

# CATALINA

California



## OFFICIAL 2024 CATALINA ISLAND VISITORS GUIDE RATES AND SPECIFICATIONS

### EARLY BIRD RESERVATIONS:

FRIDAY,  
SEPTEMBER 8,  
2023

### FINAL DEADLINE FOR ADS AND PAYMENT:

FRIDAY,  
SEPTEMBER 22,  
2023

It's time for the new 2024 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

2024

## VISITORS GUIDE INFORMATION

This year 65,000 copies of the guide will be printed in early January 2024 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](mailto:michelle@lovecatalina.com) or 310-510-7653.

## DEADLINES

### EARLY BIRD PAYMENT AND AD SPACE RESERVATIONS:

Friday, September 8, 2023

### FINAL PAYMENT AND ADS DEADLINE:

Friday, September 22, 2023

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](mailto: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 ISLAND 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 22, 2023**. Payment can be made by VISA, MasterCard or check.

The Early Bird Rate reflects a 5% discount. To qualify for Early Bird rate, ads must be paid in full by **Friday, September 8, 2023**. 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 Nennering at BobCo Design Inc, 949-414-4742 or [bob@bobco.design](mailto: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. 8
Back Cover	\$ 9,515	\$ 9,990
Inside Front Cover (pg. 2)	7,190	7,550
Inside Back Cover	5,750	6,040

## FRONT PREMIUM POSITIONS\*

SIZE	EARLY BIRD	AFTER SEPT. 8
2 Page Spread (pg. 4 & 5)	\$12,000	\$12,600
Full Page (pg. 3)	6,230	6,540

\* Additional front premium ads are discounted 5% from original corresponding rate.

## STANDARD RATES

SIZE	EARLY BIRD	AFTER SEPT. 8
2 Page Spread	\$ 7,720	\$ 8,110
Full Page	4,485	4,710
2/3 Page	4,030	4,230
1/2 Page	3,360	3,530
1/3 Page Vertical	2,710	2,845
1/3 Page Square	2,710	2,845
1/6 Page Vertical	1,530	1,610

# Listing & Grid Guide Rates

## FREE LISTINGS

Member Businesses receive one FREE listing, in one of two categories below.

Business Listing – 200 characters (not including hotels/rentals)	FREE
Accommodations Guide Listing (hotels/rentals)	FREE

## PAID LISTINGS/GRID GUIDES

Additional Business Listing – 200 characters	\$280
Premium Business Listing – Up to 400 characters	\$280
Premium Formatted Listing (hotels/rentals only)** – (Up to 400 characters plus one image)	\$560
Activities Guide	\$280
Dining Guide	\$280
Meeting & Event Venue Guide (Includes location marker on venue map and one venue image)	\$475

## SIZE SPECIFICATIONS

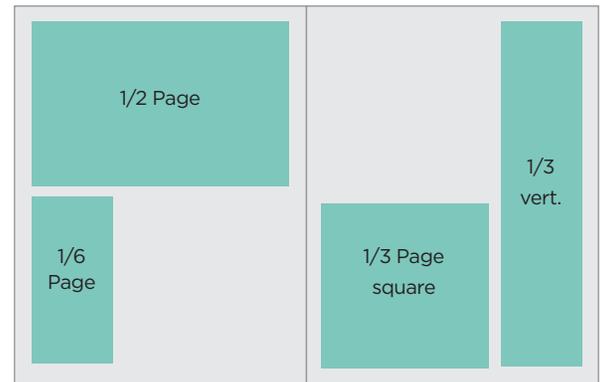
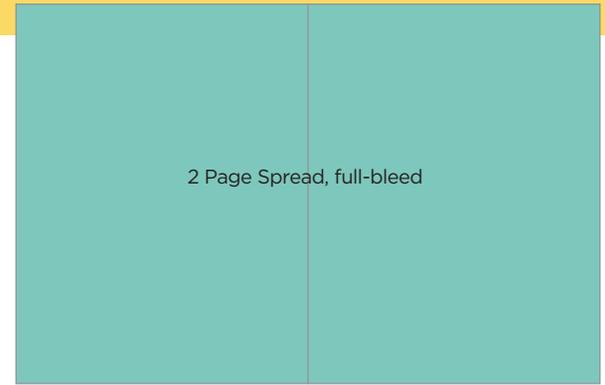
<b>Full Page (Live Area)</b>	7.875" x 10.375"
Bleed	8.625" x 11.125"
Trim	8.375" x 10.875"
<b>2 Page Spread (Live Area)</b>	16.25" x 10.375"
Bleed	17" x 11.125"
Trim	16.75" x 10.875"
<b>2/3 Page</b>	4.8125" x 9.875"
<b>1/2 Page</b>	7.375" x 4.875"
<b>1/3 Page Vertical</b>	2.3125" x 9.875"
<b>1/3 Page Square</b>	4.8125" x 4.875"
<b>1/6 Page</b>	2.3125" x 4.875"

## \*\*PAID ADVERTISING PREMIUM FORMATTED LISTING LAYOUT

(Hotel/Vacation Rentals only):

*Accommodations Guide*

<b>Aurora Hotel</b> 210-510-0454 117 Marina Ave. AuroraCatalina.com	<b>The Avalon Hotel</b> 210-510-7070 TheAvalonHotel.com 124 Whittier Ave.	<b>Holiday Inn Resort Catalina Island</b> 210-510-0125 HRR@Catalina.com 888 Country Club Rd.
<b>Hamilton Cove Vacation Rentals</b> 210-510-0191 HamiltonCove.com 116 Clarissa Ave.	<b>Hotel St. Lauren</b> 855-645-2478 / 210-510-2299 StLauren.com 231 Beacon St.	<b>Mt. Ada</b> 800-446-0261 VisitCatalinaIsland.com 298 Wrigley Road



Green indicates ad dimension in proportion to the page.

