

Our Mission

To increase the overall exposure of our communities as quality tourist destinations and to provide an attractive, effective communication medium for those communities and their businesses to reach visitors.

The "Discovering Destinations" Series: Discover Northern California's Hidden Treasures!

Tentative Launch Communities

- San Jose Downtown
- Paso Robles Wine Country
- The Tiburon Peninsula

Publication Features

Our travel guidebooks are beautiful, souvenir-quality guides published quarterly and offered free of charge to visitors and potential visitors of our selected communities. In addition to professional photography, full-color maps and fascinating historical and current event highlights, each community's guidebook contains some or all of the following features:

Calendar

Complete, descriptive listing of all community events. Highlights and special features, as well as coverage of past events, may be included occasionally.

How to Get There

Directions and public transportation schedules.

The Story

Maps, photographs, and editorial highlighting historical points of interest. Guides to museums and landmarks.

Where to Eat

Culinary experiences, menus and reviews in and around the community. Periodic editorial highlights.

Where to Taste

For wine country communities: List of wineries and tasting rooms with map locations.

Where to Shop

Descriptive list of shops, boutiques, and art galleries with map locations.

Where to Sleep

Hotels, motels, and bed-and-breakfasts in and around the community. List of amenities and price ranges for each.

Where to Play

Golf resorts and greens, and lists of features and attractions provided by each. Coverage of theaters, clubs, bars, and a full guide to the community nightlife if applicable.

Where to Explore

Maps and guides to hiking trails, bike routes, and local excursions.

Jason Melendez, Editorial Director
Crystal Melendez, Photography and Graphics Director

Bay Area natives Jason and Crystal Melendez founded Mediasoft Technologies, Inc. in 2004 in order to pool their diverse technical and design experience into the foundation of a profitable information services company.

Jason has written and edited for newspapers, magazines, and online articles. His degree in biotechnology from Santa Clara University, undergraduate work in journalism, and graduate work in Computer Science at San Jose State University illustrate his diverse skills and interests.

Crystal is experienced in web design, graphical user interface development, and publishing for the web. After obtaining her degree in MIS from San Jose State University, she pursued a career in corporate web development and online interface design. Always passionate in the arts and photography, she has an eye for design and joined the world of independent publishing to explore a more innovative, artistic form of development.

In 2005, under the guidance of Jason and Crystal Melendez, Mediasoft Technologies, Inc. produced its first major web-based information service: WedShare.com, a wedding planning and website-creation resource. As WedShare.com grew more popular, Jason and Crystal saw a need for information distribution about online wedding planning and resources. They organized a group of talented writers, photographers, and graphics design professionals to form Mediasoft Press, an independent publishing group and an imprint of their parent corporation. The goal: production of stylish, informative books and magazines covering the topics of wedding planning, travel, and technical development.

Jason and Crystal are excited about the progress that their new publishing company has made in less than a year. They currently have two books going to press in September, with publication dates set for January 2006. Their first, "How to e- Plan Your Wedding: the Complete Guide to Managing It All Online...Faster, Easier, and Smarter" (ISBN 1-933457-00-7) is a compilation of the knowledge and experience gained during the development of WedShare.com.

Their next task is a series of travel guidebooks highlighting lesser-covered tourist destinations that the group has discovered and fallen in love with. These guides are to be produced as semi-annual or quarterly full-color, souvenir quality publications. All books and publications will have corresponding websites, enabling the latest information and resources to be available to their readers.

Jason and Crystal Melendez manage projects from their San Jose, CA office, although their small company includes California residents from Los Angeles to Marin.

General

The California "Discovering Destinations" series is directed to all visitors of each community and their surrounding communities. The precise extent depends on demographics and our market analysis of each destination, but in general terms where the tourists and travelers go, our guidebooks go as well. As each publication's advertising base grows, so does its distribution. Information on each individual publication's distribution and advertising rates is available on informative rate cards, which may be obtained via the contact information below.

Every community has prime distribution areas; in general, guidebooks are available at the following locations:

- Convenience stores
- The Chamber of Commerce
- The visitor or welcome center, if any
- Real estate offices
- Restaurants
- Hotels, motels, bed-and-breakfasts: to be placed in every room
- Places of business of our advertisers
- Banks: to be included in their newcomer kits
- Savings and loans: to be included in their newcomer kits
- Mass transit locations (airports, car rental agencies, etc.)
- Service stations
- Gift shops, souvenir shops, newsstands, bookstores, and other retail outlets

Internet

Each publication has its own professionally designed website (i.e. sjGuidebook.com or TiburonGuidebook.com), which contains the same content, photography, maps, editorials and advertisements as the print version. The print version of the current issue is also downloadable in .pdf format.

The websites are promoted to all major search engines and are linked from the publisher's website, mediasoftpress.com. In addition, each publication's website is promoted to online travel and destination sites.

Ad Material Submissions

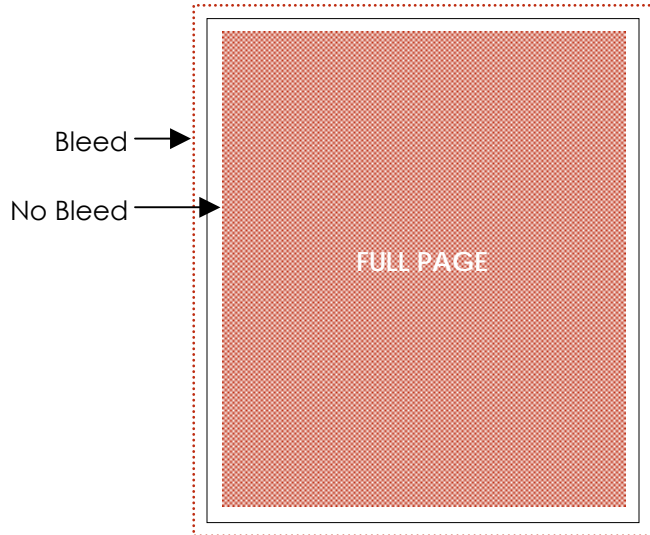
Electronic submissions are preferred. We accept PDF format, QuarkXPress, Adobe InDesign, Photoshop, and Illustrator. Resolution of digital files must be 300 dpi or better.

Submit your materials to:

Email ads@mediasoftpress.com

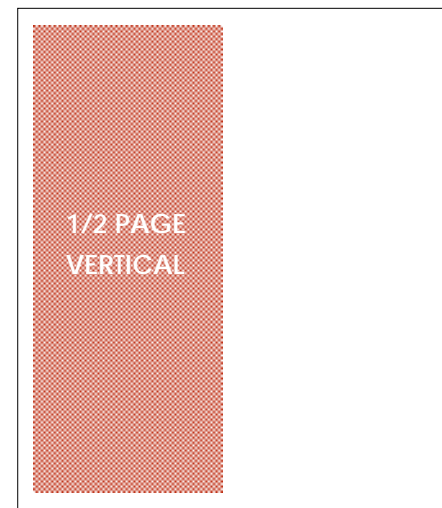
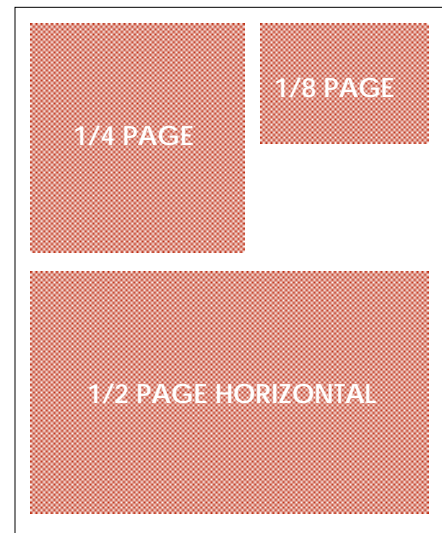
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Post Office Box 610487
San Jose, CA 95161-0487



Ad Sizes

	width x height
Full Page Bleed	6 x 9
Full Page, No Bleed	4 ¾ x 7 ¾
Spread	Two full pages with crossovers
½ Page Horizontal	4 ¾ x 3 ⅞
½ Page Vertical	2 ¼ x 7 ¾
¼ Page	2 ¼ x 3 ⅞
⅛ Page	2 ¼ x 1 ¾



Publication Specs

Trim size: 5 ½ x 8 ½

Text stock: 60 lb. enameled

Cover stock: 100 lb. enameled

Color: full color throughout

Binding Method: saddle-stitched

To request advertising rates, contact the publisher at ads@mediasoftpress.com.