



Web & Traveler's Guide Combo Listing Form: Attractions/Relocation/Retail

To include your business in the Activities/Things to Do section of the Official Santa Cruz County Traveler's Guide and also online at santacruz.org, please complete this form as you would like your information to appear, and return it to the CVC office by mail or fax.

If you would like more information on how to gain greater exposure for your listing, please contact the CVC's Cooperative Marketing Director at 831.429.7281 ext.103.

The CVC reserves the right to edit for style, length and consistency. This program is available to individual businesses located within Santa Cruz County.

<i>Office Use Only</i>	
_____	Payment Received
_____	DA
_____	Web Only

Contact Information (please print or type)

The following information is for CVC use only and will not be published.

Today's Date: _____

Contact Name: _____ Title: _____
 Mailing Address: _____
 City: _____ State: _____ Zip: _____
 Contact Phone: _____ Alt. Phone: _____ Fax: _____
 Contact Email: _____

Listing Information (please print or type)

The following information will be included in your listing.

Company Name: _____
 Street Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Alt. Phone: _____
 Website: _____

Internet Access (Select all that apply):

<input type="checkbox"/>	Internet Access
<input type="checkbox"/>	FREE Internet Access
<input type="checkbox"/>	Wi-Fi
<input type="checkbox"/>	FREE Wi-Fi

Days/Hours of Business: _____

My business is: ____ For profit ____ Non profit My business markets to groups: ____ Yes ____ No

Description - Limit 200 characters (approx. 30 words). The CVC reserves the right to edit for style, length and consistency.

Categories (Select all that apply):

<input type="checkbox"/> Air Sports	<input type="checkbox"/> Dog Parks and Beaches	<input type="checkbox"/> Misc. Shopping	<input type="checkbox"/> Pools	<input type="checkbox"/> Sporting Goods
<input type="checkbox"/> Beaches	<input type="checkbox"/> Emergency Services	<input type="checkbox"/> Motor Sports	<input type="checkbox"/> Real Estate	<input type="checkbox"/> Standup Paddleboard
<input type="checkbox"/> Bicycling	<input type="checkbox"/> Farmers Markets	<input type="checkbox"/> Museums	<input type="checkbox"/> Relocation	<input type="checkbox"/> Surfing
<input type="checkbox"/> Billiards - Pool	<input type="checkbox"/> Farms and Ranches	<input type="checkbox"/> Night Clubs	<input type="checkbox"/> Reserves	<input type="checkbox"/> Tennis
<input type="checkbox"/> Bird Watching	<input type="checkbox"/> Fishing	<input type="checkbox"/> Parasailing	<input type="checkbox"/> Shopping Area	<input type="checkbox"/> Tours
<input type="checkbox"/> Boating /Sailing	<input type="checkbox"/> Galleries: Non-Profit	<input type="checkbox"/> Park Agencies	<input type="checkbox"/> Skate Boarding	<input type="checkbox"/> Transportation
<input type="checkbox"/> Bowling	<input type="checkbox"/> Galleries: Retail	<input type="checkbox"/> Parking Information	<input type="checkbox"/> Skating	<input type="checkbox"/> Weather and Road Information
<input type="checkbox"/> Childcare	<input type="checkbox"/> Golf	<input type="checkbox"/> Parks	<input type="checkbox"/> Skydiving	<input type="checkbox"/> Whale Watching
<input type="checkbox"/> Climbing	<input type="checkbox"/> Horseback Riding	<input type="checkbox"/> Performing Arts	<input type="checkbox"/> Soccer	<input type="checkbox"/> Wildlife Watch
<input type="checkbox"/> Clothing	<input type="checkbox"/> Information Locations	<input type="checkbox"/> Pet Kennels	<input type="checkbox"/> Spas	<input type="checkbox"/> Wineries & Tasting Rooms
<input type="checkbox"/> Disc Golf	<input type="checkbox"/> Kayaking	<input type="checkbox"/> Points of Interest	<input type="checkbox"/> Specialty Gifts	<input type="checkbox"/> Yoga

X Authorized Signature (both pages must be signed) _____

Payment Information

Photo-enhanced listing in Traveler's Guide and santacruz.org website (fee for non-Display Advertisers)
Note: all web listings include hyperlink to your site.

Photo-enhanced Listing: \$425

Business Association Listing: \$995

Display Advertiser Listing: FREE

Display Advertisers check here for your FREE listing in Traveler's Guide and santacruz.org website

Payment Method: Credit Card Check

Display advertisers receive a website and Traveler's Guide Combo listing free with their paid ad. If you would like to consider a display ad, please call Gary Green, Cooperative Marketing Director, at 831.429.7281 ext.103.

If paying by credit card, please provide your credit card information and mail or fax this form to 831.427.4407. If paying by check, please make your check payable to "SCCCVC" and remit to 303 Water Street, Suite 100, Santa Cruz, CA 95060.

No cancellations for contracted advertising space will be accepted after 30 days preceding contract deadline in any given year. All cancellations must be received *in writing* by that date, and must be confirmed *in writing* by the CVC before taking effect.

Please note it is CVC's policy to seek damages for payments due. If the CVC proceeds in the collection process through small claims court a \$350.00 additional late-pay processing and service fee will also be applied in addition to any other late fees and reimbursement of all court costs.

Credit Card Type: Visa MasterCard Discover

Billing Address: _____

Credit Card Number: _____

Expiration Date: _____ Security Code: _____

Print Name as it appears on card: _____

Signature: _____

Important Advertiser Information

> Up to five photos may be included in your listing. If submitting new photos, they must be sent as a .jpg at 72 pixels per inch. Size should be 640 x 480 pixels (horizontal). The CVC may crop your photo for better viewing online. We recommend clear, simple images. Please email your photo to blabreche@santacruz.org and include your company name as listed on this form.

> The CVC reserves the right to edit for style, length and consistency. Photos and listing information may be used to promote Santa Cruz County on other qualified websites.

> Unless you are a display advertiser, your free listing is not guaranteed placement in the Traveler's Guide or on santacruz.org. However, priority may be given to those who provide reciprocal links to santacruz.org. Go to www.santacruz.org/partners/link-building.php or call 831.429.7281 ext. 103 to learn more.

> As a benefit for our display advertisers you may be contacted by the CVC for brochures, availability information (lodging only) or to receive a weekly event flyer. These services are provided free of charge to paid display advertisers.

> The CVC limits liability for any errors to the cost of the actual space occupied by the error. All ads are subject to approval by the CVC. By placing an advertisement, the advertiser represents that they have authorization for use of materials and artwork supplied for the advertisement. In addition, the advertiser confirms that the information provided to the CVC which will appear in their ad or listing is accurate and assumes all responsibility for its content. The CVC will not be liable for any loss or liability resulting from the use of unauthorized materials, misrepresentation or inaccuracies on the part of the advertiser.

I have read and agree to the conditions above.

X Authorized Signature (both pages must be signed) _____

CVC Salesperson's Signature _____

For office use only:

Fee Confirmation by SCCCVC Operations Director: _____

Duration of Contract: Start Date _____ End Date _____