



# *The Region's Destination Authority* **And You Can Benefit**

<p><b>In Person</b></p>	<p>Visit San Pedro interacts with more people seeking visitor information than any organization in the area.</p> <p>Our Visitor Information Center is their main stop for where to dine, where to shop, what to do.</p> <p>Plus, we reach out to meeting, reunion, and event planners with the information they need to bring their attendees to San Pedro.</p>
<p><b>Online</b></p>	<p>Visit San Pedro's online presence is second to none in the area.</p> <p>Our website is the go-to spot for planning a visit to the region or to find out what's going on and what to do while in the area.</p> <p>We have an extensive online presence with breaking information on the multiple Facebook pages we manage, Twitter, and Instagram.</p>
<p><b>In Print</b></p>	<p>Visit San Pedro has an unparalleled publishing program that includes the <i>Visitor Guide</i>, <i>Family Fun Guide</i>, <i>Golf!</i>, <i>Spiritual &amp; Religious Organization Guide</i>, <i>Biweekly Calendar of Events</i>, and our flagship monthly <i>San Pedro &amp; Peninsula Visitor</i> magazine.</p>
<p><b>Your best opportunity to reach visitors</b></p>	

479 W. 6th Street, Suite 101 ■ San Pedro, CA 90731  
310-729-9828 ■ [info@VisitSanPedro.org](mailto:info@VisitSanPedro.org) ■ [www.VisitSanPedro.org](http://www.VisitSanPedro.org)

Visit



San Pedro, California

479 W. 6th Street, Suite 101 ■ San Pedro, CA 90731  
310-729-9828 ■ info@VisitSanPedro.org ■ www.VisitSanPedro.org

It is a great pleasure to introduce Visit San Pedro. **We are the organization that takes San Pedro to the world and brings the world to San Pedro.**

When we founded Visit San Pedro more than eight years ago, few recognized the full potential of tourism and meetings as the main driver of our regional economy.

**Today, Visit San Pedro is the only organization fully dedicated to bringing visitors, meetings, and events to San Pedro and the Los Angeles Harbor and Palos Verdes Peninsula communities.**

Visit San Pedro makes people feel welcome and comfortable through our visitor services, including the San Pedro Visitor Center at 416 W. 6<sup>th</sup> Street, Downtown. And the Visitor Center makes us the first and most important point of contact for many tourists.

Visitors turn to use when they are looking for what to do, what to see, where to shop, and where to dine. And we are often the first stop for newcomers to the area or those considering moving to San Pedro.

The range of our marketing efforts in key markets is unparalleled in the region.

Our website, [WWW.VISITSANPEDRO.ORG](http://WWW.VISITSANPEDRO.ORG), reaches thousands and thousands every month and is the prime point of contact for people's introduction to San Pedro. And our *Visitor Guide* is especially effective at bringing visitors to our member businesses. *San Pedro Visitor* magazine is the **only locally-produced monthly tourist publication available in hotel rooms**, at shops, and many other locations around the area.

We are the most active organization in the area on a range of social media outlets, including Facebook, Twitter, LinkedIn, Digg, and others, promoting our members, publicizing events, and introducing the San Pedro region to the world.

And there is so much more that we do. Our marketing and promotional efforts and programs are growing all the time.

***And I invite you to become a sponsor of Visit San Pedro.***

Visit San Pedro is a part of the Southern California Education, Tourism, & Cultural Organization.

**We bring visitors to our community.** Visit San Pedro sponsors receive guaranteed presence in our publications, on our website, and in our strategic social media outreach program.

Simply put: No other organization in the area promotes San Pedro like we do. Visit San Pedro is the only organization fully focused on developing our region's tourism and related economy. And Visit San Pedro is the only organization that guarantees results for your sponsorship.

I am enclosing information that describes some of our programs and how you can have a direct impact on reach visitors to San Pedro and surrounding areas.

If you have any questions, please call or email me. I hope to welcome you soon as a member.

Sincerely,

Scott F. Gray, Ed.D.  
President

P.S., Visit San Pedro receives no government funding. We work directly with our business community to bring visitors to our region.

Visit



San Pedro, California

479 W. 6th Street, Suite 101 ■ San Pedro, CA 90731  
310-729-9828 ■ [info@VisitSanPedro.org](mailto:info@VisitSanPedro.org) ■ [www.VisitSanPedro.org](http://www.VisitSanPedro.org)

## Who We Are

Visit San Pedro is the independent destination services division of the Southern California Education, Tourism, & Cultural Organization serving San Pedro, the Los Angeles Harbor and Palos Verdes Peninsula communities, and Catalina Island.

## What We Do

- Promote the San Pedro region to the world and attract visitors from throughout the world to the area by reaching out through a variety of media and channels, including websites, the press, social media, and through travel agents and cruise lines
- Operate the San Pedro Visitor Center and provide information to visitors, local residents, and newcomers including guides, maps, and brochures, along with expert advice on what to see and do, where to dine, and how to find services they need
- Train and deploy a team of volunteers who provide visitor assistance and information in the Visitor Center, on the Waterfront and in Downtown, and at special events
- Publish a variety of guides for visitors on the area, dining, family activities, information for newcomers, and for mariners, among many specialized publications
- Produce the most visited area website for tourists with information on what to see and do
- Produce the most comprehensive calendar of events of interest to visitors, including a biweekly printed calendar, an online calendar, and a long-term master calendar
- Provide training on topics of interest to Visit San Pedro members, including Alcohol Server Training, Marketing to Cruise Passengers, Social Media Marketing, and others

## How We Are Funded

Visit San Pedro is funded entirely by sponsorships, advertising, and special events revenues. We do not receive any government funding

**Southern California**  
**Education | Tourism | Cultural**  
*Organization*

The Southern California Education, Tourism, & Cultural Organization was established to serve as the lead cultural tourism organization for the region. It addresses the needs and interests of both inbound and outbound travelers, as well as area residents through educational programming, events, and other activities. It is a California non-profit corporation.

# Visit San Pedro

## Who We Are

### *San Pedro's Connection to the World*

#### Visitor Services

- San Pedro Visitor Center
- Team San Pedro Tourism Ambassadors
- Information booths at major events
- Guides, maps, directories, tours
- Newcomer and relocation information

#### Outreach

Worldwide outreach to

- Travel agents
- Meeting planners
- Business and consumer travelers
- Media

## Our Channels

#### Publications

Biweekly events calendar ★ Monthly San Pedro Visitor Magazine ★ Visitor Guide ★ Golf Guide ★ Family-Friendly Attractions Guide ★ Sailors Guide ★ Mariners Guide ★ Newcomers Guide

[www.VisitSanPedro.org](http://www.VisitSanPedro.org)

#### Facebook

- Visit San Pedro
- Best Dining in San Pedro and the Peninsula
- Meetings and Reunions in San Pedro

#### Twitter

- @SanPedroCVB

#### Instagram

- @SanPedroCVB

#### Email

#### Press and media relations

## Member Services

Worldwide marketing ★ Publications ★ Lead referrals ★ Event promotion  
Multi-channel promotion Industry and economic information ★ Direct recommendations

**Visit San Pedro**

479 W. 6th Street, Suite 101 ■ San Pedro, CA 90731  
310-729-9828 ■ [info@VisitSanPedro.org](mailto:info@VisitSanPedro.org) ■ [www.VisitSanPedro.org](http://www.VisitSanPedro.org) ■ [membership@spcvb.com](mailto:membership@spcvb.com)

# 11 Reasons You Need to Sponsor Visit San Pedro

1. Our website, [WWW.VISITSANPEDROTOURIST.ORG](http://WWW.VISITSANPEDROTOURIST.ORG). You will be listed and have as much information and as many photos as you want.
2. You'll get links from our website, Facebook, Twitter, and more.
3. Have your listing, information, photos changed on our website within 24 hours—including adding specials, sales, or events.
4. The San Pedro Visitor Center, 416 W. 6th Street, Downtown. Your information on display for visitors, new residents, meeting planners, and everyone else who comes to begin a visit in San Pedro and the Peninsula.
5. *San Pedro Visitor Magazine* is the only locally-produced publication that distributed directly to visitors in their hotel rooms. Sponsors get listings every month and special rates on advertising.
6. Our Calendar of Events. In printed form every two weeks. Distributed to all major hotels in the area. Updated constantly on the web. Sent via Facebook, Twitter, email. Advertising opportunities available.
7. We're the place for newcomers—whose buying habits start early. We reach out to them, provide them recommendations on businesses, services, things to do, places to go, where to dine.
8. The town's big events like Fleet Week, military reunions, historical anniversaries, fairs, festivals. We're at them and we hand out member information.
9. We're a rapid response team. For example, when the cruise ships were delayed by norovirus, the cruise line contacted us to guide their passengers to attractions, businesses, shopping, and restaurants. We were at the terminal, shuttle stops, and all over town. And we notify you when these last-minute opportunities arise, so you'll know when to expect extra customers.
10. Our volunteers are available to help when you have special events. Free of charge. It's part of your membership.
11. **We guarantee we will bring customers to your door.**

*For less than the cost of one ad in most publications, you get a full year's sponsorship*

# Visit San Pedro Communications

Publications produced by Visit San Pedro and online and social media activities

479 W. 6th Street, Suite 101 ■ San Pedro, CA 90731  
310-729-9828 ■ info@VisitSanPedro.org ■ www.VisitSanPedro.org

<b>Publications</b>	
Annual and Special Events Directory	A listing of annual and special events of interest held in the San Pedro/Harbor/Peninsula/Catalina areas
Best Restaurants Guide	A guide to dining the area listing members of Visit San Pedro
Biweekly Calendar of Events	Printed calendar of events of interest to visitors
Downtown and Waterfront Map	Map for directing visitors to specific attractions in the area
Family Fun Guide	Listing and description of attractions and activities especially appropriate for families and children
Golf Guide	Directory of the best local golf facilities open to the public
Holiday Dining Guide	Annual directory of festive season dining at members of the San Pedro Convention and Visitors Bureau
Mariners Guide	Information of direct interest to mariners bringing their boats into Los Angeles Harbor
Newcomers' Guide	Listing of resources needed by those relocating to the San Pedro area
Problems and Resources Guide	Listing of types of problems and resources in the community offering assistance
Sailors' Guide	Annual guide to Downtown and the LA Waterfront published during Fleet Week
San Pedro Visitor	Monthly printed and online magazine-style newsletter with feature articles, restaurant guide, calendar of events, and services directory
Travel Agent Guide	Annual publication with information to assist travel agents in booking San Pedro and to provide to their clients
Visitor Guide	Pocket-size directory of restaurants, bars, shops, and attractions and information about transportation options
Wedding Guide	Annual publication with information on venues in the region appropriate for weddings, restaurants, caterers, hotels, and other services

<b>Website and Online Social Media Activities</b>	
Website	SanPedroTourist.net, SPCVB.com. Providing information of interest to visitors
Website calendar	Long-range calendar of events available in a variety of formats
Facebook	
	Visit San Pedro page with events listings and promotions for member organizations, photos, and news about the area of interest to visitors
	Cruising from Los Angeles page with information and events of interest to LA cruise passengers and ship crew members
	Meetings and Reunions in San Pedro page with information of interest to meeting planners and travel agents about resources for their events in the San Pedro/Harbor/Peninsula/Catalina areas
	Visit Los Angeles page with information of interest to visitors to the area
	Best Dining in San Pedro and the Peninsula page with information on restaurant offerings, specials, entertainment, and news
Twitter	@sanpedrocvb linked to Facebook pages with information on visiting the area, events, and special offers
Instagram	Photos showcasing San Pedro, the Harbor and Peninsula communities, and Catalina Island
Digg	Articles about the areas served by Visit San Pedro and its members

# Visit San Pedro Your Membership ROI

Sponsoring Visit San Pedro is not just paying dues; it's an investment in our area's only full multi-channel outreach program. And we're the only multi-channel outreach organization that offers person-to-person interaction and personal recommendations to your organization.

**Here are just a few of the features of membership for your comparison.**

Non-Partner Cost		Partner Cost
Literature distribution in San Pedro Visitors Center	\$25/month	Included in membership
Literature distribution on visiting cruise ships	Members Only	Included in membership
Page on <a href="http://www.VisitSanPedro.org">www.VisitSanPedro.org</a> with photos <small>*Limited to three photos for non-partners</small>	\$55/month*	Included in membership (unlimited photos)
Recommendations to your business for visitors to Visitors Center and at events	Members Only	Included in membership
Listing in San Pedro Visitors Guide	Members Only	Included in membership
Listing in Best Restaurants Guide	Members Only	Included in membership
Business referrals from incoming meetings	Members Only	Included in membership
Opportunity for bars and restaurants to host happy hours	Members Only	Included in membership
Lucky Cabin Number cruise passenger promotion	\$100/season	Included in membership
Special promotions, including neighborhood and for specific types of businesses	Members Only	Included in membership

479 W. 6th Street, Suite 101 San Pedro, CA 90731  
 310-729-9828 [info@VisitSanPedro.org](mailto:info@VisitSanPedro.org) [www.VisitSanPedro.org](http://www.VisitSanPedro.org)

# Visit San Pedro Sponsorship & Partnership Application

Date	
Company/Organization	
Official representative name	
Title	
Address	
City	
State	
ZIP	
Phone	
Mobile	
Email	
Web site	
Description of business/organization	
Category	

## Payment Information

Category	Contribution (per year)
Accommodations	
Hotels with meeting space	
Fewer than 100 rooms	
100 rooms or more	
Hotels with guest rooms only	
Bed & breakfast	
Attractions	
Cruise lines	
Meeting facilities	
Meeting services	
Religious and spiritual services	
Restaurants & caterers	
Retail	
Services (Professional, etc.)	
Transportation/Sightseeing	
Associates	
Individual/Family	
<b>SPONSORSHIPS</b>	
Commodore	\$1,800
Two-Star Admiral	\$2,500
Three-Star Admiral	\$5,000
Four-Star Admiral	\$10,000
Fleet Admiral	\$25,000
Amount	
Trade or credit amount <i>(specify type and amount)</i>	
Make checks payable to SoCal ETC	
Card number	Name on card
Expiration	Code number
Visit San Pedro representative name	



# Visit San Pedro Publications

## Publication Information & Advertising Rates

*San Pedro & Peninsula Visitor* is the monthly magazine produced by Visit San Pedro—The Tourism Authority of San Pedro and the Los Angeles Harbor and Palos Verdes Peninsula communities.

*San Pedro Visitor* is distributed in local hotels, restaurants, shops, at the Los Angeles World Cruise Terminal, and other locations throughout San Pedro, the Los Angeles Harbor and Palos Verdes Peninsula area, and Catalina Island. It is the only locally-produced visitor publication distributed directly to guests.

It is also available in an online edition.

2,500 hundred copies are distributed each month.

*San Pedro & Peninsula Visitor* includes feature articles about the area and its attractions, a calendar of events for the entire month, a restaurant guide, and The Directory, a classified guide to highly qualified businesses and services of interest to visitors.

The writing in San Pedro Visitor is bright and engaging, the photography vivid and creative.

<b>San Pedro and Peninsula Visitor Ad Sizes &amp; Rates</b>			
	1x	6x	12x
Full-page Bleed size 8 ½ inches wide x 11 inches high	700	560	525
Inside front cover Inside back cover	Reg. rate plus \$300 premium	Reg. rate plus \$300 premium	Reg. rate plus \$300 premium
Half page (horizontal only) 10 ½ inches wide x 4 inches high	375	300	275
Requested position	Reg. rate plus \$100 premium	Reg. rate plus \$100 premium	Reg. rate plus \$100 premium
Bottom banner ad 8 inches wide x 2 inches high	300	240	225
Business card 3 ½ inches wide x 2 inches high	100	80	75
Visit San Pedro Sponsors receive a 20% discount off the lowest applicable rate			

All rates are per insertion. Multiple insertion discounts available as noted. Multiple insertion discounts based on a contract. Non-fulfillment of contract insertions will result in previous insertions being billed at next applicable contract rate as appropriate. Special Sponsorship/Partnership-advertising combination rates and incentives may be available. Ad materials should be submitted in electronic camera-ready format (JPG, JPEG, PNG, or PDF) highest resolution available.

<b>San Pedro Visitor Guide</b>				
One ad available per month. 3 inches wide x 5 inches high	1 or 2x	3-6x	7-11x	12x
	\$275	\$250	\$200	\$150

Rate is per month. Visit San Pedro Partners and Sponsors receive 20% discount on lowest applicable rate.

**Visit San Pedro**

479 W. 6th Street, Suite 101 ■ San Pedro, CA 90731

310-729-9828 ■ info@VisitSanPedro.org ■ www.VisitSanPedro.org ■ membership@spcvb.com

# Family Fun Guide

One ad available per quarter. 3 inches wide x 5 inches high	1 or 2x	3-6x	7-11x	12x
	\$275	\$250	\$200	\$150

Rate is per month. Visit San Pedro Partners and Sponsors receive 20% discount on lowest applicable rate.

## Visit San Pedro Website

	1x	2x	6x	12x
Front page banner. 1350 px wide x 300 px high	\$375	\$325	\$275	\$225
Sidebar front page ad. 230 px wide x 210 px high	\$200	\$150	\$100	\$75
Sidebar all second pages* 230 px wide x 210 px high *Does not run on front page, but appears on all other pages	\$150	\$125	\$75	\$50

Rate is per month. Visit San Pedro Partners and Sponsors receive 20% discount on lowest applicable rate.

## Calendar of Events

	1x	2x	6x	12x
Banner ad. 8 inches wide x 2 inches high	\$150	\$100	\$75	\$50
Inline ad. 3 <sup>1/2</sup> inches wide x 1 inch high	\$25	\$20	\$15	\$10

## Visit San Pedro

479 W. 6th Street, Suite 101 ■ San Pedro, CA 90731  
 310-729-9828 ■ [info@VisitSanPedro.org](mailto:info@VisitSanPedro.org) ■ [www.VisitSanPedro.org](http://www.VisitSanPedro.org) ■ [membership@spcvb.com](mailto:membership@spcvb.com)

# Visit San Pedro Media Insertion Order

Advertiser representative name	
Advertiser company/organization name	
Address	
City/State/ZIP	
Phone	
Email	

Publication/Media	Size	Rate	Insertion Date(s)
San Pedro & Peninsula Visitor			
	Full page		
	Half-page horizontal		
	Half-page vertical		
	Quarter page		
	Bottom banner		
	Business card		
	Requested position surcharge		
San Pedro Visitor Guide	3 inches wide x 5 inches high		
Family Fun Guide	3 inches wide x 5 inches high		
Visit San Pedro Website			
	Front page banner		
	Front page sidebar		
	Second pages sidebar		
Calendar of Events			
	Banner		
	Inline		
Production fees			
Discount			
		<b>Total</b>	

Ad materials submitted in electronic camera-ready or scannable format. Ad design and production available at additional cost. Payment is due upon publication. Late payments will incur additional fees. Rates, including multiple insertion discounts, based on contract established by this order. Non-fulfillment of contracted number of insertions will result in previous insertions being billed at next applicable multi-insertion or single insertion rate as appropriate.

Signed \_\_\_\_\_ Date \_\_\_\_\_

By signing above I agree to the terms as specified on this insertion order and agree to pay the charges as billed. I certify that I am authorized by the advertiser to place this order and commit to payment for it.

Make checks payable to San Pedro CVB

**Visit San Pedro**

479 W. 6th Street, Suite 101 ■ San Pedro, CA 90731

310-729-9828 ■ info@VisitSanPedro.org ■ www.VisitSanPedro.org ■ membership@spcvb.com