

# 2020

## VISITORS GUIDE INFORMATION

This year 75,000 copies of the guide will be printed in late December or early January and available throughout the year.

Ad sizes of 2-page spread (two facing pages), full page, 2/3 page, 1/2 page, 1/3 page vertical, 1/3 page square and 1/6 page vertical are available. Only four-color ads will be accepted.

For further information on ad sales, please contact Michelle Warner at 310-510-7653 or [mwarner@catalinachamber.com](mailto:mwarner@catalinachamber.com).

## DEADLINES

**Early Bird Payment and Ad Space Reservations:**  
**Friday, August 23, 2019.**

**Final Payment and Ads Deadline:**  
**Friday, September 6, 2019.**

Final deadline applies to all Premium Formatted Listings, Business Listings, Display Ads, Accommodations Guide, Restaurant Guide, Activities Guide, Group Events, Meetings and Weddings Guide.

## SEND ADS

### MIX MARKETING

Email: [mollie@mixmarketing.com](mailto:mollie@mixmarketing.com)

Upload files to: [hightail.com/u/mixmarketing.com](https://hightail.com/u/mixmarketing.com)

If you have questions please call Mollie at 949-429-6314

## SEND CONTRACTS AND PAYMENT TO

### CATALINA ISLAND CHAMBER OF COMMERCE & VISITORS BUREAU

P.O. Box 217, #1 Green Pier, Avalon, CA 90704



## TECHNICAL AND ELECTRONIC SPECIFICATIONS

### DIGITAL MEDIA

Digital files only. Submit on DVD, CD, or email. Only Hi-Res PDFs will be accepted via email.

### FILE FORMATS

Files must be native Adobe: In-Design, Illustrator, Photoshop formats. High resolution (300dpi at 100%) PDF files are also acceptable. Include all fonts. Quark files will not be accepted.

### RESOLUTION AND COLOR

Art files must have a resolution of at least 300 dpi at 100% print size. All colors must be CMYK. Total ink density should not exceed 280%.

### PROOFS

A color proof at 100% of print size must be supplied with all final art files. Publisher does not assume responsibility for color accuracy for files submitted without a proof.

## TERMS

All ads must be paid in full by **Friday, September 6, 2019**. Payment can be made by VISA, MasterCard or check.

To qualify for Early Bird rate, ads must be paid in full by **Friday, August 23, 2019**. Failure to meet this payment deadline will result in loss of Early Bird discount.

## DESIGN AND PRODUCTION SERVICES

For new ads or enhancement to existing ads, design and production services are available to members at special rates.

Contact Mollie McDonough at Mix Marketing, 949-429-6314 or [mollie@mixmarketing.com](mailto:mollie@mixmarketing.com).

## COPY RESTRICTIONS AND PUBLISHER'S PROTECTIVE CLAUSE

The publisher reserves the right to reject any advertisement or to request alterations in content prior to publication if said advertisement does not conform to the publication's standards. Display ads may not contain coupons. Advertorials are not allowed on premium pages, but are allowed elsewhere with publisher's permission. Advertisers and/or advertising agencies assume liability for all content (including text, representations, illustrations, trademarks or other copyright matter) of advertisements printed, and also assume responsibility for any and all claims arising therefrom. Publisher: Catalina Island Chamber of Commerce & Visitors Bureau, P.O. Box 217, Avalon, CA 90704, Telephone: 310-510-1520. Production & Design Agency: Mix Marketing, 27132 Paseo Espada, Suite 425A, San Juan Capistrano, CA 92675, Telephone: 949-429-6314.



## OFFICIAL 2020 CATALINA ISLAND VISITORS GUIDE *Rates and Specifications*

### EARLY BIRD RESERVATIONS:

**FRIDAY,  
AUGUST 23, 2019**

### FINAL DEADLINE FOR ADS AND PAYMENT:

**FRIDAY,  
SEPTEMBER 6, 2019**

It's time for the new 2020 Catalina Island Visitors Guide! Each year we produce the Official Catalina Island Visitors Guide as our #1 fulfillment piece and a primary source of information for visitors to the Island. This attractive, magazine style publication is designed to sell Catalina Island as a premier, year-round travel destination.

**CATALINACHAMBER.COM**



# Ad Sizes & Rates

## COVER PREMIUM POSITIONS

SIZE	EARLY BIRD	AFTER AUG. 23
Back Cover	\$ 9,060	\$ 9,110
Inside Front Cover (pg. 2)	6,850	7,200
Inside Back Cover	5,480	5,780

## FRONT PREMIUM POSITIONS\*

SIZE	EARLY BIRD	AFTER AUG. 23
2 Page Spread (pg. 4&5)	\$11,430	\$12,000
Full Page (pg. 3)	5,935	6,250

\* Additional front premium ads are discounted 5% from original corresponding rate.

## STANDARD RATES

SIZE	EARLY BIRD	AFTER AUG. 23
2 Page Spread	\$ 7,355	\$ 7,750
Full Page	4,270	4,515
2/3 Page	3,840	3,940
1/2 Page	3,200	3,360
1/3 Page Vertical	2,580	2,700
1/3 Page Square	2,580	2,700
1/6 Page Vertical	1,460	1,540

## LISTING & GRID GUIDE RATES

### FREE LISTINGS

Member Businesses receive one FREE listing, in one of two categories below.

Business Listing – 200 characters (not incl. hotels/rentals) **FREE**

Accommodations Guide Listing (hotels/rentals) **FREE**

### PAID LISTINGS/GRID GUIDES







Additional Business Listing – 200 characters	\$265
Premium Business Listing – Up to 400 characters	\$265
Premium Formatted Listing (hotels/rentals only)** – Up to 400 characters plus one image	\$530
Activities Guide	\$265
Dining Guide	\$265
Group Events, Meetings & Weddings Guide	\$450

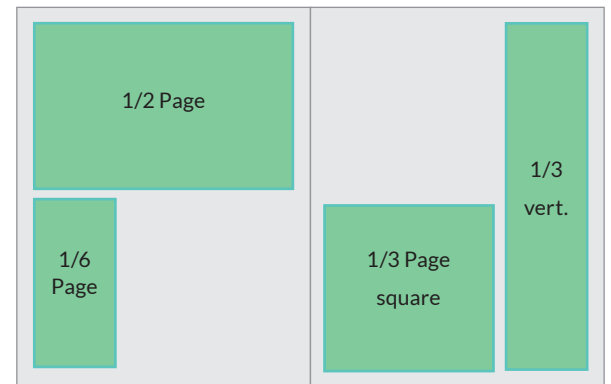
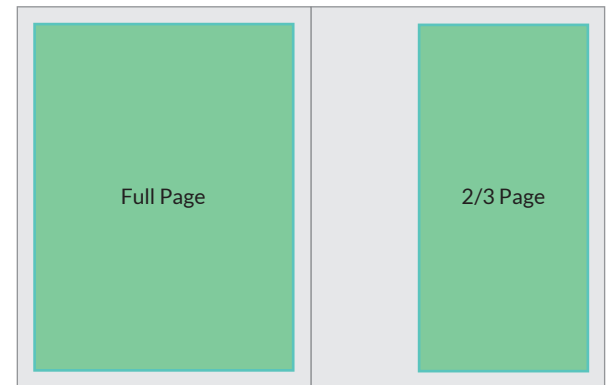
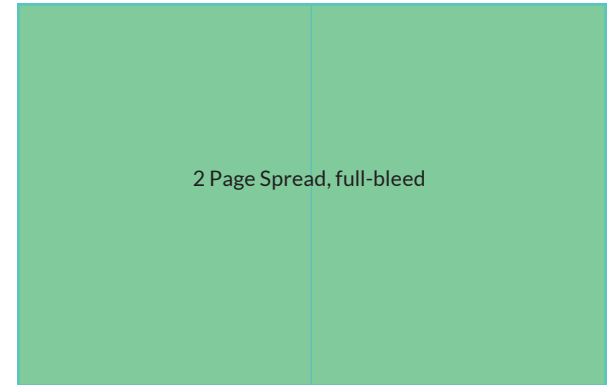
All ads are 4 Color.

## SIZE SPECIFICATIONS

Full Page	7.375" x 9.875"
Bleed	8.625" x 11.125"
Trim	8.375" x 10.875"
2 Page Spread Bleed	17" x 11.125"
Trim	16.75" x 10.875"
2/3 Page	4.8125" x 9.875"
1/2 Page	7.375" x 4.875"
1/3 Page Vertical	2.3125" x 9.875"
1/3 Page Square	4.8125" x 4.875"
1/6 Page	2.3125" x 4.875"

## \*\*PAID ADVERTISING PREMIUM FORMATTED LISTING LAYOUT (Hotel/Vacation Rentals only):

Accommodations Guide		
		
<b>Aurora Hotel</b> 310-510-0454 137 Marlin Ave. AuroraCatalina.com	<b>The Avalon Hotel</b> 310-510-7070 TheAvalonHotel.com 124 Whittley Ave.	<b>Holiday Inn Resort Catalina Island</b> 310-510-0325 IHResortCatalina.com 888 Country Club Rd.
Steps from Avalon Bay. Ocean view suites. Lo... quandao. Cha nos doctro tem laborpo rromaq... quale sordap sordap sordap sordap sordap sordap... quale. Lo quandao. Cha nos doctro tem laborpo... rromaq sordap sordap sordap sordap sordap sordap... apender la quao. Cha nos doctro tem laborpo... rromaq sordap sordap sordap sordap sordap sordap... apender la quao. Cha nos doctro tem laborpo... rromaq sordap sordap sordap sordap sordap sordap... apender la quao. (See ad page 39)	Steps from Avalon Bay. Ocean view suites. Lo... quandao. Cha nos doctro tem laborpo rromaq... quale sordap sordap sordap sordap sordap sordap... quale. Lo quandao. Cha nos doctro tem laborpo... rromaq sordap sordap sordap sordap sordap sordap... apender la quao. Cha nos doctro tem laborpo... rromaq sordap sordap sordap sordap sordap sordap... apender la quao. Cha nos doctro tem laborpo... rromaq sordap sordap sordap sordap sordap sordap... apender la quao. (See ad page 39)	Steps from Avalon Bay. Ocean view suites. Lo... quandao. Cha nos doctro tem laborpo rromaq... quale sordap sordap sordap sordap sordap sordap... quale. Lo quandao. Cha nos doctro tem laborpo... rromaq sordap sordap sordap sordap sordap sordap... apender la quao. Cha nos doctro tem laborpo... rromaq sordap sordap sordap sordap sordap sordap... apender la quao. Cha nos doctro tem laborpo... rromaq sordap sordap sordap sordap sordap sordap... apender la quao. (See ad page 39)
		
<b>Hamilton Cove Vacation Rentals</b> 310-510-0190 HamiltonCove.com 116 Clarissa Ave.	<b>Hotel St. Lauren</b> 800-645-2478 / 310-510-2299 StLauren.com 231 Beacon St.	<b>Mt. Ada</b> 800-446-0265 VisitCatalinaIsland.com 298 Wrigley Road
Steps from Avalon Bay. Ocean view suites. Lo... quandao. Cha nos doctro tem laborpo rromaq... quale sordap sordap sordap sordap sordap sordap... quale. Lo quandao. Cha nos doctro tem laborpo... rromaq sordap sordap sordap sordap sordap sordap... apender la quao. Cha nos doctro tem laborpo... rromaq sordap sordap sordap sordap sordap sordap... apender la quao. Cha nos doctro tem laborpo... rromaq sordap sordap sordap sordap sordap sordap... apender la quao. (See ad page 39)	Steps from Avalon Bay. Ocean view suites. Lo... quandao. Cha nos doctro tem laborpo rromaq... quale sordap sordap sordap sordap sordap sordap... quale. Lo quandao. Cha nos doctro tem laborpo... rromaq sordap sordap sordap sordap sordap sordap... apender la quao. Cha nos doctro tem laborpo... rromaq sordap sordap sordap sordap sordap sordap... apender la quao. Cha nos doctro tem laborpo... rromaq sordap sordap sordap sordap sordap sordap... apender la quao. (See ad page 39)	Steps from Avalon Bay. Ocean view suites. Lo... quandao. Cha nos doctro tem laborpo rromaq... quale sordap sordap sordap sordap sordap sordap... quale. Lo quandao. Cha nos doctro tem laborpo... rromaq sordap sordap sordap sordap sordap sordap... apender la quao. Cha nos doctro tem laborpo... rromaq sordap sordap sordap sordap sordap sordap... apender la quao. Cha nos doctro tem laborpo... rromaq sordap sordap sordap sordap sordap sordap... apender la quao. (See ad page 39)



Blue indicates trim sizes.