

# 2024 CATALINA ISLAND Visitors Guide

LOVE CATALINA  
ISLAND™

Tourism Authority



It's time for the new 2024 Official Catalina Island Visitors Guide. Each year we produce the Guide as our **#1 fulfillment piece** and a primary source of information for visitors planning a trip to the island. This attractive, magazine style publication is designed to sell Catalina Island to prospective visitors as a premier, year-round vacation destination.

## PRINTING

65,000 copies, printed in early January 2024.

## DISTRIBUTION

The Visitor Guide will be available throughout 2024 and primarily distributed off-island to create interest in Catalina Island and offer trip planning guidance.

- Mailed in response to various advertising leads, phone, mail, online & email inquiries
- In racks at 7 California Welcome Centers, Santa Monica Visitor Centers, Catalina Express & Catalina Flyer terminals
- Mailed to 250+ AAA offices in CA, NV, AZ, UT, ID, WA & OR
- Distributed at Concierge, Travel & Cruise Industry Trade Shows
- In racks at So. CA hotels + 3 So. CA Airports: Burbank, John Wayne & San Diego
- In display racks at the Visitor Information Center on the Green Pleasure Pier
- **BONUS:** Online edition available at LoveCatalina.com - over 1 million annual website visitors - with direct links to your business from display ads and listings

## LOVE CATALINA MEMBER BENEFIT

ALL Member Businesses receive one FREE listing in one of two categories\* below:

**\*Business Directory Listing** (not including hotels/vacation rentals) includes: business name, phone, website and description up to 200 characters. Additional or Premium Size Business Listings are also available for an additional fee.

**\*Hotel/Vacation Rental Business Directory Listing** (in the Accommodation Grid Guide) includes: business name, address, phone, website, amenities, map reference and description up to 200 characters.

## ADVERTISING OPPORTUNITIES

Various paid advertising opportunities are open to ALL Member Businesses\*\*:

**Premium Formatted Listing** (hotels/vacation rentals only) includes: business name, address, phone, website, up to 400 character description and one image (2.5" x 2.375").

**Grid Guide Listing** at-a-glance viewing by area of interest in an easy to read chart format. Grid Guide categories: Activities, Restaurants, Meeting & Event Venues.

**Display Ads** available on a first come, first served basis. Premium & Standard ad positions available. Previous premium advertisers will have first choice of all premium spots.

\*\*Non-member advertising rates are available upon request - contact us for more info.

## ADVERTISING SALES

Michelle Warner

michelle@lovecatalina.com

## DEADLINES

Early Bird - Contracts & Payment:  
Friday, September 8, 2023

Final - ALL Contracts & Payment:  
Friday, September 22, 2023

## RATES & SPECS

Refer to the [Advertising Rates & Specifications Brochure](#) for ad and listing rates, ad sizes and technical information.

## SEND ADS TO

BobCo Design Inc.

Bob Nenner

✉ bob@bobco.design

🌐 spaces.hightail.com/uplink/BobCo

📞 949.414.4742

## SEND CONTRACTS TO

Love Catalina Island Tourism Authority  
Michelle Warner

✉ michelle@lovecatalina.com

📞 310-510-7653