

BEST OF OCEANSIDE MAGAZINE

MEDIA KIT • FALL 2022



direct mailed
**TO OCEANSIDE
HOMES & BUSINESSES**
A PUBLICATION OF THE OCEANSIDE CHAMBER OF COMMERCE

Featuring a wide variety of topics of interest to residential and business communities, and those who work and do business in Oceanside. In each edition, readers will find human interest stories, updates on local businesses, arts & culture highlights, community events and more.

TOPICS

- Made in Oceanside
- Rising Stars
- Stay and Play Local
- Arts and Culture Updates
- Latest Economic Development News
- Green Oceanside Updates
- Why I Love Oceanside
- News from Local Business
- Healthcare and Education Highlights



ADVERTISING BENEFITS

- Direct Mailed to Oceanside Homes and Businesses
- Heightened Visibility for Your Business and Expanded Reach to New Audiences
- Reinforce Existing Customer Relationships
- Lead Generation via Print & Digital Platforms
- Positive Association with Strong Community Brand – Oceanside Chamber : Serving, Promoting & Advocating Since 1896

DISTRIBUTION • QUARTERLY

Distributed primarily through the USPS Every Door Direct Mail® program. Additional distribution through drop-offs at selected businesses in Oceanside as well as through Chamber and Partners.

- Community Events
- Oceanside Visitor Center & Welcome Center
- Mainstreet Oceanside
- Oceanside Chamber Office
- Select Local Business

local

Oceanside Harbor to Install "Love Lock" Sculpture

If there's anything we've learned over the past two years, it's that this community has heart! What better way to illustrate that sentiment than with a community sculpture? Sons, Oceanside residents and visitors will be able to cement their commitments with a "love lock" in the City we all call home.

At its meeting on January 26, 2022, the Oceanside City Council approved the Love the O interactive sculpture proposal to be created by Randall Art Ranch. The metal sculpture will be installed between the Oceanside Harbor and Harbor Beach for the community to create a lasting connection and celebrate a commitment by placing a personal lock on the sculpture. Engraved locks, or ones simply marked for sentimental meaning to celebrate a birth, a marriage, a loved one, or a special occasion can be hung and revisited.

The 10' x 12' sculpture will be fabricated with Corten steel. Sometimes called weathering steel, the metal is designed to develop a protective weathered surface which ages to a rusty, earthy look without losing its durability due to the salty sea air.

The Love the O sculpture will be funded by donations. Visit Oceanside will be the local entity to accept donations of any amount for this community endeavor. Donations of \$1,000 or more will receive a custom lock designed specifically for this site-specific sculpture. The front of the lock will have a 3-D heart and the back of the lock will show an engraving of the sculpture. Only 50 special donor locks will be made available and will never be reproduced again. These 55 romantic donors will be invited to an opening celebration, and will be the first to place their locks, and will be the first to place their locks.

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HEROES LIVE HERE

The Oceanside Public Library is proud to host award-winning multimedia journalist and Marine Corps veteran Amy Forsythe to discuss her book, *Heroes Live Here: A Tribute to Camp Pendleton Marines Since 9/11*, in the Civic Center Library Community Rooms on Sat., May 14, 2022 at 2:00 p.m.

In addition, following her three deployments to Afghanistan and two combat tours in Iraq, Forsythe curated an exhibit of her photography to "put a human face on war." This exhibit will be displayed in the Civic Center Library for six weeks and will provide an opportunity for our community to reflect on the 20 years in which many of our Oceanside military members were deployed at least once to Afghanistan and/or Iraq.

Amy Forsythe is an award-winning multimedia journalist and military combat veteran with more than 28 years of experience in storytelling, communications and multimedia content creation. Amy deployed to Iraq and Afghanistan as a U.S. Marine Corps Combat Correspondent and now continues to serve as a public affairs officer in the U.S. Navy Reserve. Her imagery and articles have been published on Fox News Channel, CNN, MSNBC, ABC News, Newsweek Magazine, Soldier of Fortune Magazine, and many other news outlets. She recently released the book "Heroes Live Here" as a tribute to honor those Marines stationed at Camp Pendleton who served and sacrificed in wars since 9/11. Learn more at www.heroeslivehere.com.

The new program supports the Oceanside Public Library's Veterans Connect as the library initiative and is made possible in part by the Institute of Museum and Library Services and the Libraries and Veterans National Forum. The Libraries and Veterans National Forum was born out of efforts from librarians at the Texas A&M University Libraries and their desire to better learn from others (librarians) efforts to support the veteran and military communities.

For more information, please call 760-435-5600 or email public.library@oceansideca.org.

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STAY & PLAY LOCAL

ALPHAGRAPHS OCEANSIDE

AlphaGraphics Oceanside is one of the most trusted printing, marketing & sign businesses in the area. The team at AlphaGraphics Oceanside provides print, graphic design and marketing solutions that help local business owners get noticed and get business. They're a full-service printing & marketing facility serving San Diego and Southern California regions.

Locally owned and operated, owner Tom Guarnini and his wife Cindy have been in business since 2016. They specialize in signs, vehicle wraps, banners, marketing materials, website and graphic design, vinyl decals, promotional items, business cards, window graphics, mailing, booklets, books, printing services, and more. With a dedicated staff of talented Marketing, Graphics Designers, Print, Larger Format Production and Installation professionals, AlphaGraphics Oceanside can assist businesses with all your marketing and print service needs.

AlphaGraphics Oceanside is located at 1920 Oceanside Blvd., #2, Oceanside, CA 92054.

CREAM OF THE CROP

Located in South Oceanside and only blocks from the beach, Cream of the Crop is a Natural Food Market featuring the highest quality produce, clean label groceries and vitamins. Being one of the first natural food stores in Oceanside, Cream of the Crop is a family owned and operated store that has been in business for over 25 years.

Cream of the Crop has the largest selection of organic produce in all of Oceanside, and they strive to buy locally as much as possible. Their extensive vitamin section is competitively priced with senior discounts and vitamin purchases over \$55, \$100 and \$150. They carry a full line of natural cosmetics and toiletries. Don't forget their full service juice bar and deli. Hearty, healthy sandwiches, smoothies, and fresh vegetable juices are perfect before or after a great day at the beach. They take great pride in their customer service.

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ADVERTISING RATES

INSERTIONS	Open	Open	Member	Member
	1	4	1	4

PREMIUM

Cover ads 7.23 x 9.75 (full bleed), full color & include additional full page ad in Business Directory Section

	Per Insertion	Per Insertion	Per Insertion	Per Insertion
Double Truck Center (2 PAGE SPREAD)	\$3,870	\$2,580	\$2,580	\$2,060
Back Cover	\$3,490	\$2,430	\$2,795	\$1,865
Inside Front Cover	\$2,875	\$1,920	\$2,300	\$1,535
First Page	\$2,875	\$1,920	\$2,300	\$1,535
Inside Back Cover	\$2,725	\$1,770	\$2,150	\$1,385
Last Page	\$2,725	\$1,770	\$2,150	\$1,385

STANDARD

Full Page	\$2,055	\$1,370	\$1,645	\$1,095
1/2 Page	\$1,210	\$805	\$970	\$645
1/4 Page	\$770	\$515	\$615	\$410
1/8 Page	\$605	\$405	\$485	\$325

AD SIZES & SPECIFICATIONS

	WIDTH X HEIGHT
Full Page, No Bleed	8 x 10.25 IN.
Full Page, Bleed	9 x 11.5 IN. (0.25 all around)
	Live Area - 7.5 x 10 IN.
	Trim - 8.375 x 10.875 IN.
1/2 Page Vertical	3.854 x 10.25 IN.
1/2 Page Horizontal	7.862 x 5 IN.
1/4 Page	3.845 x 5 IN.
1/8 Page	3.845 x 2.375 IN.

THE OCEANSIDE CHAMBER OF COMMERCE RESERVES THE RIGHT TO APPROVE ANY ADVERTISING CONTENT.

WE DO NOT ACCEPT ANY PAID POLITICAL ADS

GRAPHIC REQUIREMENTS

We encourage advertisers to submit ads electronically. Please follow these guidelines carefully to ensure your ad is produced properly.

- Preferred format is PDF press ready documents. Other accepted formats are high-resolution .TIF, .EPS, or .JPEG
 - Ads should be created in Adobe InDesign CS3, Adobe Illustrator CS3, or Adobe Photoshop CS3 or later
 - All artwork must be at least 300 dpi or higher, and 100% of ad size, with the exception of vector art
 - Colors must be CMYK, with total ink density no more than 300%
- All materials should be submitted on disk or by e-mail and **MUST** include:
- Ad document and file name
 - Program name and version used
 - All original graphics, logos, and / or scans
 - All fonts used in the document must be embedded. Some fonts may need to be converted to outlines
 - All color converted to CMYK

WE CAN CREATE YOUR ADS!

Complete production capabilities available including ad design, layout, and copywriting. If you would like us to build your ad, please supply the following:

- All text for the ad supplied in a digital text document (Word, etc.)
- Any images or logos supplied should be jpg, eps or tif format
- Any supplied artwork must be at least 300 dpi or higher, with the exception of vector art
- Color must be CMYK, with total ink density no more than 300%
- All advertisers get only one (1) design change after the initial proof is presented

ADVERTISING AND PUBLISHING DEADLINES

Q4, 2022	Ad Space and Copy : August 26th	Publish Date : October 2022
Q1, 2023	Ad Space and Copy : November 17th	Publish Date : January 2023
Q2, 2023	Ad Space and Copy : February 25th	Publish Date : April 2023
Q3, 2022	Ad Space and Copy : May 27th	Publish Date : July 2022

PUBLISHER CONTACT

Oceanside Chamber of Commerce
928 North Coast Highway, Oceanside, CA 92054
Info@OceansideChamber
760.722.1534 ext 105



2022 ADVERTISING CONTRACT

BUSINESS INFORMATION

Business Name _____
Contact _____
Physical Address _____
City, State, Zip code _____
Business Phone _____ Cell/Mobile _____
Primary Email _____

AD INFORMATION

AD SIZE(S):

note: all display ads include enhanced listing with logo

- | | |
|---------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> Double Truck Cover | <input type="checkbox"/> Full Page |
| <input type="checkbox"/> Back Cover | <input type="checkbox"/> 1/2 Page Vertical |
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> 1/2 Page Horizontal |
| <input type="checkbox"/> First Page | <input type="checkbox"/> 1/4 Page |
| <input type="checkbox"/> Inside Back Cover | <input type="checkbox"/> 1/8 Page |
| <input type="checkbox"/> Last Page | |

AD SOURCE OPTIONS:

- ☐ Supplied by Advertiser
☐ Ad Build Service
☐ Pickup (*Renewing Ads Only*)

AD OCCURANCE:

- ☐ Annual Package
☐ On-Time Ad Selection

PAYMENT DETAILS

Total \$ _____ - Paid Amount \$ _____ = Balance _____

PAYMENT PLAN: ☐ Monthly ☐ Quarterly ☐ Annually

METHOD OF PAYMENT: *make checks payable to: Oceanside Chamber of Commerce*

- | | | |
|-------------------------------------------|-------------------------------|----------------------------------|
| <input type="checkbox"/> American Express | <input type="checkbox"/> Visa | <input type="checkbox"/> Check |
| <input type="checkbox"/> MasterCard | <input type="checkbox"/> Cash | <input type="checkbox"/> Bill Me |

Advertiser's Print Name _____

Advertiser's Signature _____

Date _____

Terms & Conditions of This Agreement

With an authorized signature above, the Oceanside Chamber of Commerce will treat this as a binding contract. The liability of the Oceanside Chamber of Commerce in the event of any printing errors or omissions (including total omission) is limited to the amount paid for the items that are omitted or in which the errors occur for the issue life of the publication. The Oceanside Chamber of Commerce reserves the right to refuse advertising and refund all payments for advertising refused. The Oceanside Chamber will not publish advertisements nor accept event sponsorships from any person or business selling or promoting products or services in violation of either state, federal, or local law, regulation, or ordinance. An authorized signature indicates acceptance of these terms and conditions.

Payment Information (if applicable)

Card# _____ Exp. Date _____ CVV _____

Name on Card _____ Street Address _____ City, State, Zip _____

Signature _____ Date _____

*A portion of your payments to the Oceanside Chamber of Commerce may be deductible as an ordinary business expense.
Please check with your accounting professional for details.*