



hello
CAMBRIA
MEDIA KIT
2026



Kaleidoscope Coast

TABLE OF CONTENTS

Welcome Note page 03

Overview page 04

Our audience page 06

Our content page 08

Advertising rates page 10

Contact page 15



WELCOME!

We're grateful for the support of readers, local partners, and community members who help make this site possible. Together, we've built a growing resource that highlights local events, experiences, and stories that reflect the heart of Cambria.

As HelloCambria continues to grow, our focus remains the same. Share what's happening here, support the people who make this town special, and help locals and visitors connect more meaningfully with the community.

Travis Ford

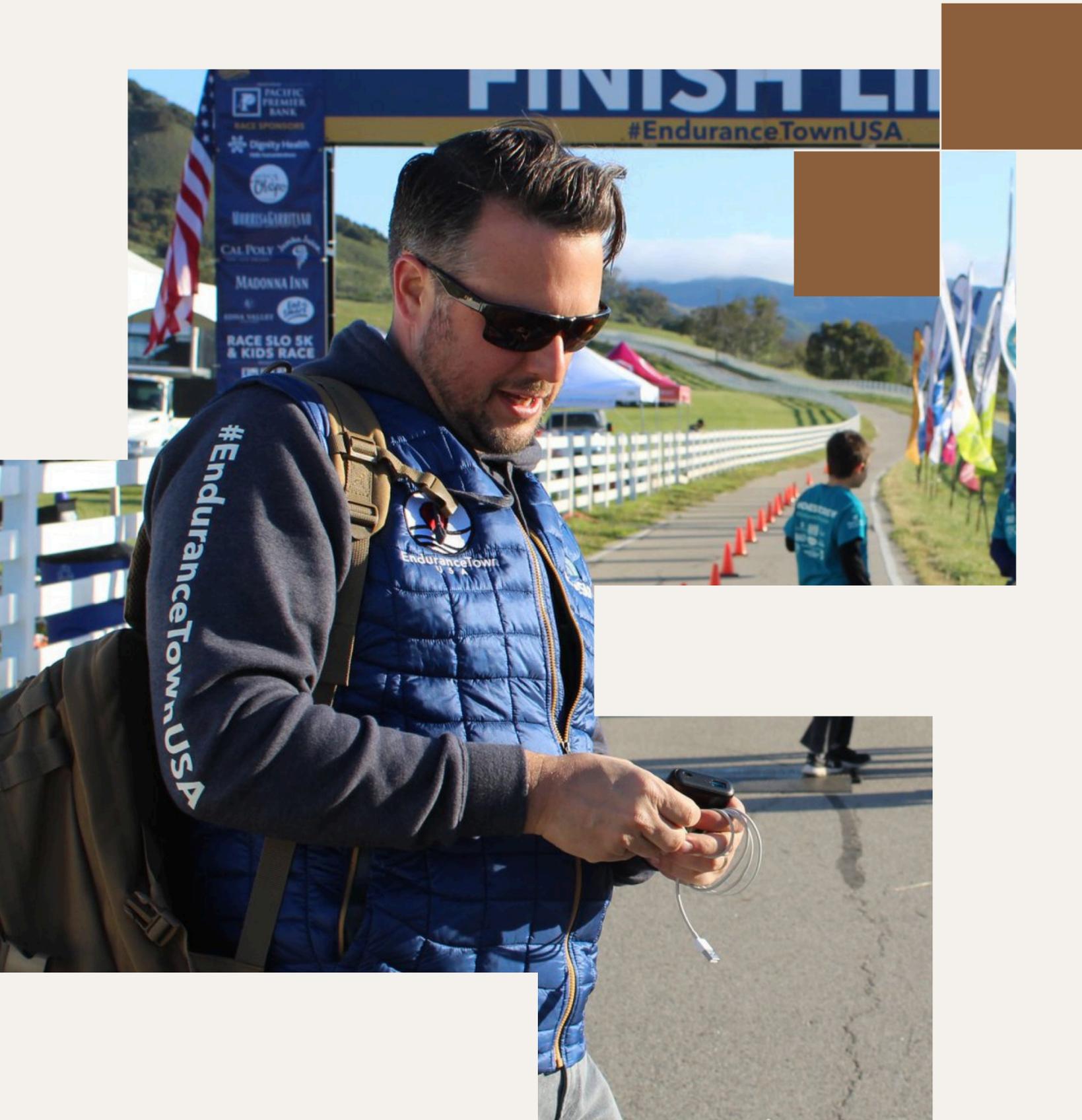
Chief Executive Officer

OVERVIEW

HelloCambria.com is a new local events and lifestyle site focused on celebrating Cambria, California.

We highlight community events, local experiences, and stories that help visitors and residents connect with what's happening around town. As the site grows, our mission stays the same. Support local voices and make Cambria easier to explore.





OUR VISION

Be the go-to place for discovering Cambria.

We aim to be a trusted, one-stop resource for locals, regional visitors, and travelers from near and far, making it easy to find events, experiences, and stories that reflect the real rhythm of life in Cambria.

OUR MISSION

Connect people who love Cambria with the businesses, organizations, and creators who make this community so special.

Through local events, thoughtful storytelling, and accessible information, we help strengthen community connections and support the people who bring Cambria to life.

OUR AUDIENCE



Locals & Community Members

Full-time and part-time residents who care deeply about Cambria. They're looking for things to do, places to gather, ways to support local businesses, and events that bring the community together year-round.



Regional & Coastal Visitors

Travelers from across the Central Coast and California who visit Cambria regularly. They come for weekends, special events, live music, food, wine, and seasonal experiences, and they actively plan before they arrive.



Destination Travelers

Out-of-area visitors discovering Cambria for the first time or returning for a longer stay. They rely on HelloCambria to find can't-miss events, trusted local recommendations, and experiences that feel authentic, not touristy.



**TRUSTED VISIBILITY
WHERE CAMBRIA
COMES TO LIFE**

OUR CONTENT



Event Promotion

Featured placement for special events on the HelloCambria calendar, including homepage visibility and increased discovery by both locals and visitors planning their time in Cambria.



Display Advertising

High-visibility banner placements across HelloCambria.com, positioned alongside trusted editorial content and event listings to keep your business top of mind while readers explore.



Sponsored Content

Thoughtfully written sponsored features that tell your story, highlight your business, or promote a key moment, designed to feel natural, useful, and aligned with the HelloCambria voice.

ADVERTISING THAT FITS CAMBRIA

Our advertising is intentionally simple. We focus on visibility that feels natural, limit inventory to protect value, and offer clear options that work for small, locally owned businesses.

All ads run across the site where they make the most sense, and a portion of every campaign is reinvested into growing the audience.



TOP OF PAGE BILLBOARD

Our highest-visibility placement

This placement appears prominently on the homepage and at the top of the Events Calendar, reaching visitors and locals as they begin planning what to do.

Where it appears

- Homepage, just below the main content
- Top of the Events Calendar

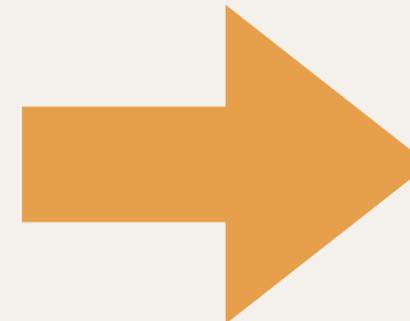
Inventory

- Limited to 5 advertisers, evenly rotated

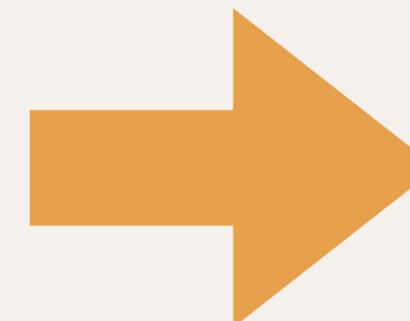
Pricing

- 3 months: **\$400/month**
- 6 months: **\$350/month**
- 12 months: **\$300/month**

A strong option for businesses looking for consistent, high-impact awareness.



The screenshot shows the Hello Cambria homepage. At the top, there is a navigation bar with links for HOME, EVENT CALENDAR, OUTDOOR ADVENTURES, AROUND TOWN, ARTS & CULTURE, and ABOUT US. Below the navigation is a search bar and a button that says "Looking For Our Event Calendar? CLICK HERE". The main content area features "OUR LATEST UPDATES" with a featured article titled "Where to Find Great WiFi in Cambria (And When It I..." and a list of "UPCOMING EVENTS" including "Fly Away Home: Avian Art Exhibition", "FilmFolk: Portraits of Film Industry Crew", and "Weeknight Live Music at the Fireside Lounge at Cambria Pines Lodge". A large orange box with the text "Example Ad Block" is overlaid on the page, positioned below the featured article and above the "POPULAR TOPICS" section.



The screenshot shows the Hello Cambria Events Calendar page. The navigation bar is the same as the homepage. Below the navigation is a search bar and a button that says "FIND EVENTS". The main content area features a calendar for February 2026. A large orange box with the text "Example Ad Block" is overlaid on the page, positioned at the top of the calendar view.

RUN OF SITE DISPLAY

Simple, steady visibility across the site

Run of Site Display ads appear throughout HelloCambria where readers are browsing events, stories, and local recommendations.

Where it appears

- Homepage
- Event calendar pages
- Supporting site pages

Inventory

- Limited to 8 advertisers

Pricing

- 3 months: **\$250/month**
- 6 months: **\$225/month**
- 12 months: **\$200/month**

This is a great fit for restaurants, shops, tasting rooms, lodging, and local services.



The screenshot displays the HelloCambria website interface. At the top is a navigation bar with links for HOME, EVENT CALENDAR, OUTDOOR ADVENTURES, AROUND TOWN, ARTS & CULTURE, and ABOUT US. The main content area is divided into several sections:

- POPULAR TOPICS**: This section contains four article cards. The first card, under 'AROUND TOWN Latest', features a 'SUPER BOWL' graphic and the headline 'Where to Watch the Super Bowl in Cambria This Sunday'. The second card, under 'GET OUTSIDE Latest', features a landscape photo and the headline 'Exploring Fiscalini Ranch Preserve: Cambria's Most Beloved Coastal Trail System'. The third card, under 'ARTS & CULTURE Latest', features a photo of wine bottles and the headline 'Sip, Stroll, and Savor: Cambria Art & Wine Festival 2026'. The fourth card, under 'FAMILY FRIENDLY Latest', features a landscape photo and the headline 'Exploring Fiscalini Ranch Preserve: Cambria's Most Beloved Coastal Trail System'.
- RECENT POSTS**: A vertical list of article titles on the right side of the page, including 'Where to Watch the Super Bowl in Cambria This Sunday', 'Explore the New SLO CAL Visitors Magazine and Make Cambria Your Home Base', 'Highway 1 Is Open Again: A Perfect Day in Cambria on the Classic California Coast', 'Where to Find Great WiFi in Cambria (And When It Is Nice to Let It Go)', and 'Exploring Fiscalini Ranch Preserve: Cambria's Most Beloved Coastal Trail System'.
- CATEGORIES**: A vertical list of category names on the right side of the page, including 'Around Town', 'Arts & Culture', 'Family Friendly', 'Foodies', 'Get Outside', 'Guides & Lists', 'Road Trip', and 'Wine & Culture'.
- EVENTS HAPPENING THIS WEEK**: A section at the bottom of the page featuring a large orange rectangular ad block with the text 'Example Ad Block' in white. Above the ad block is the word 'advertising' and below it is 'end advertisement'. The date 'Week of February 9' is displayed at the bottom of this section.

SIDEBAR DISPLAY

Visibility alongside trusted content

The Sidebar Feature appears next to homepage and editorial content and is the only display ad shown within blog posts.

Where it appears

- Homepage sidebar
- Blog post sidebars
- Key editorial pages

Inventory

- Limited to 5 advertisers

Pricing

- 3 months: **\$350/month**
- 6 months: **\$300/month**
- 12 months: **\$250/month**

Ideal for businesses that want a larger ad space and to align with storytelling and local credibility.



SPONSORED BUSINESS FEATURE

A story-driven spotlight

This is a professionally written feature designed to introduce readers to your business in an authentic, helpful way.

Includes

- In-person visit and interview
- Written feature article
- Photography included
- Evergreen post on HelloCambria
- Social media spotlight
- Newsletter inclusion

Availability

- Limited to 2 businesses per month

Price

- \$500 per feature

Best for seasonal highlights, new openings, or deeper storytelling.

The screenshot shows the Hello Cambria website with a navigation bar (HOME, EVENT CALENDAR, OUTDOOR ADVENTURES, AROUND TOWN, ARTS & CULTURE, ABOUT US) and a search bar. The main content area features a banner for the Cambria Film Festival 2026 (February 4-8, 2026) with a sunset background. Below the banner is a text block titled "Lights, camera, Cambria!" describing the festival's return. Further down is a section titled "A Thoughtfully Curated Celebration of Independent Film" with details about the festival's history and programming. At the bottom is a photograph of the Cambria Center for the Arts at night. On the right side, there is a sidebar with an "UPCOMING EVENTS" list (including "Weeknight Live Music at the Fireside Lounge at Cambria Pines Lodge" and "Fly Away Home: Avian Art Exhibition") and an "ADVERTISEMENT" placeholder.

EVENT LISTINGS AND VISIBILITY

All event listings on HelloCambria.com are always free.

For events that want extra visibility, we offer optional upgrades.

Event Spotlight

- \$50 per event
- Featured placement in the calendar
- Highlighted styling and additional images

Full Promotion Package

- \$150 per event
- Homepage featured placement
- Social media spotlight
- Event blog post
- Boosted ad promotion driving traffic to the event

Designed to help special events stand out during busy weeks.

February 2026

T	W	T	F	S	S
27 12:00 pm - 4:00 pm Fly Away Home: Avian Art Exhibition 6:30 pm - 9:30 pm Live Music: Marty Townsend at Fireside Lounge, Cambria Pines Lodge	28 12:00 pm - 4:00 pm Fly Away Home: Avian Art Exhibition 6:30 pm - 9:30 pm Live Music: Marty Townsend at Fireside Lounge, Cambria Pines Lodge	29 4:00 pm - 6:00 pm Cambria Art & Wine Festival: Wine Seminar at Parr Collective 12:00 pm - 4:00 pm Fly Away Home: Avian Art Exhibition 1:00 pm - 3:00 pm Mosaic Tile Making at Moonstone Cellars 6:30 pm - 9:30 pm Live Music: Mark Welch at Fireside Lounge, Cambria Pines Lodge	30 5:00 pm - 8:00 pm Cambria Art & Wine Festival: Kickoff Dinner at Vets Hall 2:30 am - 5:00 pm Cambria Farmers Market 12:00 pm - 4:00 pm Fly Away Home: Avian Art Exhibition 5:30 pm - 8:30 pm Live Music: Marty Townsend at Fireside Lounge, Cambria Pines Lodge + 1 More	31 11:00 am - 4:00 pm Cambria Art & Wine Festival: Grand Tasting and Art Walk 12:00 pm - 4:00 pm Fly Away Home: Avian Art Exhibition 5:30 pm - 8:30 pm Live Music: Pricy Diggs at Fireside Lounge, Cambria Pines Lodge 9:00 pm - 11:00 pm Live Music: Pricy Diggs at Fireside Lounge, Cambria Pines Lodge	1 10:00 am - 1:00 pm Cambria Art & Wine Festival: Mimosa & Raffle Drawing 12:00 pm - 4:00 pm Fly Away Home: Avian Art Exhibition 5:30 pm - 8:30 pm Live Music: Pricy Diggs at Fireside Lounge, Cambria Pines Lodge
3 12:00 pm - 4:00 pm Fly Away Home: Avian Art Exhibition 6:30 pm - 9:30 pm Weeknight Live Music at the Fireside Lounge at Cambria Pines Lodge	4 5:30 pm - 9:00 pm Cambria Film Festival - Opening Night 12:00 pm - 4:00 pm Fly Away Home: Avian Art Exhibition 12:00 pm - 4:00 pm FilmFolk: Portraits of Film Industry Crew 6:30 pm - 9:30 pm Weeknight Live Music at the Fireside Lounge at Cambria Pines Lodge	5 10:00 am - 9:00 pm Cambria Film Festival - Thursday Screenings and Events 12:00 pm - 4:00 pm Fly Away Home: Avian Art Exhibition 12:00 pm - 4:00 pm FilmFolk: Portraits of Film Industry Crew 6:30 pm - 9:30 pm Weeknight Live Music at the Fireside Lounge at Cambria Pines Lodge	6 10:00 am - 9:00 pm Cambria Film Festival - Friday Film Blocks & Filmmaker Welcome 2:30 am - 5:00 pm Cambria Farmers Market 12:00 pm - 4:00 pm Fly Away Home: Avian Art Exhibition 12:00 pm - 4:00 pm FilmFolk: Portraits of Film Industry Crew + 2 More	7 10:00 am - 9:00 pm Cambria Film Festival - Saturday Screenings & Awards Night 12:00 pm - 4:00 pm Fly Away Home: Avian Art Exhibition 12:00 pm - 4:00 pm FilmFolk: Portraits of Film Industry Crew 5:30 pm - 8:30 pm Weekend Live Music at the Fireside Lounge at Cambria Pines Lodge + 1 More	8 10:00 am - 3:00 pm Cambria Film Festival - Closing Day Screenings & Brunch 12:00 pm - 4:00 pm Fly Away Home: Avian Art Exhibition 12:00 pm - 4:00 pm FilmFolk: Portraits of Film Industry Crew 3:30 pm - 7:30 pm Super Bowl Party at the Lodge + 1 More

READY TO GET STARTED?

If you're interested in advertising or promoting an event, just reach out.

We're happy to help you choose the option that makes the most sense for your business and timeline.

Email

info@hellocambria.com

Social

@hello_cambria

Phone

805.234.5843

