



**Yosemite Mariposa County Tourism Bureau
Advertising Co-Op Opportunity
2021-2022**

Offer Name: BANG
Media Vehicle: Newspaper (Print Ad)
Media Outlet: Bay Area News Group (BANG)

Opportunity Details:

Your business will be featured **within a full-page Ad** in the “Eat, Drink & Play” special Sunday section. This AD will be of the four businesses in the 6-8 pages of editorial takeover Yosemite Mariposa content where the Co-op partners and other businesses will also be mentioned.

Distribution:

Over 660,000 circulations in six Bay Area newspapers as well as community weekly papers serving the Bay Area –*San Jose Mercury News* and *East Bay Times*.

Your Cost:

Four partners: \$1,463 each
Three Partners: \$1,950 each
Two Partners: \$2,925 each

Value: \$9,000 minimum (if purchased on your own)

Feel the Rush!

Spring into Nature!

TENAYA LODGE AT YOSEMITE
Tenaya Lodge is ideally located just minutes away from the south entrance to Yosemite National Park. With Snow-Covered Tables, a luxurious spa, four seasons of unique outdoor activities, and three restaurants, you'll make lasting memories for a lifetime.
TenayaLodge.com
888.514.2167

YOSEMITE BUG RUSTIC MOUNTAIN RESORT
An authentic mountain resort, with community, health spa and popular restaurants that offers rustic tent cabins to fine hotel cabin accommodations. Discover the local and enjoyable home base for your adventures in the Yosemite region.
YosemiteBug.com
866.826.7108

YOSEMITE RESORTS
Yosemite Resorts are located at the western gate to Yosemite National Park, offering several five-star lodging choices that are convenient to Yosemite's primary attractions, including a wealth of value-added amenities.
YosemiteResorts.us
888.742.4371

Get away, reconnect and discover year-round adventures in Mariposa County.
Yosemite.com

YOSEMITE - MARIPOSA COUNTY

Calheys Valley • Gaultsville • El Portal • Fish Camp • Forests • Hardsco • Mariposa • Higgins • Winona • Yosemite Valley • Yosemite West

Material Due Date - August 16, 2021
Print Date - September 2021



Yosemite Mariposa County Tourism Bureau
Advertising Co-Op Opportunity
2021-2022

Offer Name: Condé Nast Traveler – East Bay
Media Vehicle: Magazine Print Ad
Media Outlet: Condé Nast Traveler Magazine

Opportunity Details:

Your business will be featured **within a full-page Ad** in the November issue in-market on October 5, 2021.

Distribution:

Total circulation – 8,000

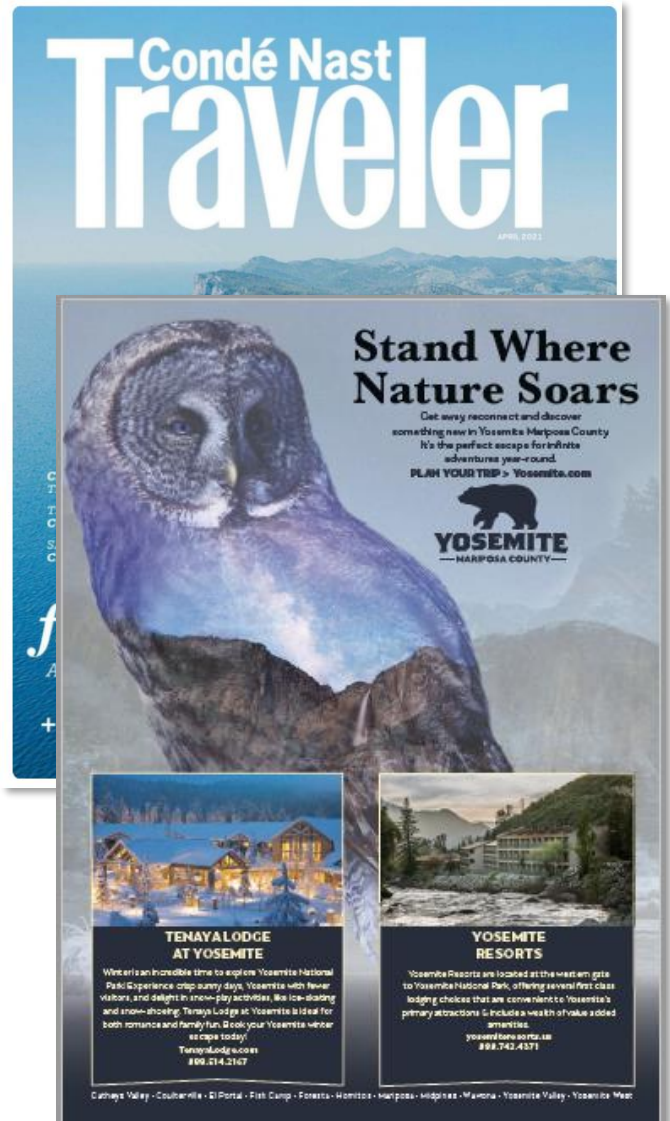
Your Cost:

Four partners: \$520 each
Three Partners: \$693 each
Two Partners: \$1040 each

Value: \$2,600 minimum (if purchased on your own)

Materials Specs:

40 words of copy
Image
Website URL



Material Due Date - August 9, 2021
Print Date - October 2021



Yosemite Mariposa County Tourism Bureau
Advertising Co-Op Opportunity
2021-2022

Offer Name: Condé Nast Traveler – LA Metro
Media Vehicle: Magazine Print Ad
Media Outlet: Condé Nast Traveler Magazine

Opportunity Details:

Your business will be featured **within a full-page Ad** in the November issue in-market on October 5, 2021.

Distribution:

Audiences – 30,000

Your cost:

Four partners: \$1,138 each
Three Partners: \$1,517 each
Two Partners: \$2,276 each

Value: \$5,690 minimum (if purchased on your own)

Materials Specs:

40 words of copy
Image
Website URL



Stand Where Nature Soars

Get away, reconnect and discover something new in Yosemite Mariposa County. It's the perfect escape for intimate adventures year-round.
PLAN YOUR TRIP > Yosemite.com

YOSEMITE - MARIPOSA COUNTY

TENAYA LODGE AT YOSEMITE

Winter is an incredible time to explore Yosemite National Park! Experience crisp, sunny days, Yosemite with fewer visitors, and delight in snow-play activities. We ice-skating and snow-shoeing. Tenaya Lodge at Yosemite is ideal for both romance and family fun. Book your Yosemite winter escape today!
TenayaLodge.com
888.214.2167

YOSEMITE RESORTS

Yosemite Resorts are located at the west entrance to Yosemite National Park, offering several first class lodging choices that are convenient to Yosemite's primary attractions. It includes a wealth of value added amenities.
yosemiteresorts.com
888.742.4371

Carson Valley - Coulterville - El Portal - Fish Camp - Foresta - Groves - Mariposa - Midpines - Mariposa - Yosemite Valley - Yosemite West

Material Due Date - August 9, 2021
Print Date - October 2021



Yosemite Mariposa County Tourism Bureau
Advertising Co-Op Opportunity
2021-2022

Offer Name: SF Gate
Media Vehicle: Native Advertising
Media Outlet: SF Gate.com

Opportunity Details:

Your business will be featured within the native advertising to run during the month of September.

Distribution:

Audiences – 1,000,000

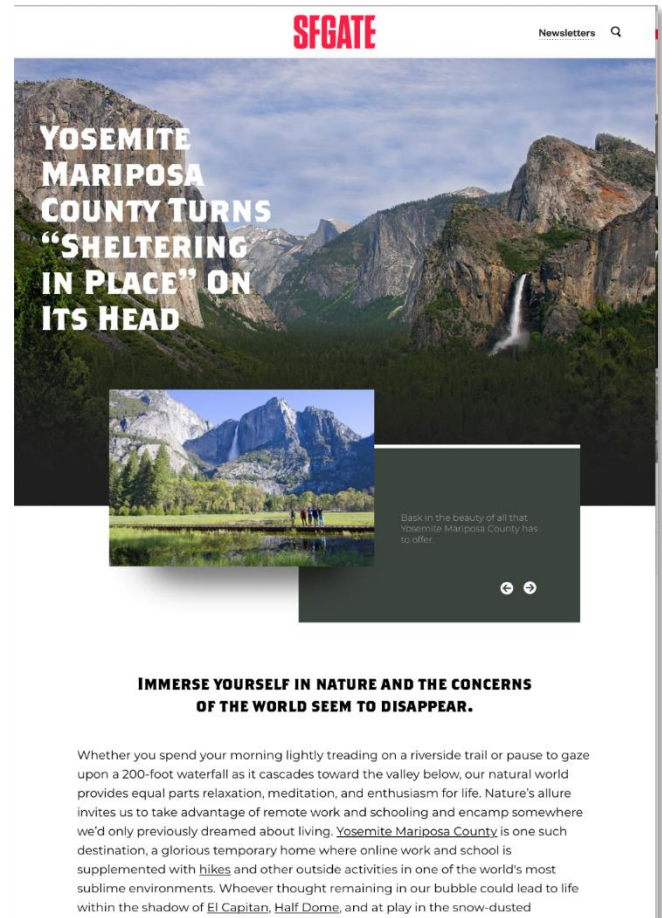
Your Cost:

Four partners: \$2,000 each
Three Partners: \$2,667 each
Two Partners: \$4,000 each

Value: \$10,000 minimum (if purchased on your own)

Materials Specs:

40 words of copy
Image
Website URL



Material Due Date - August 16, 2021
Print Date - September 2021



**Yosemite Mariposa County Tourism Bureau
Advertising Co-Op Opportunity
2021-2022**

Offer Name: Sactown Magazine
Media Vehicle: Magazine Print Ad
Media Outlet: Sactown Magazine

Opportunity Details:

Your business will be featured **within a full-page Ad** in the September/October 2021 Travel Planner insert.

Distribution:

Audiences – 200,000

Your Cost:

Four partners: \$699 each
 Three Partners: \$932 each
 Two Partners: \$1398 each

Value: \$3,495 minimum (if purchased on your own)

Materials Specs:

40 words of copy
 Image
 Website URL



TENAYA LODGE AT YOSEMITE

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TenayaLodge.com
888.514.2167

YOSEMITE RESORTS

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YosemiteResorts.com
888.742.4371

Cathaya Valley - Coulterville - El Portal - Fish Camp - Foresta - Horowitz - Mariposa - Midpines - Mariposa - Yosemite Valley - Yosemite Meadows

**Material Due Date - August 2, 2021
Print Date - September 2021**