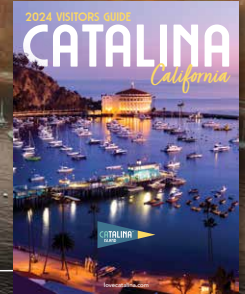


2025 VISITORS GUIDE

CATALINA

California

Rates and Specifications



EARLY BIRD AD SPACE RESERVATION & PAYMENT DEADLINE:

FRIDAY, SEPTEMBER 6, 2024

FINAL AD & LISTING RESERVATION & PAYMENT DEADLINE:

FRIDAY, SEPTEMBER 20, 2024

It's time for the new 2025 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.

Printing and Distribution

65,000 copies will be printed in early January 2025. The Visitor Guide will be available throughout the year and primarily distributed off-island.

- 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 travel 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

Send Contracts and Payment To

LOVE CATALINA ISLAND TOURISM AUTHORITY

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

**For further information on ad sales,
please contact:** Michelle Warner,
michelle@lovecatalina.com.

Send Ads To

BOBCO DESIGN INC

Upload files (digital files only) to:

<https://spaces.hightail.com/uplink/BobCo>

**Or by email if the file size is below
10MB to:** bob@bobco.design

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

For new ads or enhancement to existing ads, design and production services are available to members at special rates.

Technical and Electronic Specifications

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 files must be CMYK. Total ink density should not exceed 280%.

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

Payment Terms

All advertising must be paid in full by Friday, September 20, 2024. Payment can be made by VISA, MasterCard or check. The Early Bird Rate reflects a 5% discount on Display Ads. To qualify, payment must be received by Friday, September 6, 2024. Failure to meet this payment deadline will result in loss of Early Bird discount.

Ad Sizes & Rates

COVER PREMIUM POSITIONS

All ads are 4 Color.

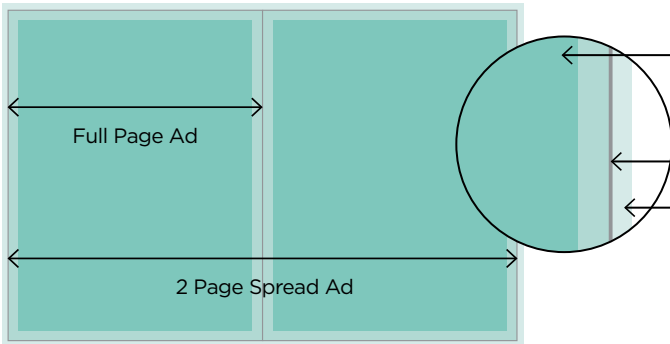
SIZE		EARLY BIRD	AFTER SEPT. 6
Back Cover*	8.375" x 10.875" (Trim)	\$9,800	\$10,290
Inside Front Cover (pg. 2)*	8.375" x 10.875" (Trim)	\$7,405	\$7,775
Inside Back Cover*	8.375" x 10.875" (Trim)	\$5,920	\$6,220

FRONT PREMIUM POSITIONS*

All ads are 4 Color.

SIZE		EARLY BIRD	AFTER SEPT. 6
2-Page Spread (pg. 4 & 5)*	16.75" x 10.875" (Trim)	\$12,360	\$12,975
Full Page (pg. 3)*	8.375" x 10.875" (Trim)	\$6,415	\$6,735

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



*FOR FULL-PAGE AND 2-PAGE ADS:

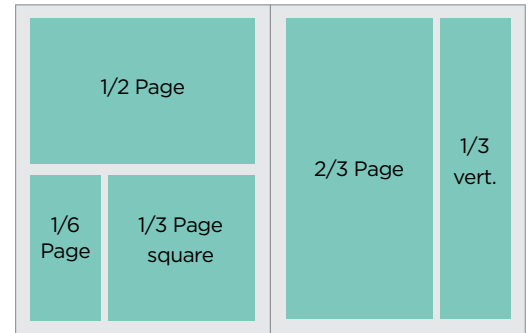
- Live Area:** Keep all text and important ad info within this area **.25" from the trim edge!**
- Trim Edge:** Edge of page.
- Bleed:** Extend all art that flows to the edge of the page to **.125"** outside of the trim edge.

Green indicates ad dimension in proportion to the page.

STANDARD RATES

All ads are 4 Color.

SIZE		EARLY BIRD	AFTER SEPT. 6
2-Page Spread*	16.75" x 10.875" (Trim)	\$7,950	\$8,355
Full Page*	8.375" x 10.875" (Trim)	\$4,620	\$4,850
2/3 Page	4.8125" x 9.875"	\$4,150	\$4,355
1/2 Page	7.375" x 4.875"	\$3,460	\$3,635
1/3 Page Vertical	2.3125" x 9.875"	\$2,790	\$2,930
1/3 Page Square	4.8125" x 4.875"	\$2,790	\$2,930
1/6 Page Vertical	2.3125" x 4.875"	\$1,575	\$1,660



Listing & Grid Guide Rates

FREE LISTINGS

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

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


PAID LISTINGS/GRID GUIDES

Various paid advertising opportunities are open to ALL Member Businesses. Non-member advertising rates are available upon request - contact us for more information.

- Additional Business Listing – 200 characters **\$290**
- Premium Business Listing – Up to 400 characters **\$290**
- Premium Formatted Listing (hotels/rentals only)** – (Up to 400 characters plus one image) **\$575**
- Activities Guide **\$290**
- Dining Guide **\$290**
- Meeting & Event Venue Guide (Includes location marker on venue map and one venue image) **\$490**


Catalina Island ACCOMMODATIONS

HOTELS




Catalina Island Inn
102 Metropole Avenue
950-250-8523
CatalinaIsland.com

Located downtown on Catalina Island, the newly renovated Catalina Island Inn is your next boutique escape. The Inn is conveniently located near to beaches, shops, dining, bars, and attractions. Our wide variety of room types, one with full kitchen, TV, mini refrigerator, bathroom, patio, or fireplace. Your next adventure awaits you at Catalina Island Inn.




Glennview Plaza Hotel
185 Summer Avenue
950-250-8523, 800-4-CATALINA, 800-423-8254
GlennviewPlaza.com

Historic charm, island hospitality, amazing staff! Right in the heart of Avalon and just steps to the beach, Glennview Plaza Hotel has everything ideal visitors for decades. We offer continental breakfast, free WiFi and parking beach towels, complimentary luggage storage allows you to enjoy all that Catalina Island has to offer even after check-out. Ask about our suites with amazing views, seasonal rates available.




Hermosa Hotel
121 Metropole Avenue
950-250-8523
HermosaHotel.com

Charm, intimacy, elegance with it! Catalina's charming hotel located in the heart of Avalon. Walk to the beach & shops. Family units sleep up to 6. Connecting rooms, meeting area, and wheelchair access are great options for families, groups and beach gear. Hotel/rental packages available.




Hotel Abanator
125 Summer Avenue
875-778-8475
VisitCatalinaIsland.com/HotelAbanator

Experience Hotel Abanator, a modern retreat completely renovated in 2015. The hotel's refreshing design and exceptional attention to detail for the Murphy family legacy. An exceptional guest experience located in the heart of Avalon. Guests are pleased at the close with luggage service, and the hotel's concept is always available to help with dining recommendations or book one of the many land and sea adventures Catalina has to offer.



Hotel Mac Doe
409 Cascade Avenue
130-550-0246, 800-498-2266
HotelMacDoe.com

Just west on the beautiful Catalina 100-year-old, the 4th generation Mac Doe family welcomes you to their hotel. Located in the very heart of Avalon, our hotel offers panoramic ocean views, a cozy quiet space or complete A/C, refrigerator, in-room coffee, complimentary continental breakfast, WiFi, beach towels, other check-out services, and luggage storage for your convenience. Online booking package available. See our page 20.



Hotel Metropole
205 Cascade Avenue
950-250-8584, 800-541-8528
HotelMetropole.com

The best breakfast hotel located in the Metropole Market Plaza. EP courtyard suite, newly renovated center of town location, beautiful 8 fireplace available. Continental breakfast, 40" flat screen TV, WiFi, A/C, in-room kitchen & bar. Connecting and accessible rooms, elevator and concierge service. A Touch of Hermosa On Site. Private 200 Beach House Group & wedding facilities. View specials online. See package 2.

**** Paid Advertising Premium Formatted Listing Layout (Hotel/Vacation Rentals Only):**