



ADVERTISE IN THE ONLY 2015-2016 DAVIS, CA FULL-COLOR STREET MAP

PEOPLE STILL USE PRINT MAPS?

In an average week, we distribute approximately 100 maps. Tourists, locals, students, parents visiting UC Davis, and prospective residents visit the Davis Chamber with similar questions: What's there to do in Davis? Where can I grab a bite to eat? Is there a good hotel nearby? Can you recommend someone for such-and-such a service? Where are all the bike paths & lanes?

How does your advertisement reach customers?

- Real estate agents include maps in new homeowner welcome baskets and for prospective buyers.
- Hotels distribute maps to their guests.
- Tourists and conference attendees request maps for guidance on navigating our streets as well as Davis's many exceptional businesses.
- New UC Davis students, faculty and staff request maps to familiarize themselves with the area.
- Maps are distributed at the UC Davis Welcome Center and throughout many campus units.

AD SIZES & PRICES (NOT TO SCALE)

2.16 x 2.5"
Basic
\$500

4.3125" x 3.75"
Regular - \$1,200
Corner - \$1,500

4.3125" x 2.5"
Simple - \$1,000

ONLY 4
AVAILABLE!

3.75" x 8.625"
Panel - \$2,200



45,000 maps will highlight
the location of your business.

Advertisers receive free copies to distribute.

The Chamber will provide design specifications for your particular ad. Map measures approximately 23"x35" unfolded and will be printed in full color on glossy paper.

Map features a Davis street map and index, bike paths and lanes, community amenities, a regional map, UC Davis map, and information about Davis. For more information, please contact the Davis Chamber of Commerce at (530) 756-5160, membership@davischamber.com, or 604 Third Street, Davis, CA.

DAVIS CHAMBER MAP

DESIGN SPECIFICATIONS

45,000 COPIES PRINTED!

Color Mode

CMYK

Resolution Density

300ppi

Acceptable File Formats

.ai, .psd, .pdf, .eps, & .tiff

Bleed

No Bleed

- Please provide us with your ad designer/artist's contact information in case we have any issues with the format.
- Send ads to neil@ruudmedia.com.
- Please direct any design questions to neil@ruudmedia.com.
- Direct any billing, content, placement, or other questions to membership@davischamber.org.
- A thin border may be added to maintain consistency in map brochure design.

TOP LEFT

3.75" X 8.625"
Panel - \$2,200
(only 4 available)

TOP LEFT

2.16" X 2.5"
Basic - \$500

TOP LEFT

4.3125" X 3.75"
Regular - \$1,200
Corner - \$1,500


TOP LEFT

4.3125" X 2.5"
Simple - \$1,000

FRONT

FULL COLOR - GLOSSY - 45,000 COPIES PRINTED

4.3125" X 3.75"	4.3125" X 2.5"	4.3125" X 2.5"	4.3125" X 2.5"	4.3125" X 2.5"	4.3125" X 2.5"	4.3125" X 3.75"
30	29	28	27	26	25	24
\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,500
1	<div><div><div>DAVIS</div><div>CALIFORNIA</div></div><div><div>[LEGEND]</div><div>DOWNTOWN DAVIS POP-OUT</div></div></div>					23
4.3125" X 3.75"						4.3125" X 3.75"
2						23
\$1,200						\$1,200
4.3125" X 3.75"						4.3125" X 3.75"
3						22
\$1,200						\$1,200
4.3125" X 3.75"						4.3125" X 3.75"
4						21
\$1,200						\$1,200
4.3125" X 3.75"						4.3125" X 3.75"
5						20
\$1,200						\$1,200
4.3125" X 2.5"	4.3125" X 2.5"	4.3125" X 2.5"	4.3125" X 2.5"	4.3125" X 2.5"	4.3125" X 2.5"	4.3125" X 3.75"
7	9	11	13	15	17	
\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	
4.3125" X 2.5"	4.3125" X 2.5"	4.3125" X 2.5"	4.3125" X 2.5"	4.3125" X 2.5"	4.3125" X 2.5"	4.3125" X 3.75"
8	10	12	14	16	18	
\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	
4.3125" X 3.75"						19
6						\$1,500

FRONT COVER		CHAMBER+COMMUNITY CONTENT		CHAMBER CONTENT			
BACK COVER		CITY OF DAVIS		DAVIS DOWNTOWN + PARKING			
		YOLO COUNTY VISITORS BUREAU					
3.75" x 8.625"		 <p>REGIONAL MAP WITH AREA ATTRACTIONS</p>		3.75" x 8.625"			
33 \$2,200				32 \$2,200			
3.75" x 8.625"				3.75" x 8.625"			
34 \$2,200		[LEGEND]		31 \$2,200			
CLIMATE & OTHER INFORMATION		ANNUAL EVENTS		HELPFUL WEBSITES + PHONE NUMBERS			
COMMUNITY CONTENT							