



Sunset

TRAVEL DIRECTORY

2018 RATE CARD

SUNSET DELIVERS THE WEST

Sunset delivers one in every four (25%) affluent Westerner (HHI \$100,000 or more, home value \$500,000 or more, college graduate or higher).

REGIONAL ADVERTISING COVERAGE

PACIFIC NORTHWEST edition includes Alaska, British Columbia, Idaho, Oregon, and Washington.

NORTHERN CALIFORNIA edition extends from the Oregon border south to the counties of Fresno, Inyo, Kings, Mono, Monterey, and Tulare. Includes all of Nevada except Clark County.

SOUTHERN CALIFORNIA edition includes Imperial, Kern, Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara and Ventura counties, and Hawaii.

FULL RUN edition includes circulation in all 13 Western states, as well as circulation outside of the West.



RATES AND REGIONAL EDITIONS

NET ADVERTISING RATES

FULL RUN RATE BASE: 1,250,000

	INSERTIONS PER 12-MONTH PERIOD			
	1-2	3-5	6-11	12+
1"	\$3,120	\$2,750	\$2,640	\$2,500
2"	\$5,600	\$4,910	\$4,750	\$4,480
3"	\$8,420	\$7,380	\$7,130	\$6,730
4"	\$11,200	\$9,890	\$9,540	\$8,990
5"	\$14,030	\$12,340	\$11,910	\$11,200
6"	\$16,660	\$14,670	\$14,140	\$13,310
1/3 page	\$26,500	\$23,340	\$22,520	\$21,210
1/2 page	\$32,500	\$28,610	\$27,630	\$26,030
2/3 page	\$54,110	\$47,620	\$46,000	\$43,320
Full page	\$72,010	\$63,370	\$61,210	\$57,610

FULL CALIFORNIA RATE BASE: 532,000

	INSERTIONS PER 12-MONTH PERIOD			
	1-2	3-5	6-11	12+
1"	\$1,660	\$1,460	\$1,430	\$1,330
2"	\$3,070	\$2,670	\$2,590	\$2,440
3"	\$4,530	\$4,000	\$3,860	\$3,650
4"	\$6,110	\$5,380	\$5,220	\$4,900
5"	\$7,630	\$6,710	\$6,480	\$6,100
6"	\$9,050	\$8,000	\$7,710	\$7,250
1/3 page	\$14,460	\$12,720	\$12,290	\$11,540
1/2 page	\$17,660	\$15,530	\$15,010	\$14,130
2/3 page	\$29,360	\$25,850	\$24,980	\$23,510
Full page	\$39,190	\$34,470	\$33,300	\$31,360

NORTHERN CALIFORNIA RATE BASE: 269,000

	INSERTIONS PER 12-MONTH PERIOD			
	1-2	3-5	6-11	12+
1"	\$1,030	\$920	\$890	\$830
2"	\$1,930	\$1,690	\$1,630	\$1,530
3"	\$2,870	\$2,510	\$2,420	\$2,300
4"	\$3,850	\$3,390	\$3,270	\$3,090
5"	\$4,820	\$4,230	\$4,100	\$3,850
6"	\$5,720	\$5,040	\$4,870	\$4,580
1/3 page	\$9,150	\$8,060	\$7,790	\$7,320
1/2 page	\$11,120	\$9,810	\$9,450	\$8,910
2/3 page	\$18,470	\$16,250	\$15,710	\$14,780
Full page	\$24,770	\$21,790	\$21,040	\$19,810

NOTE: Regional edition circulations are not guaranteed and are to be used only as a basis for determining rates.

Rates are **net** and **not agency commissionable**. All rates are shown **per ad**.

These rates and all advertising transactions are subject to the 2018 Advertising Terms and Conditions of Sunset Publishing Corporation.

Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisements will run in both editions. See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information including opt-out and upgrade options

SOUTHERN CALIFORNIA RATE BASE: 263,000

	INSERTIONS PER 12-MONTH PERIOD			
	1-2	3-5	6-11	12+
1"	\$1,060	\$940	\$900	\$850
2"	\$1,880	\$1,650	\$1,610	\$1,530
3"	\$2,820	\$2,480	\$2,410	\$2,280
4"	\$3,810	\$3,350	\$3,220	\$3,050
5"	\$4,720	\$4,160	\$4,010	\$3,790
6"	\$5,620	\$4,940	\$4,790	\$4,500
1/3 page	\$8,910	\$7,850	\$7,580	\$7,130
1/2 page	\$10,970	\$9,670	\$9,340	\$8,780
2/3 page	\$18,220	\$16,060	\$15,520	\$14,610
Full page	\$24,210	\$21,300	\$20,600	\$19,390

PACIFIC NORTHWEST RATE BASE: 217,000

	INSERTIONS PER 12-MONTH PERIOD			
	1-2	3-5	6-11	12+
1"	\$860	\$770	\$750	\$700
2"	\$1,540	\$1,350	\$1,320	\$1,240
3"	\$2,270	\$2,010	\$1,940	\$1,820
4"	\$3,070	\$2,710	\$2,600	\$2,450
5"	\$3,810	\$3,340	\$3,250	\$3,060
6"	\$4,520	\$3,970	\$3,850	\$3,610
1/3 page	\$7,390	\$6,500	\$6,270	\$5,910
1/2 page	\$8,910	\$7,820	\$7,560	\$7,140
2/3 page	\$14,720	\$12,950	\$12,510	\$11,780
Full page	\$19,890	\$17,500	\$16,910	\$15,920

GENERAL ADVERTISING INFORMATION

ADVERTISING CONTRACTS cover a 12-month period, effective with the first issue in which you advertise (December 2017 to November 2018).

FREQUENCY DISCOUNT RATES are earned based on the fulfillment of ads run within the 12-month advertising contract period. For example, if you sign up for the 6-time rate, you must run at least 6 ads within your 12-month period. If you run only 3 ads, you will be short-rated to the 3-time rate. If, however, you run 12 ads, you will be rebated to the 12-time rate. There is no penalty for cancellation; you simply pay for what you end up running at the frequency level you fulfilled.

RATE OVERLAP occurs when the contract's 12-month period includes two calendar years (starts in December 2017 and runs through November 2018). The frequency level will be protected from one year into the next; however, the rate will change in compliance with the new year's rate card.

SHORT RATES occur if an advertiser does not run enough ads to fulfill its frequency discount level. This may be attributed to cancellation, nonpayment, or not receiving artwork or an advertising contract prior to deadline.



Travel Directory

CLOSE for each issue is the first business day of the month, 2 months prior to issue date (May 1 for the July issue). Advertising contracts, artwork, copy changes, size or issue changes, and payment, if on prepay status, must be received by this closing deadline.

PROOFS, as a general rule, are not provided. If an advertiser requires Sunset to make copy changes, proofs will be provided only when requested and if time permits. All proofs provided are confirmation only and are not intended for additional changes. We will make every effort to make sure all changes accurately reflect the copy instructions provided. Sunset will not be held liable for errors in copy changes.

DESTINATION-SPECIFIC TRAVEL PLANNERS

Four times a year, Sunset provides bonus content in the form of Travel Planners tailored to a specific area and providing a unique advertising opportunity. The planners receive front-of-directory placement and are a one-stop planning guide for affluent Western travelers.

FEATURES

- Enhanced banner and customized heading
- Four-color advertisements 1/3 page and larger

COMPLIMENTARY ADDED VALUE

- Three-month Sunsetgetaways.com online listing with image, advertiser message, and direct link to your website
- Additional online exposure on Sunsetgetaways.com homepage
- Reader service listing with leads e-mailed weekly

UNIT MEASUREMENTS

- 1/3 page measures 2 1/4" w x 4" h
- 1/2 page measures 4 2/3" w x 4" h or 2 1/4" w x 9" h

2018 TRAVEL PLANNERS

SECTION	ISSUE	CLOSE DATE	EDITION	RATE BASE	UNITS	4-C RATE (NET)
Destination: Pacific Northwest	April	1/26/18	Pacific Northwest	217,000	1/3 page	\$ 3,070
					1/2 page	\$ 7,390
Mountain and Southwest Destinations	May	2/23/18	Mountain and Southwest	218,000	1/3 page	\$ 3,050
					1/2 page	\$ 7,200
Destination: Pacific Northwest	September	6/29/18	Pacific Northwest	217,000	1/3 page	\$ 3,070
					1/2 page	\$ 7,390
Mountain and Southwest Destinations	November	8/31/18	Mountain and Southwest	218,000	1/3 page	\$ 3,050
					1/2 page	\$ 7,200

Note: Geographic edition circulations are not guaranteed and are to be used only as a basis for determining rates

Mountain and Southwest Destinations

Ask your account manager about larger size, co-op advertising opportunities.

MECHANICAL SPECIFICATIONS

PDF/X-1a (version 1.3) files required. No native files are accepted. No color proof required. Files should be uploaded via the Sunset ad portal at adshuttle.com/sunset (if needed, contact your sales representative for instructions).

For materials questions or submissions, contact:

Barbara Rousseau 510-858-3164 / barbara.rousseau@sunset.com

AD SIZES

1"	2¼" w x 1" h
2"	2¼" w x 2" h
3"	2¼" w x 3" h
4" or ½ page	2¼" w x 4" h
5"	2¼" w x 5" h
½ page vertical	2¼" w x 9" h
½ page square	4⅔" w x 4" h
½ page horizontal	7" w x 4" h
⅔ page vertical	4⅔" w x 9" h
Full page	7" w x 9" h

EXPAND YOUR REACH

VALUE-ADDED OPPORTUNITIES

Western consumers trust Sunset each month to share the best of the West. Directory advertisers can increase their reach to our info-seek readers with these additional options:

LINK SUNSETGETAWAYS.COM TO YOUR WEBSITE

Visitors to Sunsetgetaways.com can learn more about your business in our Resources section, where your online listing includes a 25-word description and a direct link to your site.

TURN OUR READERS INTO YOUR LEADS

Readers can request free information about your business from Sunset's Reader Service page. On the accompanying business reply card, they circle the number assigned to your listing and mail, fax, or call in their choices. We send you the requests, along with names and addresses, via e-mail.

"FEATURED DESTINATION" LISTING

Promote your offer on every page of Sunsetgetaways.com. Includes text, photo, caption, and link to your website. Contact your account manager for details.



Sunset's Reader Service page



Sunset's online, searchable travel feature: Sunsetgetaways.com

2018 PUBLISHING CALENDAR

ISSUE	MATERIALS DUE	ON SALE
February	11/24/17	1/12/18
March	12/29/17	2/16/18
April	1/26/18	3/16/18
May	2/23/18	3/16/18
June	3/30/18	5/18/18
July	4/27/18	6/15/18
August	6/1/18	7/20/18
September	6/29/18	8/17/18
October	7/27/18	9/14/18
November	8/31/18	10/19/18
December/January	10/5/18	11/23/18

SUNSET MAGAZINE 2018 MAGAZINE ADVERTISING TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising published in the U.S. print and digital editions of Sunset Magazine (the "Magazine") published by Sunset Publishing Corporation (the "Publisher").

1. Rates are based on average total audited circulation, effective with the issue dated January 2018. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its on-sale dates.
2. The Magazine is a member of the Alliance for Audited Media ("AAM"). Total audited circulation is reported on an issue-by-issue basis in Publisher's Statements audited by AAM. Total audited circulation for the Magazine is comprised of paid plus verified plus analyzed non-paid.
3. An advertiser running a full-run qualifying advertisement in the Magazine will automatically run in the print and digital edition of the Magazine, unless the advertiser explicitly, in writing, opts-out of running in the digital edition, either on the insertion order or via email, by no later than the ad close date. In the event advertiser opts-out of running in the digital edition of the Magazine for any reason other than legal or regulatory considerations that advertiser reasonably believes would prevent the advertisement from running in the digital edition, such advertiser's ad placement will no longer be deemed a "full-run" buy, and advertiser would therefore not be entitled to the benefits of advertising on a full-run basis (by way of example and not limitation, the advertisement would not be eligible for IBIT credits and may not be considered for premium placement). If an advertiser elects to opt-out of the digital edition, such opt-out will apply to all devices and platforms.

Sunset

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