

CATALINA ISLAND

2024-25
Map & Directory*Love Catalina Island Tourism Authority Members*

We invite you to advertise in the 2024-25 Catalina Island Map & Directory. The map is the most popular local marketing piece for Catalina Island and will once again be produced by the same agency that created the official 2024 Catalina Island Visitor Guide, with a front cover to match the new guide.

*Where are the Maps Distributed?*

175,000 copies will be printed and distributed:

- In display racks located at all of the mainland transportation terminals
- On-board the majority of the passenger ferries coming to the island
- To visitors and cruise ship passengers at the Visitor Center on the Pier
- At member establishments and hotels on the island
- At various consumer travel and industry trade shows
- To AAA travel offices located throughout California, Arizona, Nevada, & the Pacific Northwest
- Included in media kits and welcome packets for groups visiting the island
- The map will also be available to view and print from our website (annual site traffic of 1 million+ visitors)

Advertising Opportunities

Advertising is open to all Love Catalina Island members. Non-member ad & listing rates are also available, contact us for more information.

Premium Ad placement is confirmed upon receipt of contract and limited to fourteen 1/4 page premium ad spaces (see ad rates & specs for details).

Standard Ad placement (1/4 page and 1/8 page ads) may be requested but not guaranteed.

Business Directory Listings include the business name, website, phone number, circle on the map/location and a max 30 character description.

ALL ad space and placement is available on a first-come, first-served basis. Due to demand for the limited number of ad spaces, **one ad space may be purchased per member business**; a waitlist will be created for any unsold ad spaces and additional ads may be purchased if spaces remain available.

Advertisers also receive one FREE Business Directory Listing with the purchase of any size ad (one directory listing per ad space buy).

ADVERTISING RATES:

Ad buy includes (1) Business Directory Listing per Ad space

Premium Ad - 1/4 page

\$1,575 Back Cover

\$1,400 Inside Front Cover, Right of Avalon Map, Below Directory

Standard Ad - 1/4 page

\$1,200

Standard Ad - 1/8 page

\$850

Business Directory Listing

\$300 (listing only)

Non-member rates also available

DEADLINES:

Ad & Listing Reservations

Tuesday, February 20, 2024

Ad Artwork & Payment Due

Friday, March 1, 2024

CONTACT:

Love Catalina Island Tourism Authority

Michelle Warner

e: michelle@lovecatalina.com

m: 310-387-4633

SEND ARTWORK TO:

BobCo Design

Bob Nenninger

e: bob@bobco.design

p: 949-414-4742

file drop: spaces.hightail.com/

uplink/BobCo

ADVERTISING RATES & SPECIFICATIONS

See diagram below for
ad size/layout example

	SIZE (W x H)	RATE
1/4 PG PREMIUM AD -Back Cover	3.5" x 1.75" (live) 3.75" x 2.125" (trim) 4" x 2.375" (bleed)	\$1,575
1/4 PG PREMIUM AD -Inside Front Cover -Right of Avalon Map -Below Directory	3.5" x 1.75" (live) 3.75" x 2.125" (trim) 4" x 2.375" (bleed)	\$1,400
1/4 PG STANDARD AD	3.5" x 1.75" (live) 3.75" x 2.125" (trim) 4" x 2.375" (bleed)	\$1,200
1/8 PAGE STANDARD AD	1.625" x 1.75" (live) 1.875" x 2.125" (trim) 2.125" x 2.375" (bleed)	\$850
BUSINESS DIRECTORY LISTING*	Business name, phone, url, map #, 30 characters copy	\$300

*Receive one free Business Directory Listing per 1/4 page or 1/8 page Ad space purchased

Non-member
rates are also
available

- **Premium Ad placement is RESERVED, first-come, first-served****
- **Standard Ad placement may be requested but NOT guaranteed****
- **Ad & Listing Reservation Deadline: Tuesday, February 20, 2024**
- **Ad Artwork & Full Payment Deadline: Friday, March 1, 2024** (failure to submit artwork or payment by the 3/1/24 deadline may result in forfeiture of placement preference)
- The map will be a folded 7-panel brochure, printed in 4 color (CMYK) at 300dpi resolution on glossy stock
- The following applications are preferred: High-res PDF, JPEG or TIFF at 300 dpi (no MS Word or Publisher files)
- Zip or Stuff-it compression software recommended to archive media content
- Please rasterize all type if sending any kind of Photoshop files to eliminate any font issues
- If your ad is created in InDesign or Illustrator, please outline all text before making a PDF
- **IMPORTANT!** Please keep all type and important graphics inside the live area and center within bleed dimensions - all ads must have bleed, no border

BACK COVER

Directory Listings				1/4 page premium	Front Cover
		Catalina Island Map		1/4 page premium	
				1/4 page premium	
1/4 page premium	1/4 page premium			1/4 page premium	

INSIDE FRONT

1/4 page premium	Avalon Map		1/4 page premium		
1/4 page premium			1/4 page premium		
1/4 page premium			1/4 page premium		
1/4 page premium			1/4 page premium		

**ALL AD SPACE & PLACEMENT

Spaces assigned on a first-come, first-served basis.

Ad placement will be confirmed **in the order received**, one ad space buy per member business.

A waitlist will be created for any unsold ad spaces, additional ads may be purchased if available.

Fourteen (14) 1/4 page Premium Ad spaces are available

All other Ad spaces are Standard 1/4 page Ads or split into 1/8 page Ads

Need an ad created?

Contact Bob Nenninger at BobCo Design to receive a quote.

Email: bob@bobco.design Phone: 949-414-4742



The 2024-25 Catalina Island Map
is produced by BobCo Design for the
Love Catalina Island Tourism Authority