



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

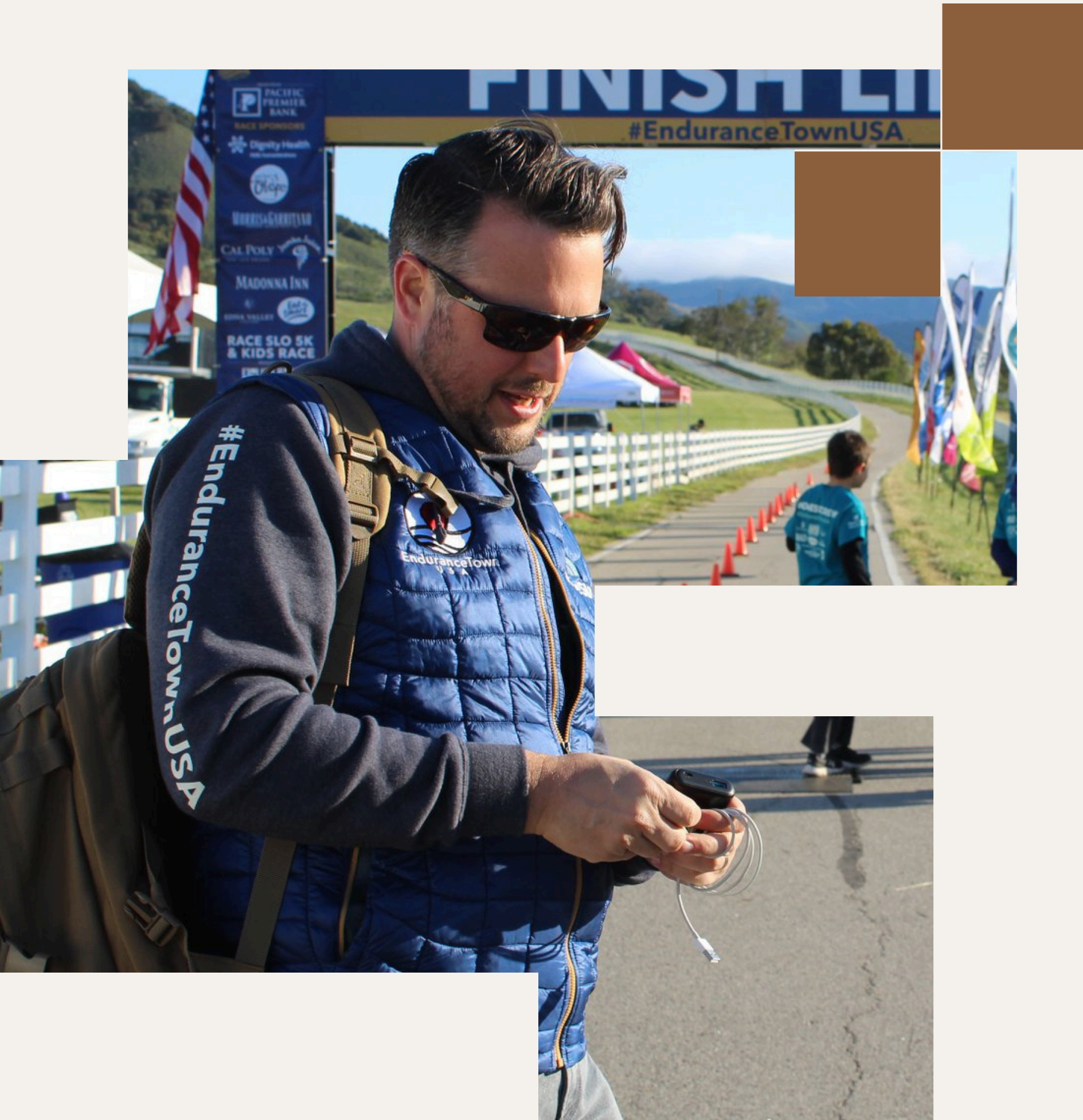
Founder & Publisher

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 each campaign is reinvested to grow the audience.



HEADER BILLBOARD

Our highest-visibility placement

This placement appears at the top of the homepage and across every event and venue page, reaching visitors and locals at the moment they're planning what to do.

Where it appears

- Homepage (top)
- Every event calendar page
- Individual event and venue pages

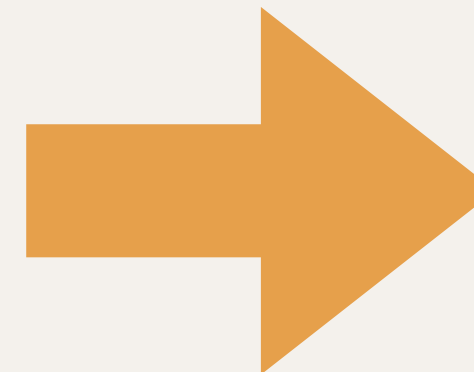
Inventory

- Limited to 5 advertisers, evenly rotated

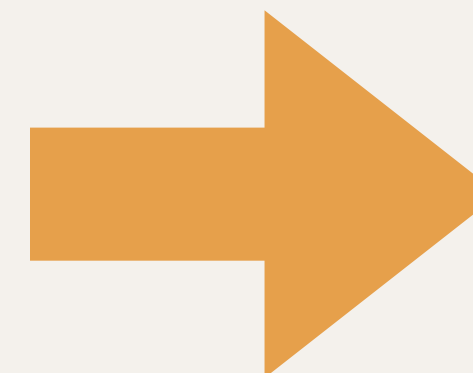
Pricing

- 3 months: **\$400/month**
- 6 months: **\$375/month**
- 12 months: **\$350/month**

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



The screenshot shows the 'hello CAMBRIA' website homepage. At the top, there is a navigation menu 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...'. To the right, there is a section for 'UPCOMING EVENTS' listing several events with dates and times. Below the main content is an 'ADVERTISEMENT' section, which is highlighted with a large orange box and the text 'Example Ad Block'. The bottom of the page shows a 'POPULAR TOPICS' section and a calendar for February 2026.



FOOTER BILLBOARD

Site-wide reach across every page

Footer Billboard ads appear at the bottom of every page on HelloCambria.com, giving your business steady, site-wide visibility as readers browse events, stories, and local recommendations.

Where it appears

- Every page, site-wide (homepage, calendar, blog posts, all pages)

Inventory

- Limited to 8 advertisers

Pricing

- 3 months: **\$300/month**
- 6 months: **\$275/month**
- 12 months: **\$250/month**

Our best value for impressions. A great fit for restaurants, shops, tasting rooms, lodging, and local services.



HOME EVENT CALENDAR OUTDOOR ADVENTURES AROUND TOWN HELLOSPOTLIGHT ABOUT US

LATEST STORIES

Dog-Friendly Cambria: A Local's Guide to Bringing Your Dog to the North Coast
Get Outside, Guides & Lists
Dog-Friendly Cambria: A Local's Guide to Bringing Your Dog to the North Coast Cambria is one...
[READ MORE](#)

2026 JUNE EVENTS
LIVE MUSIC, COASTAL WEEKENDS, AND SUMMER ON THE NORTH COAST
Around Town, Guides & Lists
June is when Cambria starts stretching out a little. The mornings still arrive quietly, usually...
[READ MORE](#)

HelloSpotlight: Cambria Scarecrow Festival
HelloSpotlight
HelloSpotlight: Cambria Scarecrow Festival A closer look at the volunteers, creativity, and...
[READ MORE](#)

Wildlife in Cambria: What You'll See, What You Might See, and What Locals Still Get Excited About
Get Outside, Guides & Lists
In Cambria, wildlife is not something you schedule for one afternoon. It shows up while you are...
[READ MORE](#)

1 2 3 ... 7 >

advertising

Example Ad Block

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
- All lifestyle blog post sidebars

Inventory

- Limited to 5 advertisers

Pricing

- 3 months: **\$350/month**
- 6 months: **\$325/month**
- 12 months: **\$300/month**

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



HELLO SPOTLIGHT 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

- Personal interview and questionnaire about history
- Written feature article showcasing quotes & background
- Basic Photography included, or provided images if preferred
- Evergreen post on HelloCambria
- Social media spotlight
- Newsletter inclusion

Availability

- Limited to 1 business per month

Price

- **\$500 per feature**

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

The screenshot shows a website layout for a 'Hello Spotlight' feature on Robin's Restaurant. At the top is a dark green navigation bar with links: HOME, EVENT CALENDAR, OUTDOOR ADVENTURES, AROUND TOWN, HELLOSPOTLIGHT, and ABOUT US. Below the navigation is a search bar and a dark blue 'UPCOMING EVENTS' button. The main content area features a large photograph of the restaurant's exterior at night, with a wooden bench in the foreground. Below the photo is a dark blue box with the title 'Hello Spotlight: Robin's Restaurant' and a sub-headline 'A closer look at the people behind one of Cambria's favorite local restaurants'. The text below describes the 'Hello Spotlight' series and mentions that Robin's Restaurant is the first business featured. Further down, there are several paragraphs of text describing the restaurant's history and atmosphere. At the bottom of the main content area is a photograph of a plate of food with the restaurant's logo 'Robin's HANDCRAFTED GLOBAL CUISINE'. On the right side of the page, there is a 'View Calendar' link and a dark blue 'ADVERTISEMENT' button.

HOME EVENT CALENDAR OUTDOOR ADVENTURES AROUND TOWN HELLOSPOTLIGHT ABOUT US

SEARCH ...

UPCOMING EVENTS

JUN 17 12:00 pm - 4:00 pm PDT **Still... A Juried Award Exhibit at Cambria Center for the Arts**

JUN 17 12:00 pm - 4:00 pm PDT **Working With Wood: Featuring Four Local Artists at Cambria Center for the Arts**

JUN 17 6:00 pm - 8:00 pm PDT **Open Mic Night at Moonstone Cellars**

JUN 17 6:30 pm - 9:30 pm PDT **Live Music: Tom Bethke at Cambria Pines Lodge**

JUN 18 12:00 pm - 4:00 pm PDT **Still... A Juried Award Exhibit at Cambria Center for the Arts**

JUN 18 12:00 pm - 4:00 pm PDT **Working With Wood: Featuring Four Local Artists at Cambria Center for the Arts**

[View Calendar](#)

ADVERTISEMENT

Hello Spotlight: Robin's Restaurant

A closer look at the people behind one of Cambria's favorite local restaurants

Hello Spotlight is a recurring feature highlighting the people behind the local businesses that help make Cambria special. Robin's Restaurant is the first business featured in the series.

Some restaurants become part of a place. Others become part of people's lives.


And every once in a while, a restaurant manages to become both.

Tucked along Burton Drive in Cambria's historic East Village, surrounded by lush gardens, climbing vines, and beautifully manicured trees, Robin's has quietly done exactly that.

For more than forty years, the restaurant has welcomed locals, travelers, and returning guests who build traditions around a table here. On any given evening you might find a couple celebrating an anniversary beside a family gathering where three generations are sharing dinner together.

The kitchen sends out dishes inspired by flavors from around the world, often built around ingredients grown nearby along the Central Coast. The dining rooms glow warmly on cool coastal evenings, while the garden hums with conversation under trees and lantern light.

For many people, Robin's is not simply a restaurant they discovered once. It is a place they return to again and again. Spend enough time in Cambria and you start to notice a pattern. For anyone planning a visit, it doesn't take long to see why Robin's is often mentioned alongside the town's most memorable experiences.



Robin's
HANDCRAFTED GLOBAL CUISINE

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 or video

Full Promotion Package

- \$500 per event
- Homepage featured placement
- Social media spotlight
- Event blog post (HelloSpotlight)

Designed to help special events stand out during busy weeks.

The screenshot shows a calendar for February 2026 with event listings for each day. Two large orange arrows highlight specific events:

- February 28th (Wednesday):** An arrow points to a listing for "Cambria Art & Wine Festival: Wine Seminar at Parr Collective" on February 29th.
- February 4th (Thursday):** An arrow points to a listing for "Cambria Film Festival - Opening Night" on February 4th.

Other visible events include "Fly Away Home: Avian Art Exhibition", "Cambria Farmers Market", "Cambria Art & Wine Festival: Kickoff Dinner", "Cambria Art & Wine Festival: Grand Tasting and Art Walk", "Cambria Art & Wine Festival: Mimosa & Raffle Drawing", "Cambria Film Festival - Thursday Screenings and Events", "Cambria Film Festival - Friday Film Blocks & Filmmaker Welcome", "Cambria Film Festival - Saturday Screenings & Awards Night", and "Cambria Film Festival - Closing Day Screenings & Brunch".

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

805.634.9149

