

Sunset

February 8, 2010

Dear Attendees of the CTTC Cultural Tourism Symposium:

It was wonderful to meet so many of you in Chico. I thought the presentations were inspiring and that the networking was an exceptional chance to meet interesting people. And what a great venue! Hats off to Jonelle, Teddy, Despina, Sue and the gang at CTTC for organizing such a successful symposium!

Sunset is proud to have been a marketplace sponsor, and is very interested in participating actively in promoting cultural tourism in California.

The publications that Sunset produces with CTTC offer opportunities for advertisers to put their message in front of qualified and interested California tourists to advertise and promote specific destinations of historical, cultural, or artistic interest. The two main publications are *Road Trips* and the *California Visitor's Guide*; information about advertising is below:

2010 Road Trips

Distribution: 1 million total, with 500,000 bound into *Sunset's* June issue

Ad Sizes: 1/8 page, 1/4 page, 1/2 page and full page.

Closing: March 1, 2010

2011 California Visitor's Guide

Distribution: 500,000

Ad Sizes: from 1/6 page to full page, plus co-op opportunities

Closing: August 28, 2010

Contact: For information about either *Road Trips* or the *California Visitor's Guide* – or to find out about *Sunset* magazine travel directory – please contact Melinda Sheehan at Sunset, at 650-324-5631 or sheehanm@sunset.com

Feel free to contact me as well. And I hope to see you out in the field and experience first-hand your destinations.

Sincerely,

Cathy Smith
Account Director
smithc@sunset.com
650-324-5629