

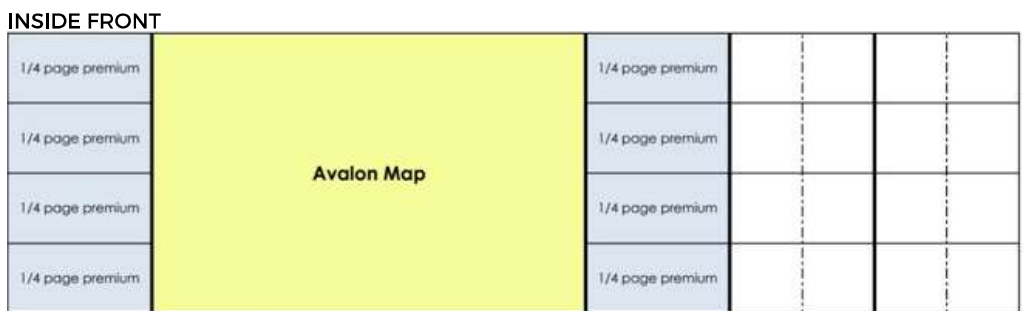
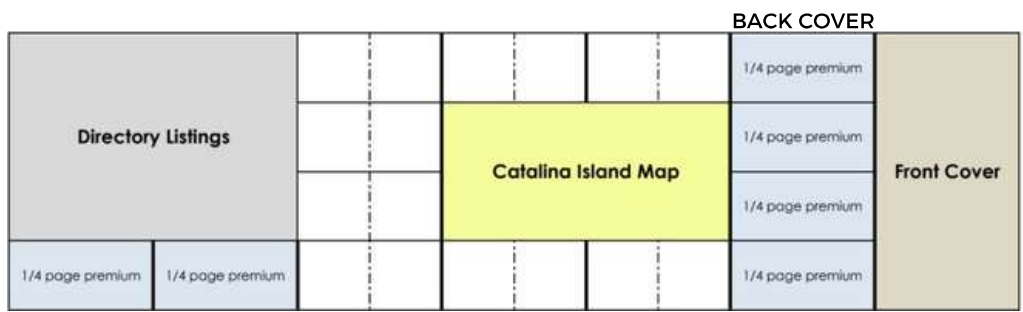
ADVERTISING RATES & SPECIFICATIONS

		SIZE (W x H)	RATE
1/4 PG PREMIUM AD	Back Cover	3.5" x 1.75" (live) 3.75" x 2.125" (trim) 4.25" x 2.375" (bleed)	\$1,500
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) 4.25" x 2.375" (bleed)	\$1,350
1/4 PG STANDARD AD		3.5" x 1.75" (live) 3.75" x 2.125" (trim) 4.25" x 2.375" (bleed)	\$1,150
1/8 PAGE STANDARD AD		1.625" x 1.75" (live) 1.875" x 2.125" (trim) 2.25" x 2.375" (bleed)	\$800
BUSINESS DIRECTORY LISTING*		Business name, phone, url, map #, 30 characters copy	\$295

*Receive one free Business Directory Listing per 1/4 page or 1/8 page Ad space purchased

Non-member rates are also available

- See below for ad size/layout example
 - **Premium ad placement is RESERVED, first-come, first-served****
 - **Standard ad placement may be requested but NOT guaranteed****
- 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 (300 dpi)
- Please do not submit 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!** Please keep all type and important graphics inside the live area and center within bleed dimensions. All ads must have bleed, no border



**** 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



The 2022-23 Catalina Island Map is produced by BobCo. Design for the Love Catalina Island Tourism Authority