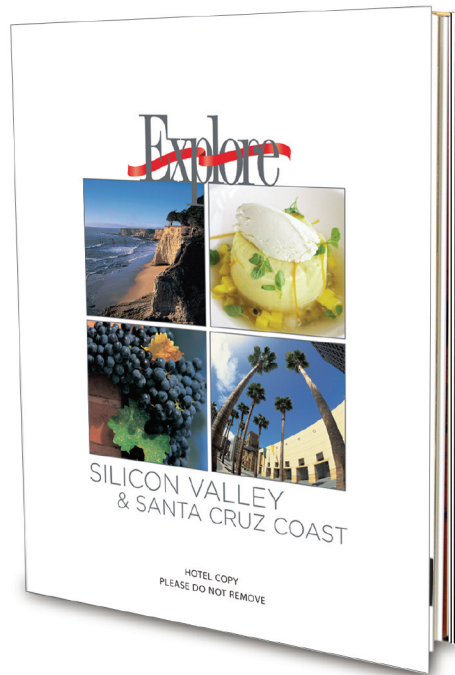


# EXPLORE SILICON VALLEY & SANTA CRUZ COAST



The Area's Definitive  
In-Room Visitor Guide

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MEDIA INFORMATION  
2009-2010 EDITION

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Published by



617 Veterans Blvd, Suite 213, Redwood City, CA 94063 • 650.366.6099  
[www.explorepublishing.com](http://www.explorepublishing.com)

# CONCEPT

Published annually, **Explore Silicon Valley** is featured in-room at virtually all leading accommodations throughout Santa Clara and Santa Cruz Counties, reaching a key market that spends over \$3 billion in the local economy each year.

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Visitors eat virtually all their meals in quality restaurants, rank shopping as their #1 activity, and enjoy cultural and outdoor recreation.

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## MARKET

**Explore Silicon Valley** reaches 1.75 million visitors who comprise the most upscale segment of a market that spends over \$800 million annually on dining and \$600 million on shopping in Santa Clara County alone, plus another \$500 million per year on other recreation.

## QUALITY

Its elegant, hard cover binding, attractive design, beautiful photography and comprehensive editorial coverage set **Explore** apart from any other local visitor publication.

## EDITORIAL

**Explore Silicon Valley** blends advertising and editorial copy into attractive, easy-to-use sections featuring the best in dining, shopping, entertainment, events, wineries, sports and places of interest.

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**Explore Silicon Valley** is the area's most distinctive visitor guide.

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## YEAR-ROUND EFFECTIVENESS

Quality, durability, and helpful, well-presented information ensure **Explore**'s year-round use as a valuable visitors' resource guide. Hotels are furnished with a reserve supply of extra copies so that **Explore** is always displayed in all rooms.

## AFFORDABLE AD RATES

**Explore**'s advertising rates offer tremendous value. A full page color ad costs just 58¢ per room per year, or just 26¢ per room for a 1/3 page color ad. Based on occupancy rates, length of stay, and average number of guests per room, **Explore Silicon Valley** reaches 1.75 million visitors a year.

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Published annually since 1998, **Explore** has a reputation for excellence.

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## ADDED VALUE

Advertisers receive a **complimentary editorial listing** of up to 100 words under their business category as well as a **free listing on our website** ([www.explorepublishing.com](http://www.explorepublishing.com)), providing a link to their website. Advertisers with an ad 1/3 page or larger also receive a free listing with up to 25 words of description in our monthly visitor guide, *Discover Silicon Valley*.

Explore Publishing, Inc. produces high quality guides for Silicon Valley and the San Francisco Peninsula. Visitor publications include **Explore Silicon Valley** and **Explore the Peninsula**, two elegant, hard-bound, annual guides featured to guests in rooms at the area's leading hotels, as well as **Discover Silicon Valley**, the area's leading monthly visitor guide since 1975, distributed at the front desks of virtually every hotel and motel from South San Francisco through San Jose.

**Explore Silicon Valley** is displayed in more than 11,000 guest rooms at over 55 leading hotels, resorts, and conference centers in Silicon Valley (San Jose, Santa Clara and Sunnyvale through Saratoga and Los Gatos) as well as on the Santa Cruz County Coast.

The following hotels feature **Explore Silicon Valley** as a guest amenity in their rooms:

## SILICON VALLEY

Adlon Hotel, San Jose  
Beverly Heritage Hotel, Milpitas  
Biltmore Hotel & Suites, Santa Clara  
The Bristol Hotel, Campbell  
Clarion Hotel, San Jose Airport  
Country Inn & Suites, Sunnyvale  
Courtyard by Marriott, San Jose  
Crowne Plaza San Jose  
Crowne Plaza Silicon Valley  
Cypress Hotel, Cupertino  
Dolce Hayes Conference Center, San Jose  
Doubletree, San Jose  
Embassy Suites, Milpitas  
Embassy Suites, Santa Clara  
Fairmont San Jose  
Fremont Marriott  
Hilton, Newark-Fremont  
Hilton Garden Inn, Cupertino  
Hilton Garden Inn, Gilroy  
Hilton San Jose & Towers  
Hilton Santa Clara  
Holiday Inn, San Jose  
Hotel Avante, Mountain View  
Hotel De Anza, San Jose

Hotel Los Gatos  
Hotel Montgomery, San Jose  
Hotel Valencia, San Jose  
Hyatt Regency, Santa Clara  
Inn at Morgan Hill  
Inn at Saratoga  
La Hacienda, Los Gatos  
Los Gatos Garden Inn  
Marriott San Jose  
Marriott Santa Clara  
Moorpark Hotel, San Jose  
Plaza Suites, Santa Clara  
Pruneyard Inn, Campbell  
Ramada Inn Silicon Valley  
Sainte Claire Hotel, San Jose  
Saratoga Oaks Lodge  
Sheraton San Jose  
Sheraton, Sunnyvale  
Staybridge Suites, San Jose  
Staybridge Suites, Sunnyvale  
The Toll House, Los Gatos  
Wild Palms Hotel, Sunnyvale  
Woodcrest Hotel, Santa Clara  
Wyndham Hotel, San Jose

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**Explore Silicon Valley** is available year-round in the rooms of the area's leading hotels.

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**Explore** reaches **1.75 million visitors** each year.

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**Explore** reaches upscale hotel guests in the relaxed privacy of their rooms, while they are planning their activities.

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## SANTA CRUZ COUNTY

Babbling Brook Inn, Santa Cruz  
Best Western Seacliff Inn, Aptos  
Chaminade at Santa Cruz  
Coast Santa Cruz Hotel

Inn at Depot Hill, Capitola  
Inn at Pasatiempo, Santa Cruz  
Hilton at Scott's Valley  
Seascape Resort, Aptos

The above list represents 2008-2009 distribution. Distribution is subject to change.

# DISTRIBUTION