

Inspire Travelers to Explore

SANTA CLARA

OFFICIAL VISITOR GUIDE

DISCOVER
SANTA
CLARA®



MADDEN

WELL HELLO THERE,

I'm Christine Lawson, CEO of Discover Santa Clara®. We are the proud promoters, storytellers, and champions of everything that makes Santa Clara a premier destination. From our stunning parks and vibrant culinary scene to our tech-savvy business environment, we're here to spread the word far and wide.

I'm thrilled to share some exciting news: we've partnered with the top-notch marketing agency Madden Media to create the first-ever Santa Clara Visitor's Guide. This guide will feature 75,000 printed copies along with a digital version, designed to highlight the best of what our city has to offer.

We'd love for you to be a part of this landmark publication. Please review the rate card and get in touch with Madden Media to secure your spot. This is a fantastic opportunity to showcase your business, event, or attraction to a broad audience and attract more visitors to Santa Clara.

Thank you for being an essential part of what makes Santa Clara exceptional. Let's work together to make this visitor's guide truly outstanding.

Best regards,



CHRISTINE LAWSON, CEO
CLAWSON@DISCOVERSANTACLARA.ORG

ADVERTISING RATES*

DISPLAY ADVERTISING

ITEM	RATE
Two-page spread	\$10,600
Full page (A)	\$5,900
Half page (B)	\$3,800
Quarter page (D)	\$1,500

DIGITAL ADD-ON PACKAGES (PER MONTH)

ITEM	RATE
Mega = 1 feature listing, 1 sponsored events listing	\$1,500
Macro = 1 Featured listing (#1)	\$1,000
Micro = 1 Sponsored Event (#2)	\$750

SPONSORS FOR DIGITAL GUIDE

ITEM	RATE
Two Per Guide	\$6,000

* All advertisers will be invoiced upon contract and must be paid in full by 10/31/24. Previous advertisers have first right of refusal. Discover Santa Clara has final decision on ad placements.

DELIVERABLES



CIRCULATION:
75,000
PRINTED COPIES



MOBILE-FRIENDLY
DIGITAL EDITION

PRINT DEADLINES

(DIGITAL CAN BE SOLD YEAR ROUND)



SECURE YOUR SPACE BY
OCTOBER 11, 2024



PRODUCTION
MATERIALS DUE
OCTOBER 18, 2024



DIGITAL READY
MATERIALS DUE
OCTOBER 25, 2024



PUBLISHES
FEBRUARY 14, 2025



INVOICE PAYMENT DUE
**UPON CONTRACT-
NET 30**

DIGITAL WEBSITE ADS

1

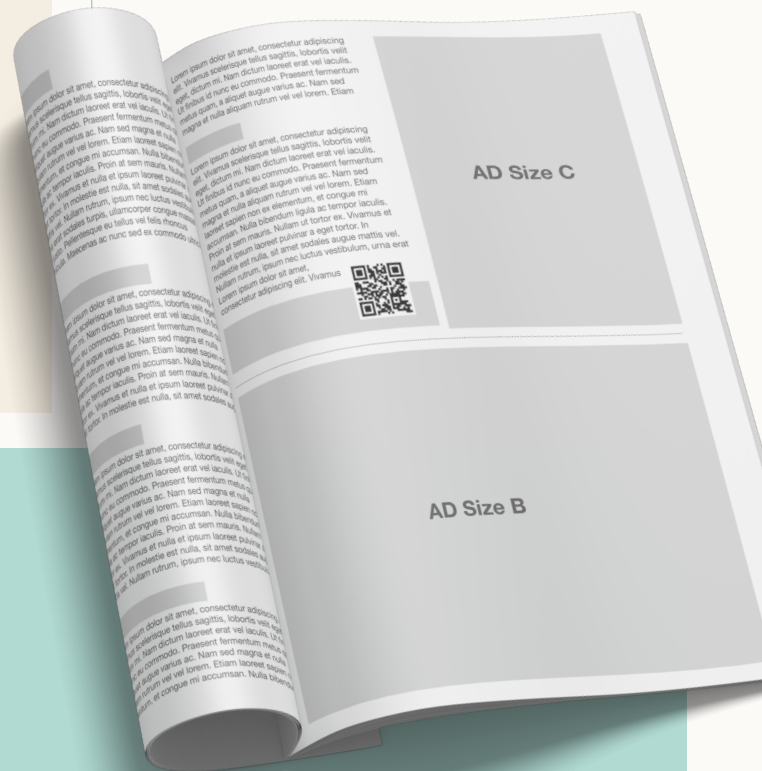
FEATURED LISTING

Place your business at the top of the business listing section and before randomly sorted listings.

2

SPONSORED EVENT

Place your event at the top of the event listing section and before the date ascending listings.

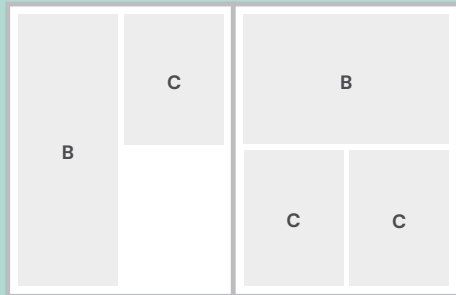
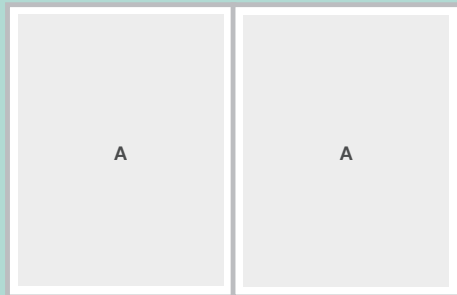


10"

10"

20"

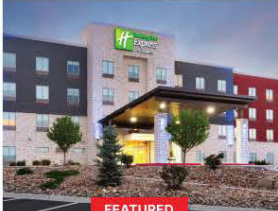
8"



DIGITAL AD EXAMPLES

LISTINGS EXAMPLES

HOTELS IN SANTA CLARA

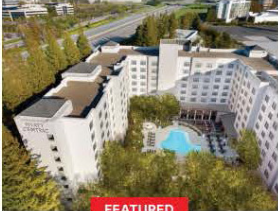


FEATURED

HOLIDAY INN EXPRESS

Located in the heart of Santa Clara, this is the place to stay. The Holiday Inn Express...

[Learn More](#)



FEATURED

HYATT CENTRIC

Located close to Levi's Stadium, Hyatt Centric Santa Clara Silicon Valley provides a free manager's r...

[Learn More](#)



HILTON PROMENADE

Nestled within the vibrant Santa Clara entertainment district, featuring many shops...

[Learn More](#)



RADISSON HOTEL

At Radisson Hotel Sunnyvale – Silicon Valley, you can look forward to a garden, a library, and dry cle...

[Learn More](#)

SPONSORED EVENTS LISTINGS EXAMPLES

SANTA CLARA EVENT CALENDAR



FEATURED

SCAVENGER HUNT

DEC 31, 2024

This Scavenger Hunt is a family friendly activity played by following instructions provided on your mo...

[Learn More](#)



SANTA CLARA COMEDY NIGHT

NOV 13, 2024

Located close to Levi's Stadium, Hyatt Centric Santa Clara Silicon Valley provides a free manager's r...

[Learn More](#)



JOAQUIN GUILLER

OCT 19, 2024

JOAQUIN GUILLER & LOS EMBAJADORES VALLENATOS, MAYO 25 EN OCEANSIDE REVERE

[Learn More](#)

Reasons to Partner with Us

- ✓ Reach an incredibly qualified audience.
- ✓ Benefit from a tailored campaign strategy.
- ✓ Increase ROI by combining placements in digital guide with web campaigns.

Physical and Digital Ad Distribution

- Leisure visitors via DSC owned database (fulfillment)
- In-market visitors to area hotels/ attractions/restaurants/shops, etc
- State and local welcome centers
- Meetings & conventions, festivals, sporting events and tour groups
- CA Airports: San Jose, Oakland, Monterey, OC/JWA, San Diego, Las Vegas, Portland, SeaTac
- Digital Online Downloads

**FOR ADVERTISING INFORMATION,
PLEASE CONTACT:**



TAMAH DONALDSON
DESTINATION DEVELOPMENT SPECIALIST
520-906-2354
TDONALDSON@MADDENMEDIA.COM

**FOR MATERIALS SPECIFICATIONS,
PLEASE CONTACT:**

materials@maddenmedia.com

COMBINING PRINT AND DIGITAL



Better Travel Experiences

Printed Travel Guides remain one of the most effective tools for promoting longer, higher quality and diverse travel experiences.



Longer Stays

Printed guides promote lucrative longer stay trips. The more people know about a destination, the more likely they are to stay longer and have a better experience.

Core of Storytelling Strategies

The key to attracting visitors to your digital channel is diverse, high-quality content, most of which will be repurposed from a printed guide. Because printed guides require fresh, annually relevant content, they often serve a significant role in creating depth of content that can live on digitally for years. The cost to create that same content without a printed guide would be substantial.

Promotes Repeat Trips

The better the experience, the more people are likely to return, and all businesses know that repeat business is the key to sustained growth.

Promotes Diversity

The browsing experience of printed guides allow destinations and businesses to promote cultural diversity that is harder to communicate with a targeted digital transaction. Whether it is subtle branding or presenting add-on experiences, print provides an opportunity to showcase the community better than any other medium.

Promotes Resident Attraction

The time spent with a printed publication is measured in hours while digital time is measured in seconds. This allows destinations to go deeper and showcase community and commercial assets that would never get mentioned in shorter digital messages.

Why are Digital Ads Essential to Your Business?

You are elevated further than the printed piece, by featuring your business ONLINE, through the visitsantaclara.com website. You will expand your exposure to visitors with the newly redesigned site starting 1/1/25! Your placement online can benefit from the traffic DSC is sending to their website with their overall marketing budget. Combining Print and Online is still one of the most effective ways to diversify your media approach is still the most powerful advertising strategy according to a Millard Brown Digital study comparing the effectiveness of media mix on brand awareness.