

OLD TOWN TROLLEY TOURS. of SAN DIEGO

ADVERTISING & MEDIA GUIDE



BROCHURE MAP ADVERTISING | INTERIOR SIGNS | VEHICLE WRAPS

AMERICA'S LARGEST SIGHTSEEING COMPANY

TROLLEYTOURS.COM



Free Map Advertising

Contract Duration: 12 Month

Distribution:

- Personally handed out to all guests aboard the Old Town Trolley, San Diego SEAL, and Ghost & Gravestones Tours
- FREE MAP and Brochure displayed at the San Diego Visitor Information Center
- Distributed through in over 300 locations in the greater San Diego County

BONUS:

- Four Complimentary Historic Tours of America tour tickets.
- Your business listed on **www.trolleytours.com**, on things to see on our tour route.
- Multiple ad sizes to choose from.
- Locator dot on the map.

Call for Pricing on Map Rates and Options which includes placement on map used for:

San Diego SEAL Tours
Ghost & Gravestones Tours

Trolley Map
(Depending on Size and Placement)

Back Cover, Full Page

 **OLD TOWN TROLLEY TOURS®**

FREE MAP

SAN DIEGO

ATTRACTIONS | TOURS | SHOPPING | COUPONS



(619) 378-4600

TrolleyTours.com

Presented by Historic Tours of America®





Map Inside

Metro Side

***All art production is at the client's expense. Please inquire about inhouse cost.**

Discounts are available in conjunction with other Historic Tours of America advertisement opportunities.

Vehicle Back Wraps



THINK BIG and make an impact with Old Town Trolley Tours® moving messages. The Old Town Trolleys tour travels the entire metro area including high visibility areas as the where they are seen by tourists and locals. Cut through the clutter in advertising and stand out among the best.

Old Town Trolley Tours is everywhere you want your message to be!

Standard Back Wrap*

up to 30 days \$800/per vehicle
up to 182 days \$4,200/per vehicle

Standard Full Wrap*

Call for Pricing and Availability



Backwrap Examples

***All art production is at the client's expense. Including manufacture, installation, and removal are an additional charge. A deposit is required to hold space. All terms will be outlined in the contract.**

Our Specs 2019-2020

FREE MAP ADVERTISEMENT	WIDTH	HEIGHT
Space A	3.75"	2.75"
Space B	3.75"	3.875"
Space C	3.75"	5.75"
Space D	3.75"	8.75"

TROLLEY BACK WRAPS

Please call for details



FILE TRANSFER

E-MAIL: Ads can be submitted via e-mail to the following address: **erika@blackdogadvertising.com**
Please keep in mind that our e-mail system can only accept files that are less than 10MB.

DROPBOX For files that are larger than 10MB, you can send it via dropbox.com. Her account reflect our emails above.

MEDIA MATERIALS:

Blackdog Advertising
8771 SW 129th Terrace, Miami, FL 33176
305-253-8388

AD SUBMISSIONS

- Preferred format for camera-ready ad submission is a PDF/X-la.
- InStudio, Quark, Photoshop, Illustrator files also accepted.
- Files must be CMYK and have a resolution of 300 dpi or higher.
- All fonts must be embedded.

Although we do our best to ensure color accuracy, Historic Tours of America is not responsible for incorrect output of color or the color correcting of ads if a color-match proof is not provided.

CREATIVE SERVICES

Historic Tours of America's out of house advertising agency, Blackdog Advertising will provide professional and creative ad design assistance, layout, typesetting, and preparation of electronic files to display advertisers. Photo images must be at least 300dpi. They accept the following formats: .tif, .eps and .jpg. Images from the Web or embedded in a Word document will no be accepted. Photographs to be scanned. Production fees vary and will be directly paid to them directly.

**ALL ARTWORK MUST BE APPROVED
BY HISTORIC TOURS OF AMERICA**

Contact Us

NICOLETTA MEO COOK

Advertising Sales Coordinator

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Make Checks Payable to:

Old Town Trolley Tours of San Diego