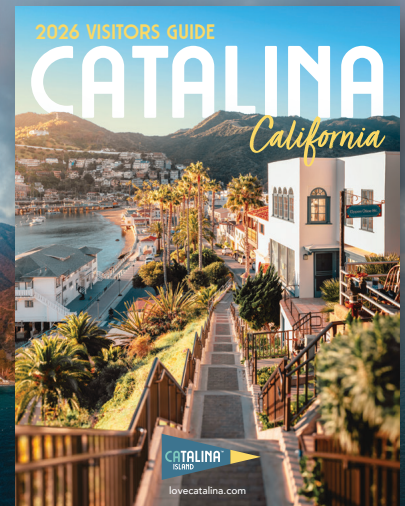


2026 VISITORS GUIDE

CATALINA

California

Rates and Specifications



EARLY BIRD AD SPACE RESERVATION & PAYMENT DEADLINE:

MONDAY, AUGUST 4, 2025

FINAL AD & LISTING RESERVATION & PAYMENT DEADLINE:

MONDAY, AUGUST 18, 2025

It's time for the new 2026 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 December 2025. The Visitors 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 Southern California area hotels and Burbank, John Wayne and San Diego airports
- 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. 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 August 18, 2025. 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 August 4, 2025. 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.

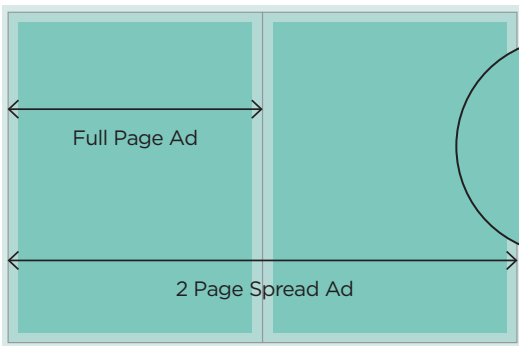
SIZE		EARLY BIRD	AFTER AUGUST 4
Back Cover*	8.375" x 10.875" (Trim)	\$9,800	\$10,290
Inside Front Cover (pg. 2)*	8.375" x 10.875" (Trim)	\$7,405	\$7,775
Inside Back Cover*	8.375" x 10.875" (Trim)	\$5,920	\$6,220

FRONT PREMIUM POSITIONS*

All ads are 4 Color.

SIZE		EARLY BIRD	AFTER AUGUST 4
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.

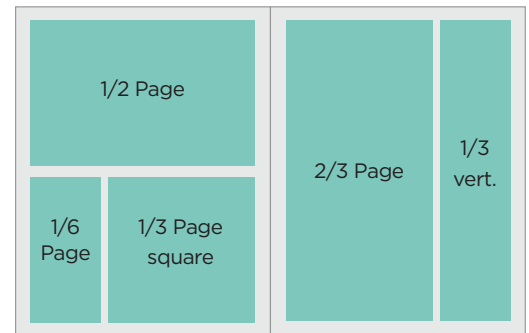
Bleed: Extend all art that flows to the edge of the page to .125" outside of the trim edge.

Green indicates ad dimension in proportion to the page.

STANDARD RATES

All ads are 4 Color.

SIZE		EARLY BIRD	AFTER AUGUST 4
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 \$490
(Includes location marker on venue map and one venue image)

Catalina Island ACCOMMODATIONS

HOTELS

Catalina Island Inn
102 Metropole Avenue
385-250-1623
CatalinaIslandInn.com

Glennmore Plaza Hotel
185 Summer Avenue
385-250-0507 800-4-CATALINA 800-422-8254
GlennmorePlaza.com

Hermosa Hotel
121 Metropole Avenue
385-250-1900
HermosaHotel.com

Hotel Alhambra
125 Summer Avenue
875-779-8475
VisitCatalinaIsland.com/HotelAlhambra

Hotel Mac Rae
430 Crescent Avenue
180-630-0346 800-988-2266
HotelMacRae.com

Hotel Metropole
205 Crescent Avenue
385-250-1884 800-941-8528
HotelMetropole.com

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