

CATALINA ISLAND

2025-26

Map & Directory



Members: Put Your Business on the Map!

Advertise your business in the 2025-26 Catalina Island Map & Directory. The map is the **most popular local marketing piece** for Love Catalina Island and will again be designed by the same agency (BobCo Design) that produced the official 2025 Catalina Island Visitor 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.

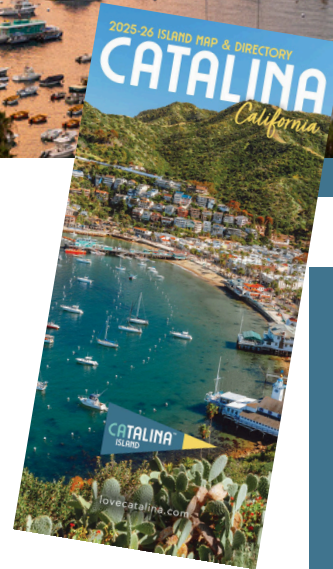
Premium Ads: placement is limited to fourteen 1/4 page premium ad spaces (see ad rates & specs on reverse/page 2 for details).

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

Business Directory Listings: include a 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, March 4, 2025

Ad ARTWORK & PAYMENT Due

Tuesday, March 11, 2025

SALES 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

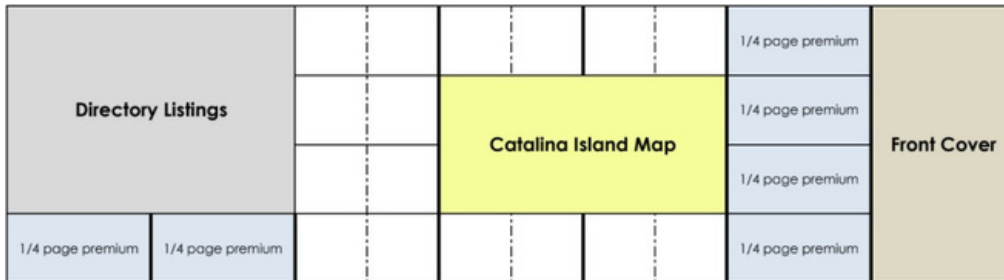
| | SIZE (W x H) | See map ad dimensions document for details | RATE |
|--|--|--|---------|
| 1/4 PG PREMIUM AD -Back Cover | 3.5" x 1.75" (live) | 3.75" x 2.125" (trim) 4" x 2.375" (bleed) | \$1,575 |
| 1/4 PG PREMIUM AD -Inside Front Cover -Right of Avalon Map -Below Directory | 3.5" x 1.75" (live) | 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

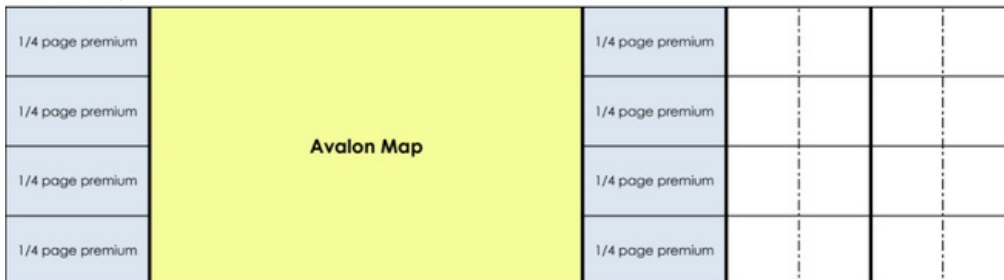
Non-member rates are also available

- **Premium Ad placement is RESERVED, first-come, first-served****
- **Standard Ad placement may be requested but NOT guaranteed****
- **Ad & Listing Reservation Deadline: Tuesday, March 4, 2025**
- **Ad Artwork & Full Payment Deadline: Tuesday, March 11, 2025** (failure to submit artwork or payment by the 3/11/25 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!** Keep all type & important graphics inside the live area and center within bleed dimensions - all ads must have bleed, no border. **Any Q's regarding ad production, please contact Bob at bob@bobco.design**

BACK COVER



INSIDE FRONT



**** 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

