



**CO-OP ADVERTISING/MARKETING OPPORTUNITIES
FOR SAN JUAN CAPISTRANO MERCHANTS ONLY**

Marketing Vehicle	Audience	Details and Donation Cost
<p>Today Map coupon advertisement</p> <p>*ideal for restaurants</p>	<p>Daily Visitors</p>	<p>Premium advertisement opportunity, feature only one merchant on the back with a coupon.</p> <p>\$995 per 5,000 maps</p>
<p>Tour Email</p>	<p>Approximately 200 qualified tour companies</p>	<p>Leader board advertisement linking to your web site</p> <p>\$50 per email</p>
<p>General Email</p>	<p>Approximately 10,000 contacts</p>	<p>Leader board advertisement linking to your web site</p> <p>\$100 per email</p>
<p>Members Email</p>	<p>Approximately 3,000 Members of Mission Preservation Society</p>	<p>Leader board advertisement linking to your web site</p> <p>\$100 per email</p>

Teachers Email	Approximately 300 teachers	Leader board advertisement linking to your web site \$50 per email
Concierge Email	Approximately 100 concierge contacts in Orange County, Los Angeles and San Diego	Leader board advertisement linking to your web site \$50 per email
Direct Mail to Memberships	Approximately 3,500 Members of Mission Preservation Society	Feature a coupon in Newsletter \$300
Ticket Backs	Visitors	Feature a coupon on the back of the tickets \$600 per 16,000