

# Tuolumne County Special Section

## Explore Yosemite Gold Country



## Stand-alone broadsheet section and special online features

The San Francisco Chronicle staff is preparing a special section devoted to the attractions of Tuolumne County – a region home to historic gold mining towns, World-renowned Yosemite National Park, and scenic vineyards. It will be filled with exclusive content about local wine, cuisine, shopping and entertainment.

This fall, partner with the San Francisco Chronicle in the Tuolumne County destination section and reach affluent travelers actively planning their next weekend getaway.

### Our Readers are:

- 57% more likely to visit Yosemite each year
- 32% prefer “active adventure” vacations
- 44% would rather take a few weekend vacations than one long vacation

Source: Scarborough Research, 2015 R1

## Editorial Coverage, Deadlines & Rates

Pub Date	Space Reservations	Camera Ready
10/18	10/9	10/13

Color Ad Size	Dimensions	Includes Digital Impressions	Total
Full page	9.75" x 20"	300,000 ROS	\$6,499
1/2 page	9.75" x 9.83"	150,000 ROS	\$3,499
1/4 page	4.792" x 9.83" or 9.75" x 4.75"	82,000 ROS	\$1,859
1/9 page	3.139" x 6.33" or 4.792" x 4.33"	60,000 ROS	\$935

**Time is limited! Reserve your space today.**