



2010 California State Visitor's Guide FAQs

Frequently Asked Questions

If you haven't been receiving *California Official State Visitor's Guide*™ notices, your spam or junk filters may have blocked CLIA from the "allowed senders" list. Please add "@clia.org" to your allowed domain names.

Ready to Create Your *California State Visitor's Guide* Discounted Listing?
CLICK HERE!

The information below is provided by **Sunset Magazine**,
the publisher of the 2010 *California Official State Visitor's Guide*™.

What is a *California Official Visitor's Guide*™ listing?

A listing is a small piece of information about a California destination, attraction, lodging or other business within the tourism industry. These listings are included in the regional sections of the *California Official State Visitor's Guide*™ (CVG), organized by city. Sunset Magazine publishes the *California Official State Visitor's Guide*™ for the California Trade & Tourism Commission (CTTC). CLIA offers members a **discounted** CVG listing rate.

What type of information needs to be entered?

We need four kinds of information from you to create a listing:

- 1) Your contact name & email address
- 2) Your company name
- 3) The industry that your listing is in (e.g. Shopping, Lodging, etc.)
- 4) The listing content and copy, including the city (which is required).

After entering the above information, you need to review and authorize the listing.

How much do I have to pay for the listing?

You can purchase a listing through CLIA for \$395.00. Payment instructions are provided on the invoice that is automatically created after your listing is created.

To create a listing, click on the link below and then click "**Start a Listing**" on the left navigation bar.

<https://clia.cavisitorsguide.com>

What is the character limitation?

The character limitation of an enhanced listing is 206 characters.

What exactly is included in the 206 characters?

- We don't include: the listing name or city in the 206 character count.
- We do include: street address, phone number(s), fax, e-mail, website URL and promotional copy.

How could I possibly fit the street address, phone numbers, fax number, email, URL and copy into 206 characters?

You don't need to. It isn't necessary to include all of those contact methods. Most people now include the URL, because that will lead consumers to a place where they can find everything online. Thanks to having the URL in the listing, most of our customers do not believe it is necessary to include the fax number, or even the email address in their listings. This saves space they can use for promotional copy.

Why is there a character limitation?

We maintain a limit of 206 characters because we print hundreds of listings in the printed guide. So we have to have a maximum. 206 has traditionally been a good amount to have enough space to convey important information like URL and address, and some descriptive copy.

I wrote my copy, and tried to save the listing but it didn't work. What happened?

There are two common reasons for this:

- 1) You didn't enter all the required fields, or
- 2) you entered more than 206 characters.

What happens if I have already entered a listing and received a confirmation, and then want to change the copy?

There are two ways you could update your copy:

- 1) Send the change via e-mail to ctm@sunset.com. Be sure to reference the order #, and be sure not to go above 206 characters (excluding listing name and city) in your revision.
- 2) You could create a new listing. If we see that the exact same company name has more than one listing, we will take the copy from the last listing that was entered.

When will my listing be viewable on visitcalifornia.com?

Sunset sends the listings to California Travel & Tourism Commission (CTTC) in late December. Then CTTC updates their website in early January. Once CTTC has the listings, any changes you need to make to your listing can be done through CTTC. You can contact CTTC regarding the online listings at this e-mail address: web@visitcalifornia.com. Another option for making a change to your listing is to go online to CTTC's content submission tool and specify a change to your content. <http://tourism.visitcalifornia.com/B2B/CSR/default.aspx>.

If you have any questions or need help creating a listing, please e-mail the team at *Sunset*. For support and administration regarding using this site, please contact our administrative office.

E-mail: ctm@sunset.com Phone: 650-324-5680

California Official State Visitor's Guide™ Sales Reps

Sunset Sales Reps for California Visitor's Guide

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Regions: Deserts, Inland Empire (excluding Lake Arrowhead and Big Bear), San Diego County, Orange Country

To view the rate card on advertising opportunities in CTTC publications, [click here](#).

CLIA Contact

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