



IMPORTANT 2020 ADVERTISING/CONTENT/PUBLICATION DATES

Q1

JANUARY 2020

- 2020 Visitors Guides begin distribution (75K printed)
- Website Banner Ad sales open (month to month buy)
- AAA Mailing to 260+ travel offices (CA + Pacific Northwest)
- 1/9: January shared eblast send
- 1/23: CICVB Marketing Q1 Meeting & Board Meeting

FEBRUARY 2020

- 2/4: February shared eblast send
- 2/5: Pocket Map sales open via email (all ad spaces are first-come, first-served, one per membership)
- 2/13: CICVB Board Meeting
- 2/18: February stand-alone eblast send

MARCH 2020

- Taste Around & Restaurant Week sign ups begin (due 5/15)
- 3/3: Pocket Map contracts/payment due
- 3/3: March shared eblast send
- 3/17: March stand-alone eblast send
- 3/19: CICVB Board Meeting

Q2

APRIL 2020

- 175K Pocket Maps printed
- 2020-21 Group co-op buy-in
- Q3/Q4 (2020) Consumer eblast sales open
- 4/1: Tentative date for "Love Catalina" brand launch
- 4/7: April shared eblast send
- 4/16: CICVB Marketing Q2 Meeting & Board Meeting
- 4/21: April stand-alone eblast send

MAY 2020

- 5/5: May shared eblast send
- 5/15: Taste Around & Restaurant Week sign up deadline
- 5/19: May stand-alone eblast send
- 5/21: CICVB Board Meeting
- 5/28: Taste Around of Avalon event
- 5/29: Avalon Restaurant Week begins (thru 6/4)

JUNE 2020

- 2020/21 CICVB Membership renewals mailed
- 6/2: June shared eblast send
- 5/29-6/4: Avalon Restaurant Week
- 6/16: June stand-alone eblast send
- 6/21: CICVB Board Meeting

Q3

JULY 2020

- 2021 Visitors Guide (VG) Sales open (end of month)
- 7/1: 2020-21 CICVB Membership renewals due
- 7/7: July shared eblast send
- 7/16: CICVB Marketing Q3 Meeting
- 7/16: Annual Meeting/Installation Dinner, location TBD
- 7/21: July stand-alone eblast send

AUGUST 2020

- No CICVB meetings in August
- 2021 Special Events Calendar submissions (due by 9/18)
- 8/4: August shared eblast send
- 8/18: August stand-alone eblast send
- 8/21: 2021 VG Early Bird ad deadline

SEPTEMBER 2020

- 9/1: September shared eblast send
- 9/4: 2021 VG ad artwork, contracts & payment due
- 9/15: September stand-alone eblast send
- 9/17: CICVB Board Meeting
- 9/18: 2021 Special Events Calendar submissions due

Q4

OCTOBER 2020

- Travel Trade Show participation sign ups
- Shop Catalina participation sign ups (due by 11/19)
- 10/6: October shared eblast send
- 10/15: CICVB Marketing Q4 Meeting & Board Meeting
- 10/20: October stand-alone eblast send

NOVEMBER 2020

- 2021 VG member proofing (usually 1-2 weeks)
- Annual Marketing Conference (Date/location TBD)
- Q1/Q2 (2021) Consumer eblast sales open
- 11/3: November shared eblast send
- 11/17: November stand-alone eblast send
- 11/19: Shop Catalina sign ups due
- 11/19: CICVB Board Meeting

DECEMBER 2020

- No meetings
- Web banner/eblast sales open for 2021 Q1-Q4
- 12/1: December shared eblast send
- 12/5: Shop Catalina event
- 12/15: December stand-alone eblast send



2020 ADVERTISING & MARKETING OPPORTUNITIES

ISLAND MAP & DIRECTORY

End of January/early February: Ad & listing sales begin via email and snail mail. Ad spaces are available *first-come, first-served, one per member*.
March 3: Ad/listing contracts & payment due
March: layout & proofing
April: 175,000 maps printed mid-April
Contact: Michelle Warner 310-510-7653 or mwarner@catalinachamber.com

CONSUMER EMAIL BLAST

Sales open in Member Portal 2 x's/year:
April (Q3/Q4) & November (Q1/Q2), current database of 133,000
Shared Blast: Mailed at beginning of each month, 4 feature ads, 2 coupon ads. Chosen by lottery, maximum 6 feature ad spots per year/business.
Stand-Alone Blast: Mailed around the 15th of each month, 1 feature ad only. Chosen by lottery, maximum 2 feature ad spots per year/business.
Refer to participant schedule for ad/coupon due dates. Reminder email sent 2 wks before ads due.
Contact: Lynn Stevenson;
l Stevenson@catalinachamber.com

ANNUAL EVENTS & PROGRAMS

Taste Around: 1st Thursday after Memorial Day
Sign ups begin late March/early April, due May 15.
Shop Catalina: 1st Saturday in December
Sign ups begin mid to late Oct, due Nov 19.
Lodging Open House: date TBD
Additional events & programs TBD
Contact: Janet DeMyer 310-510-7635 or jdemyer@catalinachamber.com

GROUP MARKETING CO-OP

Co-Op Program (May 2020-April 2021) buy-in. For more information, cost, program/buy-in information, Contact: Cathy Miller 310-510-7649 or cmiller@catalinachamber.com

MEMBERSHIP & MIXERS

May/June: membership renewals mailed to all members, due 7/1 (fiscal year July 2020 –June 2021).
Mixers: 3rd Thursday/each month, open to all
Membership Contact: Carmen Chavez, 310-510-1520 or cchavez@catalinachamber.com
Mixer Contact: Janet DeMyer, 310-510-7635 or jdemyer@catalinachamber.com

OFFICIAL VISITORS GUIDE

July/August: Ad & listing sales begin via email/mail
Ad spaces are available *first-come, first-served*
Mid August: Early Bird deadline for display ads
Early September: Deadline for ALL ads/listings/art
October: layout & staff proofing/revisions
November: member proofing, usually 1-2 weeks
December: staff proofing, print proof
January: 75,000 guides printed mid-late Dec
Contact: Michelle Warner 310-510-7653 or mwarner@catalinachamber.com

WEBSITE BANNER ADS

Month to month buy, special event banners
Leaderboard: 728 x 90, Rectangle: 586 x 349
Contact: Lynn Stevenson;
l Stevenson@catalinachamber.com

TRAVEL TRADE SHOW PROGRAM

Fiscal year program, July-June
Co-op buy-in, various \$ per show/day
Show sign ups in Fall, open to all members
Contact: Michelle Warner 310-510-7653 or mwarner@catalinachamber.com

THURSDAY UPDATE

Emailed to all members every Thursday am; free for members to include a flyer/press release due by noon on Wednesday. Member Portal upload preferred.
Send info/updates/inquiries to:
thursdayupdate@catalinachamber.com