



SHOP DINE PLAY



TheTech
museum of innovation

201

SILICON VALLEY & SANTA CRUZ COAST



MEDIA INFORMATION
2012 EDITION

NEW IN 2012: Expanded online dimensions bring greater internet impact!

www.shopdineplay.net,

a comprehensive and greatly enhanced new interactive website, will be launched in January, coinciding with Explore's publication date.

In addition to informative website listings, **advertisers will be able to post direct response promotions** which can be updated monthly.

QR codes, scannable by smartphones and placed in Shopping, Dining, Attractions and other key sections of Explore, will link readers to advertiser's timely coupons or other special promotions.

These services will all be free, offering advertisers the opportunity to **reach Explore's 1.75 million readers via both print and the internet,** while also reaching a wider online audience in general.

More online options.

Further detailed individual listings, as well as display ads on our website, will be available at a modest cost.

KEY POINTS

1

Explore **Silicon Valley & Santa Cruz Coast**, the area's definitive visitor guide since 1998, is featured year-round in **over 12,000 rooms** at leading hotels and resorts throughout Silicon Valley, as well as on the Santa Cruz Coast.

2

Ads in **Explore** reach **1.75 million affluent potential customers** in the relaxed privacy of their rooms, while they decide where to go and what to do.

3

Silicon Valley hotel guests are primarily high-income visitors who **eat virtually all their meals in restaurants and rank shopping as their #1 activity.**

4

Surveys by the State of California show that **visitors to this area spend over \$1.5 billion a year on dining, \$1 billion on shopping, and \$900 million on other recreation**—too big a market to ignore.

5

Ads 1/3 page or larger include a **free listing for a year in Discover Silicon Valley**, the area's leading visitor guide for over 35 years, with 30,000 copies distributed monthly.

6

Explore's **hardcover binding, elegant design, beautiful photography and comprehensive editorial** set it apart from any other local visitor publication.

Explore Publishing, Inc. produces high-quality visitor guides for Silicon Valley and the San Francisco Peninsula. Publications include *Explore Silicon Valley* and *Explore the Peninsula*, two hard-bound, annual guides displayed 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 lodging facilities from San Jose through South San Francisco.

DISTRIBUTION

Explore Silicon Valley & Santa Cruz Coast is displayed throughout the year in over 12,000 guest rooms at virtually all hotels in San Jose, Santa Clara, Sunnyvale, Campbell, Los Gatos and Saratoga, as well as on the Santa Cruz coast. The hotels, inns and B&Bs listed below feature *Explore* as an amenity in their rooms:

SILICON VALLEY

Beverly Heritage Hotel, Milpitas
Biltmore Hotel, Santa Clara
Bristol Hotel, Campbell
Campbell Inn, Campbell
Convention Plaza Hotel, San Jose
Country Inn & Suites, Sunnyvale
Courtyard Marriott, Campbell
Crowne Plaza San Jose
Cupertino Inn, Cupertino
Cypress Hotel, Cupertino
Dolce Hayes Mansion, San Jose
Doubletree by Hilton, San Jose
Embassy Suites, Milpitas
Embassy Suites, Santa Clara
Fairmont San Jose
Four Points by Sheraton, San Jose
Fremont Marriott, Fremont
Grand Hotel, Sunnyvale
Hilton, Newark-Fremont
Hilton Garden Inn, Cupertino
Hilton San Jose
Hilton Santa Clara
Hotel Avante, Mountain View
Hotel De Anza, San Jose

Hotel Los Gatos
Hotel Valencia, San Jose
Hyatt Regency, Santa Clara
Inn at Saratoga
La Hacienda Inn, Los Gatos
Los Gatos Garden Inn
Marriott San Jose
Marriott Santa Clara
Moorpark Hotel, San Jose
Plaza Suites, Santa Clara
Pruneyard Plaza Hotel, Campbell
Ramada Inn, Morgan Hill
Ramada Inn, Silicon Valley
Sainte Claire Hotel, San Jose
San Jose Airport Garden Hotel
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

SANTA CRUZ COAST

Babbling Brook Inn, Santa Cruz
Best Western Seacliff Inn, Aptos
Chaminade Resort, Santa Cruz
Santa Cruz Dream Inn
Inn at Depot Hill, Capitola
Inn at Pasatiempo, Santa Cruz
Hilton Santa Cruz at Scott's Valley
Seascape Beach Resort, Aptos

THE ABOVE LIST REPRESENTS 2011 DISTRIBUTION AND MAY BE SUBJECT TO CHANGE.

**Explore:
Excellent distribution.
Maximum value.**

Explore promotes your business to a huge audience whose high income and active participation in local shopping, dining and recreation make them ideal new customers. No other local advertising medium targets such a large audience as cost-effectively as **Explore**, creating maximum value for your advertising dollars.

Explore's quality and content set it apart from any other local visitor publication. **Explore** blends advertising and editorial into attractive, informative sections featuring the best in dining, shopping, attractions, wineries, events, entertainment and recreation.



**Explore 2012:
Same high quality.
New cover design.
More oomph.**

A dramatic new cover design will highlight **Shop.Dine.Play** to tie in with our website.