

2023 VISITORS GUIDE

CATALINA *California*



OFFICIAL 2023 CATALINA ISLAND VISITORS GUIDE RATES AND SPECIFICATIONS

EARLY BIRD RESERVATIONS:

**THURSDAY,
SEPTEMBER 1,
2022**

FINAL DEADLINE FOR ADS AND PAYMENT:

**FRIDAY,
SEPTEMBER 16,
2022**

It's time for the new 2023 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.



LOVECATALINA.COM

2023

VISITORS GUIDE INFORMATION

This year 65,000 copies of the guide will be printed in early January 2023 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 michelle@lovecatalina.com or 310-510-7653.

DEADLINES

EARLY BIRD PAYMENT AND AD SPACE RESERVATIONS:

Thursday, September 1, 2022

FINAL PAYMENT AND ADS DEADLINE:

Friday, September 16, 2022

Final deadline applies to all Premium Formatted Listings, Business Listings, Display Ads, Accommodations Guide, Restaurant Guide, Activities Guide, Meeting & Event Venue Guide.

SEND ADS

BOBCO DESIGN INC

Email: bob@bobco.design

Upload files to: <https://spaces.hightail.com/uplink/BobCo>

If you have questions please call: 949-414-4742.

SEND CONTRACTS AND PAYMENT TO

LOVE CATALINA TOURISM AUTHORITY

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

TECHNICAL AND ELECTRONIC SPECIFICATIONS

DIGITAL MEDIA

Digital files only. Upload files to <https://spaces.hightail.com/uplink/BobCo> or by email if the file size is below 10MB.

FILE FORMATS

Files must be native Adobe: InDesign, 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%.

TERMS

All ads must be paid in full by **Friday, September 16, 2022**. Payment can be made by VISA, MasterCard or check.

To qualify for Early Bird rate, ads must be paid in full by **Thursday, September 1, 2022**. 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:

Bob Nenner at BobCo Design Inc, 949-414-4742 or bob@bobco.design

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: Love Catalina, P.O. Box 217, Avalon, CA 90704

Telephone: 310-510-1520

Design & Production Agency: BobCo Design Inc

Telephone: 949-414-4742



Ad Sizes & Rates

All ads are 4 Color.



COVER PREMIUM POSITIONS

SIZE	EARLY BIRD	AFTER SEPT. 1
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 SEPT. 1
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 SEPT. 1
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.

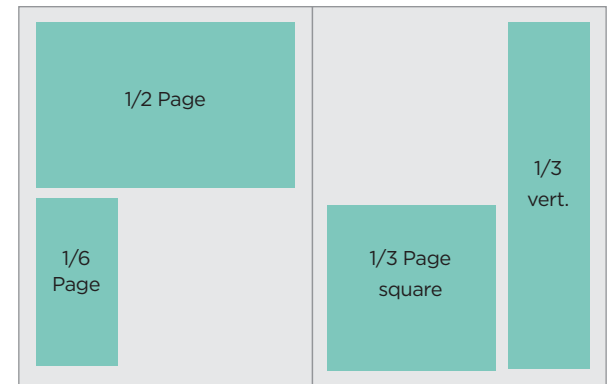
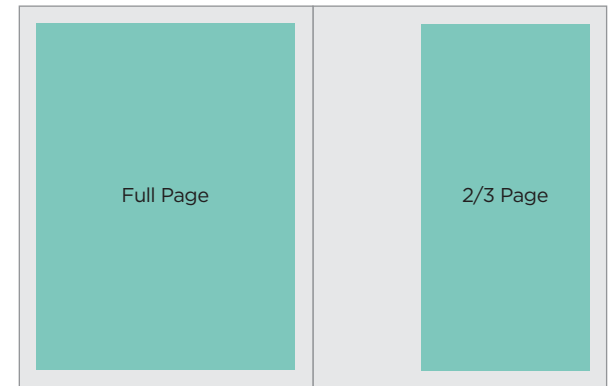
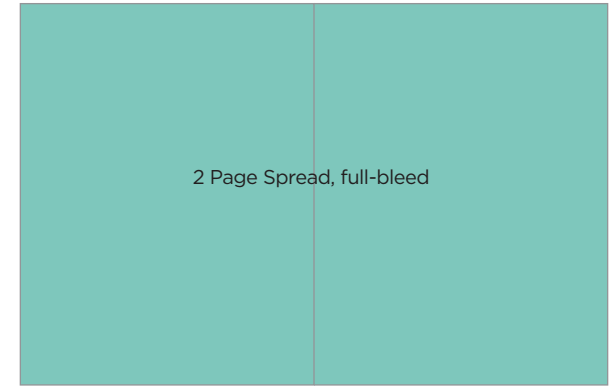
Business Listing - 200 characters (not incl. hotels/rentals)	FREE
Accommodations Guide Listing (hotels/rentals)	FREE

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
Meeting & Event Venue Guide	\$450

SIZE SPECIFICATIONS







Full Page (Live Area)	7.875" x 10.375"
Bleed	8.625" x 11.125"
Trim	8.375" x 10.875"
2 Page Spread (Live Area)	16.25" x 10.375"
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

 <p>Aurora Hotel 210-510-0454 117 Marina Ave. AuroraCatalina.com</p> <p><small>Spazio non vuoto. See: Chiamo il mio ufficio. Lo quante. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. Lo quante. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. (See ad page 39)</small></p>	 <p>The Avalon Hotel 310-550-7070 TheAvalonHotel.com 124 Whittier Ave.</p> <p><small>Spazio non vuoto. See: Chiamo il mio ufficio. Lo quante. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. Lo quante. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. (See ad page 39)</small></p>	 <p>Holiday Inn Resort Catalina Island 210-510-0125 HInnResortCatalina.com 888 Country Club Rd.</p> <p><small>Spazio non vuoto. See: Chiamo il mio ufficio. Lo quante. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. Lo quante. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. (See ad page 39)</small></p>
 <p>Hamilton Cove Vacation Rentals 210-510-0191 HamiltonCove.com 116 Clarissa Ave.</p> <p><small>Spazio non vuoto. See: Chiamo il mio ufficio. Lo quante. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. Lo quante. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. (See ad page 39)</small></p>	 <p>Hotel St. Lauren 850-445-2478 / 210-510-2299 Squares.com 231 Beacon St.</p> <p><small>Spazio non vuoto. See: Chiamo il mio ufficio. Lo quante. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. Lo quante. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. (See ad page 39)</small></p>	 <p>Mt. Ada 800-446-0261 VisitCatalinaIsland.com 298 Wrigley Road</p> <p><small>Spazio non vuoto. See: Chiamo il mio ufficio. Lo quante. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. Lo quante. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. Che meo doctro tem labor po roneqz quibit. Seneqz adfereit faore volent, apender la quae. (See ad page 39)</small></p>

Green indicates ad dimension in proportion to the page.