8125"	.75"
Directory Listing	2.25"	.75" (approx)

*No live matter within .25" of trim edge. All proof marks and notations at least .25" away from trim edge.*

### Submitting Your Ad

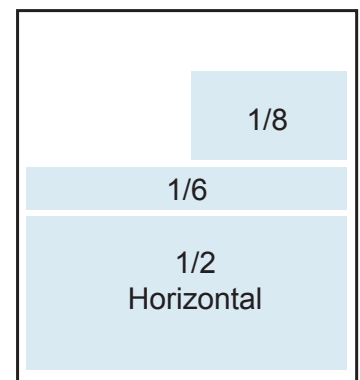
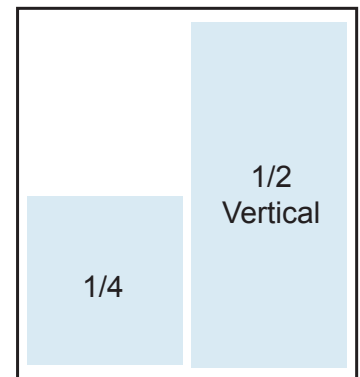
Laura McIntosh, Production Manager: [art@101sandiego.com](mailto:art@101sandiego.com)

**FTP:** <ftp://101thingstodosw.com> • username: guest101things • password: Guest123

path: /101 Things To Do Ads Each file size must be less than 50MB

3146 Tiger Run Court, Suite 115 | Carlsbad, CA 92010 | P (760) 734-6700 or (855) 669-4101 | F (760) 734-6737 | [www.101OrangeCounty.com](http://www.101OrangeCounty.com)

OC PRINT MEDIA KIT-1PG\_2017\_REV: 1/18/17



**Printing:** web offset,  
4-color process (CMYK),  
saddle stitch binding

## 2017-2018 Magazine Print Publication Schedules

### SAN DIEGO

ISSUES	SPACE CLOSE	ART MATERIALS DUE	DISTRIBUTE DATE
January - March 2017	December 11 <sup>th</sup>	December 18 <sup>th</sup>	January 5 <sup>th</sup>
April - June 2017	March 10 <sup>th</sup>	March 24 <sup>th</sup>	April 6 <sup>th</sup>
July - September 2017	June 7 <sup>th</sup>	June 16 <sup>th</sup>	June 29 <sup>th</sup>
October - December 2017	September 15 <sup>th</sup>	September 22 <sup>nd</sup>	October 5 <sup>th</sup>
January - March 2018	December 15 <sup>th</sup>	December 22 <sup>nd</sup>	January 4 <sup>th</sup>

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### LOS ANGELES

ISSUES	SPACE CLOSE	ART MATERIALS DUE	DISTRIBUTE DATE
December - February 2017	November 11 <sup>th</sup>	November 18 <sup>th</sup>	December 1 <sup>st</sup>
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September - November 2017	August 11 <sup>th</sup>	August 18 <sup>th</sup>	August 31 <sup>st</sup>
December - February 2018	November 17 <sup>th</sup>	November 24 <sup>th</sup>	December 7 <sup>th</sup>



## 2017-2018 VSI Map Insert Print Publication Schedules

### SAN DIEGO

ISSUES	SPACE CLOSE	ART MATERIALS DUE	DISTRIBUTE DATE
January - March 2017	December 11 <sup>th</sup>	December 18 <sup>th</sup>	January 5 <sup>th</sup>
April - June 2017	March 10 <sup>th</sup>	March 24 <sup>th</sup>	April 6 <sup>th</sup>
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January - March 2018	December 15 <sup>th</sup>	December 22 <sup>nd</sup>	January 4 <sup>th</sup>

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