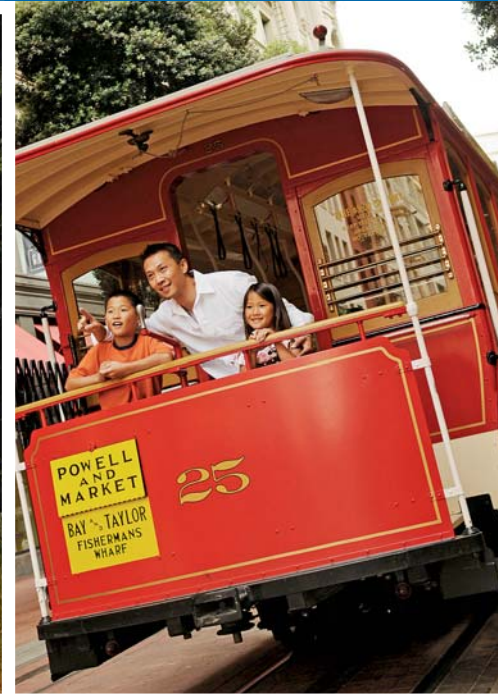


# california

FIND YOURSELF HERE



**CALIFORNIA  
TRAVEL MEDIA  
2010 RATE CARD**





OUR PUBLICATIONS AND ONLINE MEDIA

# Get in Front of the Travelers Who Are Ready to Spend!

“The *California Official State Visitor’s Guide* is California’s only comprehensive travel planner and has a proven track record for return on investment.”

**Caroline Beteta**  
*President and Chief Executive Officer, California Travel and Tourism Commission*

**California Tourism’s advertising campaign highlights:**

- National TV campaign and leveraged media placement
- Year-round Internet presence through banner ads and search engine optimization
- Commitment to partnerships with retail call-to-action

California is one of the world’s premier vacation destinations. From its unforgettable coastline to its snowcapped mountains—and everywhere in between—California is a dream destination. The official publications of the California Travel & Tourism Commission (CTTC) are designed to inspire travelers and motivate them to plan a trip.

**ATTRACTIONS AND EVENTS** Travelers of all ages seek attractions and events that are both in the center of the action and off the beaten path. Make sure your message is in front of them.

**WHERE TO STAY** More than ever before, the lodging experience is a key barometer of vacation satisfaction. Whether you’re a major chain or a quaint bed-and-breakfast inn, you’ll want travelers to know what makes your property distinctive.

**SPORTS & RECREATION** Land or water, mountains or deserts, man-made or natural—no matter what their adventure level, visitors seek a wide variety of sporting and recreational experiences. Get your California offering noticed.

**WINE & FOOD** Renowned for its world-class chefs and unforgettable wines, California cuisine is a key driver of tourism. Have your phone ringing off the hook.

**GETTING AROUND** Traveling in California means planes, trains, automobiles, ferries, and much more. Be sure that your mode of transportation is top of mind.

**SHOPPING** A walk down Rodeo Drive, a stroll through South Coast Plaza, amazing discounts at top-tier outlets—people come to California to shop as well as play. Are they circling your place on the map?

**PROVEN SUCCESS** The vast majority of our advertisers indicate that CTTC publications are the #1 source bringing in business. Are you ready to join them?



# California Travel Media and *Sunset*?

Sunset Publishing Corporation, the publisher of *Sunset* magazine, is the official publisher for CTTC. The partnership makes sense because *Sunset* has been enticing travelers to visit the state since 1898! CTTC's official website and publications are proven tools for reaching consumers at every stage of the travel-planning process. By advertising with us, you reach all of California's best travel prospects:



## **CALIFORNIA OFFICIAL STATE VISITOR'S GUIDE AND TRAVEL PLANNER**

Published annually in January, the California Visitor's Guide is the only comprehensive resource that inspires consumers and provides them with complete, reliable information. Travelers can use the pullout State Map, 12 regional maps, 32 detailed district maps, and hundreds of listings to strategically plan their adventures—or be prepared for serendipity once they're in California.

**CALIFORNIA ROAD TRIPS** The road trip ideas in this publication inspire consumers to hit the road! The itineraries take travelers through all 12 tourism regions, making the guide an essential addition to every driver's travel kit.

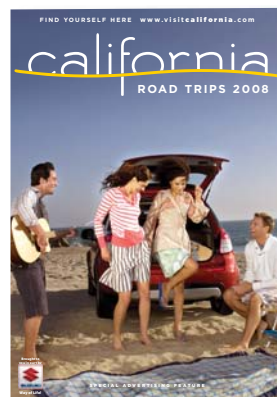
**CALIFORNIA OFFICIAL STATE MAP** This foldout map is a useful tool for all travelers. In addition to the full-size map of California, it includes detailed maps of major metro areas, and lists California Welcome Centers<sup>SM</sup>, name-brand hotels, and over 50 attractions and itineraries.

## **CALIFORNIA OFFICIAL STATE TOURISM WEBSITE**

Gain worldwide exposure on [visitcalifornia.com](http://visitcalifornia.com), CTTC's official website. Millions of consumers—whether they're next door or around the world—rely on this content-rich website for their travel-planning needs.

## **INTERNATIONAL VISITORS GUIDES**

Sunset produces 8+ translated and localized visitor's guides for countries including Germany, Japan, China, Mexico, and more. (Contact your sales representative for an International Visitor's Guide rate card.)





CALIFORNIA OFFICIAL STATE VISITOR'S GUIDE AND TRAVEL PLANNER

# Inspiring Dream Vacations!

Travelers are looking for ideas and inspiration when thinking about a vacation. Nobody knows California—and the prospective traveler—better than the California Travel and Tourism Commission and Sunset. Market research proves that readers truly value the guide as an important part of their trip-planning process. And they appreciate the way the guide conveys California's unique and enticing lifestyle.

**The guide has two main sections: “Inspiration” and “Action”.** The active and inviting stories in the “Inspiration” section include stunning photography that gives travelers a first-hand glimpse into the Golden State's amazing diversity of landscapes, attractions, and cultural and recreational activities. Concise, informative text explains how travelers can replicate the experience when they're visiting.

The “Action” section of the Guide, which features California's 12 Tourism Regions, includes everything travelers need to plan their trip, whether they do it in advance or on the fly. The information is presented in an attractive design that's accessible, easy to use, and inviting.



## The “Wow Factor”

Sunset photographers have taken dozens of original photos in each of California's 12 regions. These compelling photos give readers a sense of the majestic scenery and variety of places to visit throughout the state.

## Love the Lifestyle

Each of our three themed feature sections—Discover, Play, and Enjoy—opens with a stunning visual showcase of California's diverse locations, experiences, and people.



A



los angeles county  
DO HOLLYWOOD • JOG THE BEACH • CRUISE THE SUNSET STRIP  
SNIFF SPRING WILDFLOWERS • TOUR THE QUEEN MARY

los angeles county



**The Greater** Los Angeles area is vast. How vast? If you're traveling south over the **Tejon Pass**, at an elevation of 4,100 feet, you'll spot the first road sign welcoming you to Los Angeles County—but it's still an hour's drive to **downtown L.A.** (elevation 330 feet). From there it's another hour to Long Beach (home of the **Queen Mary**), a number of international cruise lines at the Port of Los Angeles in San Pedro, and the ferry to **Santa Catalina Island**. Catalina, as it's generally known, is also part of Los Angeles and—ready for this—takes about an hour to reach. When you ask Angelenos how long it takes to get from the airport to Malibu, or from the **Getty Museum** to **Old Town**

**Pasadena**, they say, "about an hour." In Los Angeles, no matter where you start or where you're going, everything is "about an hour" away. Greater Los Angeles seems terribly urban until you realize you could walk for days along sections of the **Pacific Crest Trail** in the San Gabriel Mountains, passing **ski resorts** that are just about an hour away from metropolitan Los Angeles. Or hike north from **Will Rogers State Historic Park** along the **Backbone Trail** through the **Santa Monica Mountains** where, on a clear day, you'll spot **Santa Monica Bay** and **Palos Verdes Peninsula** to the south, and the peaks of the **San Gabriel Mountains** to the east. All, miraculously, about an hour from downtown L.A.



CLOCKWISE FROM TOP: Breakdancers spin along the Hollywood Walk of Fame; a perfect day at Avalon, on Santa Catalina Island; cocktail hour at Ciudad in downtown L.A.



PHOTO: JIM LUDWIG

# Take Action: Comprehensive Trip Planning

- A 12 TOURISM REGIONS** In-depth, visually engaging travel-planning sections describe the allure of each region and point tourists to where they can play and stay.
- B REGIONAL MAPS** Shading helps visitors understand where regions are situated within the State. Individual district maps detail roads and attractions.
- C "MUST SEE" SECTION** Leveraging *Sunset's* unique insights into the State's hidden gems and iconic destinations, we detail the top "must-see" spots in each region.
- D FESTIVALS AND EVENTS** Festivals, fairs, harvests—the Guide draws travelers to celebrations and seasonal activities throughout the year.
- E WHERE TO STAY** Each region's lodging options are displayed in an easy-to-read chart. Icons indicating price ranges and popular amenities help travelers find just the right lodging for their needs.

los angeles county

## must see

- » **Avenues of Art & Design, West Hollywood.** Unlock your inner fashionista. Visit the epicenter of innovation, a stretch of some 300 high-end interior design showrooms, art galleries, fashion boutiques, and specialty shops (at the crossroads of Melrose Ave., Beverly Blvd., and Robertson Blvd.). INFO: 310/289-2534
- » **Farmers Market, Los Angeles.** Satisfy your hunger for tasty discoveries at this classic (since 1954) foodie haunt for fresh produce and cafes like *Du-park* Restaurant (they wait in line for the French toast). INFO: 323/933-9211
- » **Universal Studios Hollywood, Universal City.** Join Homer, Marge, Bart, Maggie, and the rest of *The Simpsons* gang in Universal's new mega-attraction, *The Simpsons Ride*. Hang on tight on this wild "motion simulator" as you soar, tilt and twist, and plummet through Krustyland. INFO: 800/864-8377
- » **Santa Monica Mountains National Recreation Area, Los Angeles County.** The best way to see the world's largest urban national park: Put the top down and motor along the Mulholland Scenic Corridor through the parklands for killer views from Beverly Hills to Malibu. INFO: 805/370-2301
- » **Nokia Theatre L.A. Live, Los Angeles.** In the entertainment capital of California, this has been the hot venue for everything from last season's *American Idol* finale to the *American Music Awards* and the *Primetime Emmy Awards*, with the largest stage in Los Angeles. INFO: 562/432-8325
- » **Rainbow Harbor, Long Beach.** Ride to the top on the Ferris wheel and drink in the waterfront view of this dining, entertainment, or dive right
- Aquarium of the Pacific, here. INFO: 562/432-8325; 562/590-3100
- » **The Americana at Brand, Glendale.** Tiffany & Co., Kate Spade, sparkling fountains—the keyword is luxury at this expansive new shopping complex, with restaurants, cafes, movie theaters, and special events. INFO: 877/897-2027
- » **Santa Monica Pier, Santa Monica.** Ride the Love! horses on the historic carousel, play in the game arcade, or view the ocean creatures at a small aquarium—it's a world on a wooden pier. INFO: 805/370-2301



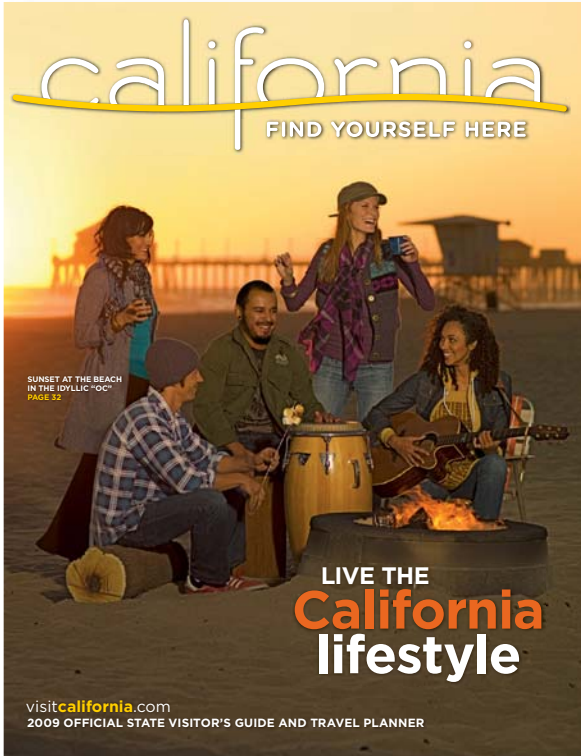
Farmers Market, Los Angeles

## los angeles county events

- JANUARY**  
» **Annual Tournament of Roses Rose Parade, Pasadena.** JAN 1. Majestic floral floats, high-stepping horses, and spirited marching bands—if you've only seen it on TV, you'll be knocked out by the real event, now in its 120th year. INFO: 626/449-4100
- APRIL**  
» **Toyota Grand Prix, Long Beach.** APR 16-18. Sleek cars hit

## where to stay in los angeles county

City	Property	Price Range	Pool	Spa	Hot Tub	Free Parking	Free Breakfast	Free WiFi	Free Pet-Friendly
HOLLYWOOD	<b>Renaissance Hollywood Hotel &amp; Spa (\$-\$\$)</b> 323/856-1200, 1755 N. Highland Ave. The ultra-stylish Renaissance Hollywood Hotel & Spa captures the legendary glamour and excitement of Hollywood. <a href="http://renaissance-hollywood.com">renaissance-hollywood.com</a>	\$ under \$100/night \$\$ \$100-\$200/night \$\$\$ over \$200/night	✓	✓	✓	✓	✓	✓	✓
	<b>Line of Lancaster (\$)</b> 800/406-0468, 4431 Sierra Way. Your home away from home, isolated from the street, park in front of your room. Continental breakfast, all amenities. <a href="http://hholmlbar@roadrunner.com">hholmlbar@roadrunner.com</a>	\$ under \$100/night	✓	✓	✓	✓	✓	✓	✓
LANCASTER	<b>Best Western Airport Plaza Inn (\$-\$\$)</b> 310/568-0071, 800/233-8061, 1730 Centralita Ave. Free continental breakfast, free shuttle to LAX airport, car rental, Fox Hills Mall, Daily Tours. 05483@hotel.bestwestern.com, <a href="http://www.bestwestern.com/airportplaza">www.bestwestern.com/airportplaza</a>	\$ under \$100/night \$\$ \$100-\$200/night \$\$\$ over \$200/night	✓	✓	✓	✓	✓	✓	✓
	<b>Comfort Inn &amp; Suites Long Beach (\$-\$\$)</b> 562/426-7811, 866/549-1681, 200 E. Willow St. Mediterranean-style architecture and beautifully landscaped grounds. Private courtyard features extra-large pool. <a href="http://comfortinnlongbeach.com">comfortinnlongbeach.com</a>	\$ under \$100/night \$\$ \$100-\$200/night \$\$\$ over \$200/night	✓	✓	✓	✓	✓	✓	✓



» PUBLICATION RATES  
» ADDED-VALUE PROGRAMS

# California Official State Visitor's Guide and Travel Planner and the California Official State Map

Advertising in the 2010 Guide means you'll be part of the State's premier tourism publication integrated on the State's website. You'll be reaching travelers planning a vacation. And you'll be part of the exciting new offerings we've developed that are designed to help you generate incremental revenue.

- » 500,000 copies distributed annually
- » 100,000 users downloaded the digital version of the 2008 Guide, with links to advertisers' websites
- » Sold on newsstand
- » Full year of promotional exposure

## DISTRIBUTION

- » Requests through [visitcalifornia.com](http://visitcalifornia.com) or the toll-free number **1-800-GO-CALIF**
- » Sales missions, plus consumer and travel trade shows (international and domestic)
- » California Welcome Centers and DMOs
- » Overseas contractors
- » *Sunset* magazine events

## ADDED-VALUE BENEFITS

Display advertisers receive:

- » Free ad in the electronic version of the Guide with a link from your ad to your website
- » One complimentary Enhanced Listing in the printed Guide and on the State's online searchable database. (value: \$950)
- » Free leads from the Travel Information Guide listing via email, twice monthly. Leads via printed pressure-sensitive labels are \$375 annually.

## CO-OP OPPORTUNITIES

- » There are co-op programs for many of the destinations throughout the state. Ask your California Travel Media rep if one is forming in your area.
- » A Style Guide with design and content recommendations is available for co-op advertisements. Just request one from your rep.



## 2010 ADVERTISING OPTIONS

Rates are for assessed businesses. Non-assessed businesses pay a 15% premium.

### DISPLAY

Spread .....	\$61,440
Full Page .....	\$32,810
2/3 Page (v).....	\$25,600
1/2 Page (h) .....	\$20,500
1/3 Page (square or v).....	\$14,555
1/6 Page (v or h) .....	\$8,270

### PREMIUM PLACEMENT

Back Cover.....	\$41,010
Inside Front Cover .....	\$39,375
Inside Back Cover .....	\$37,730

### SPECIAL LODGING PLACEMENT

Limited Availability	
1/2 Page (v or h) .....	\$20,500
1/4 Page .....	\$10,690

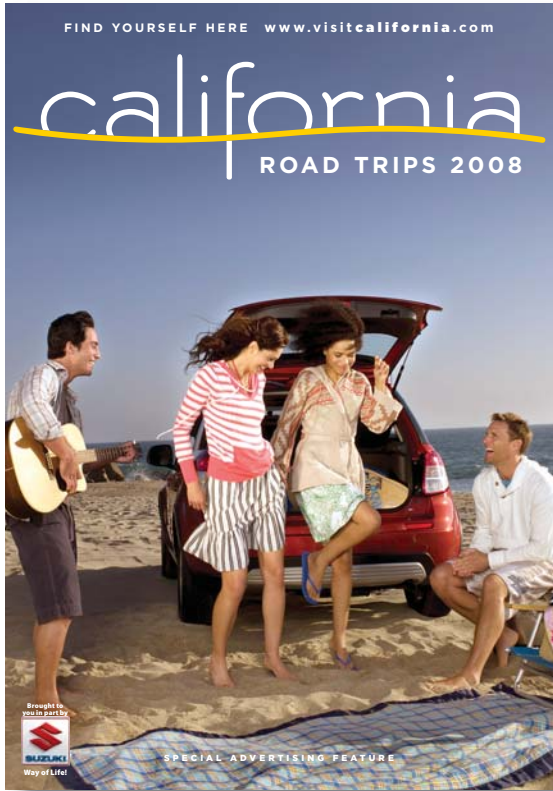
### ENHANCED LISTING..... \$950 net

Rates are for full-color display advertising. Commissionable at 15% to recognized agencies. Enhanced listings are non-commissionable.

## 2009 PUBLISHING CALENDAR

Early reservation discount .....	May 15, 2009
Space close, material due .....	Aug. 28, 2009
Deadline for electronic listing.....	Aug. 31, 2009

Contact your sales representative for the most current [online advertising opportunities](#).



# California Road Trips

Thanks to the enthusiastic response of readers and advertisers alike, *Sunset* and the CTTC will once again collaborate to produce *California Road Trips*. Targeted to the drive market and distributed at key California State Parks, this publication will be inserted in the June issue of *Sunset*. This full-color publication is packed with great drives around the Golden State that inspire your customers to get in the car and go—be it for a day, a weekend, or a week. Combining the CTTC’s knowledge of the state with *Sunset*’s editorial expertise, *California Road Trips* guides readers to everything from secret destinations in the Sierra and the Coast to California’s unparalleled wine countries and famous attractions. And because of its handy size and richly detailed maps, *California Road Trips* will remain an essential addition to any driver’s travel kit.

## 1 MILLION TOTAL CIRCULATION

- » 500,000 inserted in selected copies of the June issue of *Sunset*. On sale mid-May.
- » 500,000 direct to consumers at key destinations beginning in mid-May, including:
  - » California State Parks, Hearst Castle, Old Town San Diego, the California State Railroad Museum, and more
  - » California Welcome Centers<sup>SM</sup>, CVBs, and Visitor Centers
- » *Sunset* events throughout the year

## ADDED-VALUE BENEFITS

Display advertisers receive:

- » Free insertion in *Sunset*’s 2010 Summer Travel newsstand special. Full-page *Road Trips* advertisers receive a free full-page ad. Half-page and quarter-page advertisers receive a free 1/6-page directory ad. Circulation is 180,000 newsstand copies. Space is limited. First come, first served.

All advertisers receive:

- » Exposure on [sunsetgetaways.com](http://sunsetgetaways.com) April through July, including:
  - » Direct link to advertiser’s website
  - » Image and advertiser message
  - » Measurement of advertiser link click-through rate
  - » Free reader-service listing in the June issue of *Sunset*
- » Exposure on [visitcalifornia.com](http://visitcalifornia.com) including a link to the advertiser’s site

## 2010 ADVERTISING OPTIONS

Rates are for assessed businesses. Non-assessed businesses pay a 15% premium.

### DISPLAY:

Full Page .....	\$33,940
1/2 Page (v or h) .....	\$20,360
1/4 Page .....	\$11,020
1/8 Page (h) .....	\$5,750

### PREMIUM PLACEMENT:

Back Cover.....	\$41,020
Inside Front Cover .....	\$40,040
Inside Back Cover .....	\$37,620

## 2010 PUBLISHING CALENDAR

Space close, material due ..... March 1, 2010  
 Primary release date..... mid-May 2010



**California Road Trips:  
 1,000,000  
 circulation  
 throughout  
 these 4 states!**

## GENERAL CONDITIONS

### COMMISSION

Agency commission: 15%

### CONTRACT CONDITIONS

Rates published herein are effective January 2009. Announcement of any changes in rates will be made at least seven weeks in advance of the publication date of the issue to which such rates will be applicable.

Advertisers may not cancel or make changes in orders for advertising after closing dates. The Publisher may reject or cancel any advertising for any reason at any time. Advertising for tobacco products, gambling, or gaming is not accepted. We reserve the right to reject or cancel any linkage to an advertiser's website for any reason at any time, including without limitation, as a result of linkages to other websites included in the advertiser's website.

All advertisements are accepted and published upon the representation that the agency and advertisers are authorized to publish the entire contents and subject matter thereof and that such publication will not violate any law or infringe upon any right of any party; including without limitation those for which the Publisher has provided creative services. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally indemnify, defend, and save the Publisher harmless from and against any loss or expense arising out of the publication of such advertisements, including without limitation, attorney's fees, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any similar claims now known or hereafter devised or created. It is understood that the advertiser and agency are jointly and separately liable for the payment of invoices for advertising published hereunder. In consideration of the Publisher's reviewing for acceptance or acceptance of any advertising for publication, the agency and advertiser agree not to make promotional or merchandising reference to *Sunset* or California Travel Media in any way except with the prior permission of the Publisher in each instance. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God, or any circumstances not within the control of the Publisher.

No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with, vary, or add to the provisions of the rate card will be binding on the Publisher, and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

### COPY REGULATIONS

All advertisements must be clearly and prominently identified by trademark and/or signature of the advertiser. On advertising copy that simulates editorial layout and appearance, the Publisher reserves the right of approval, as well as the right to identify as "advertisement" by Publisher-set type line.

The Publisher is not responsible for errors or omissions in any advertising materials, including errors in key numbers, reader service numbers, or changes accepted after closing dates.

### CREDIT

To establish credit, a credit application must be sent to your California Travel Media representative. Orders without established credit must be accompanied by a cash payment or domestic Visa or MasterCard.

### DISCOUNT/REBATES

Adjustments in advertiser spending that result in discounts or rebates due the advertiser will be paid with space credits only. Such credits must be used within six months after the period in which they are earned or they will expire.

### POSITIONING

Publisher has the right to insert the advertising anywhere in the publications. Any condition on contracts, orders, or copy instructions involving the placement of advertising within California Travel Media (such as page location, competitive separation, or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the agency and advertiser of the obligation to pay for the advertising.

### TERMS

Net 30 days from the date of invoice.

The Publisher reserves the right to change payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the publications.

## MECHANICAL SPECIFICATIONS

**Materials:** digital files preferred; 4/c or 2/c film positive (RRED); 2 SWOP proofs with color bar; screen 133-line; 290% maximum density.

**Acceptable File Formats:** TIFF/IT-P1 files; Acrobat PDF; PostScript (4/c composite); Macintosh-formatted InDesign or QuarkXPress files (collect for output should include all hi-res images properly linked, saved as CMYK, and all PostScript font files required; True Type fonts are NOT accepted; Pantone colors or duotone images are NOT accepted).

**Resolution:** Continuous tone (CT) files at res 12, linework (LW) files at res 72. We print at 133-line screen, so PostScript images should be 266 dpi or higher.

**Proofs:** A proof must accompany the file. Two digital proofs of the file are preferred, produced from the actual file submitted; they must be color proofs if file is in color. Proofs should conform to SWOP standards, with a color control strip incorporated during manufacturing and left on the proof when it is shipped. Proofs produced by standard color laser or inkjet printers are not considered accurate representations of what the printed result will be, and are used for identification purposes only.

**Media:** Macintosh-formatted Zip, CD-ROM. Ad disks must be labeled with Advertiser name, Agency name/contact/phone, Vendor name/contact/phone, and file name/number, and include printed directory of contents.

**Note:** Disks will not be returned unless SASE or prepaid shipping envelope included. Ads are NOT accepted via email or FTP.

## CALIFORNIA OFFICIAL STATE VISITOR'S GUIDE

**Materials Due:** Aug. 28, 2009

**Trim Size:** 8" x 10 1/2" **Binding:** Perfect Bound (1/8" trim at foot)

### Unit Sizes (non-bleed):

Spread: 15" x 10"

Full page: 7" x 10"

2/3 page (v): 4 5/8" x 9 3/8"

1/2 page (h): 7" x 4 5/8"

1/2 page (v): 3 3/8" x 9 3/8"

1/3 page (sq): 4 5/8" x 4 5/8"

1/3 page (v): 2 1/4" x 9 3/8"

1/4 page: 3 3/8" x 4 5/8"

1/6 page (h): 4 5/8" x 2 1/4"

1/6 page (v): 2 1/4" x 4 5/8"

1/12 page: 2 1/4" x 2 1/4"

Unit Sizes (Bleed)	Size	Bleed Safeties	Bleed Live Area
Full page	8 1/4" x 11"	1/2" Top, Bottom; 1/2" Side	7 1/4" x 10"

1/4" safety at the gutter (1/8" each side)

## CALIFORNIA ROAD TRIPS

**Materials Due:** March 1, 2010

**Trim Size:** 7" x 10" **Binding:** Saddle stitch

### Unit Sizes (non-bleed)

Full page: 6 1/4" x 9 1/4"

1/2 page (v): 3" x 9 1/4"

1/2 page (h): 6 1/4" x 4 1/2"

1/4 page: 3" x 4 1/2"

1/8 page: 3" x 2 1/8"

Unit Sizes (Bleed)	Size	Bleed Safeties	Bleed Live Area
Full page	7 1/4" x 10 1/4"	1/2" Top, Bottom; 1/2" Side	6 1/4" x 9 1/4"

1/4" safety at the gutter (1/8" each side)

If you have questions or need more information, be sure to contact the California Travel Media production team at [ctm@sunset.com](mailto:ctm@sunset.com).

### Send ad materials to:

## California Travel Media

Advertising Department  
80 Willow Rd.  
Menlo Park, CA 94025

## PLEASE CONTACT YOUR REPRESENTATIVE

### TERI MARSHALL

707/343-1660  
707/343-1645 (fax)  
[teri.marshall@comcast.net](mailto:teri.marshall@comcast.net)  
Regions: *Shasta Cascade, North Coast, San Francisco Bay Area (partial), Gold Country, High Sierra, Central Valley*

### JON A. TRUMBULL

949/250-4043  
949/250-9238 (fax)  
[trumbullj@sunset.com](mailto:trumbullj@sunset.com)  
Regions: *San Francisco, Santa Cruz, Central Coast, Los Angeles County, Inland Empire (Lake Arrowhead, Big Bear)*

### PAMELA COFFEY

619/444-2635  
619/444-2662 (fax)  
[coffeyp@sunset.com](mailto:coffeyp@sunset.com)  
Regions: *Desert, Inland Empire, San Diego County, Orange County*

**Sunset**  
LIVING IN THE WEST



California Travel Media  
80 Willow Rd., Menlo Park, CA 94025  
[ctm@sunset.com](http://ctm@sunset.com)