

FREQUENTLY ASKED QUESTIONS (FAQ) ***California Official State Visitor' Guide*** **Enhanced Listings Information**

What is FAQ?

The purpose of the FAQ sheet is to assist businesses within California on creating "enhanced listings" for the *California Visitor's Guide*. While Meredith California creates the guides including most of the editorial content, the enhanced listings are purchased and created by individual business owners. The information listed below will assist with the enhanced listing process.

What is a listing?

A listing is a text description about a California destination, attraction, lodging or other business within the tourism industry. These listings are included in the regional sections of the *California Visitor's Guide*, organized by area. Meredith California & Visit California give any business the opportunity to purchase an "enhanced listing".

What type of information is required to produce a listing?

We need four kinds of information to create a listing:

- 1) Your contact name & email address.
- 2) Your company name.
- 3) The industry that your listing is located (e.g. Travel, Shopping, Lodging, etc)
- 4) The listing content and copy, including the city (required).

How much do I have to pay for the listing?

There are three ways that you can obtain an enhanced listing:

- 1) You will receive a complimentary enhanced listing at no charge if you buy a display advertisement in the *California Visitor's Guide*. If you are interested in this option, please contact your sales rep or call (949) 244-3075 and our Listings Coordinator will assist with your request.
- 2) You may decide to buy a listing at \$1,165.00. If you are interested in this option, call the Listings Coordinator at (949) 244-3075.
- 3) You can purchase a listing at \$462.00 if you are a member of one of our partner organizations:

- CalARVC
- CH&LA
- CLIA

Is there a character limitation?

Yes, the character limitation of an enhanced listing is 206 characters.

What exactly is included in the 206 characters?

- We don't include: the listing name or city in the 206 character count.
- We do include: street address, phone number(s), fax, email, website URL and promotional copy.

How could I possibly fit the street address, phone numbers, fax number, email, URL and copy into 206 characters?

It isn't necessary to include all of those contact methods. Most people now include the URL because that will lead consumers to a place where they can find what they need online. Most of our customers do not believe it is necessary to include the fax number or even the email address in their listings, when the URL is included. This saves space they can use for promotional copy.

Why is there a character limitation?

We maintain a limit of 206 characters because we have hundreds of listings in the printed guide. We need to maintain a maximum count in order to have enough space to convey important information such as URL, address and descriptive copy.

How does my listing get published in the *California Visitor's Guide*?

After preparing the above information, you review the content of the listing and email the information to the Listings Coordinator at Therese.Petersen@meredith.com. Your enhanced listing will be sent to editorial for publication, if the content and character count is approved. You will be notified by email, if changes are required and the process will continue as noted above.

What if I have already created a listing and received a confirmation via email from the Listings Coordinator, and then want to change the copy?

Simply change your enhanced listing and resend to the Listings Coordinator at Therese.Petersen@meredith.com. It would be helpful to make a notation in your email that you have made a change to a previously submitted listing.