



California Lodging News Bi-Monthly Magazine

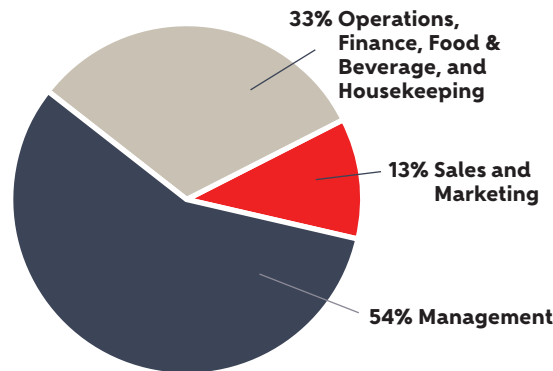


About the Magazine

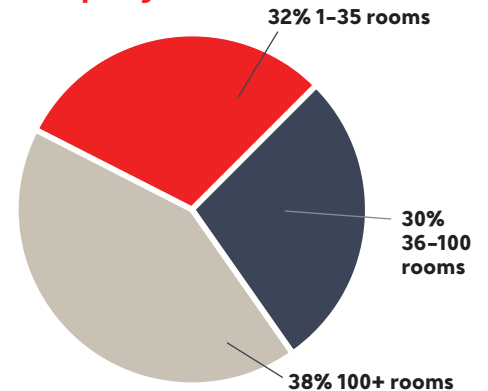
California Lodging News is the official bi-monthly magazine of the California Hotel and Lodging Association. With a readership of 9,000 viewers per issue, your advertising will reach members of a booming industry in California—all of which are the owners, presidents, and key decision makers of their respective companies. Don't miss out on the opportunity to brand your business to those that need your products and services most. For even more exposure, add a tile advertisement to CHLA's Online Buyer's Guide website and a logo with your Buyer's Guide listing to further stand out!

Reader Demographics

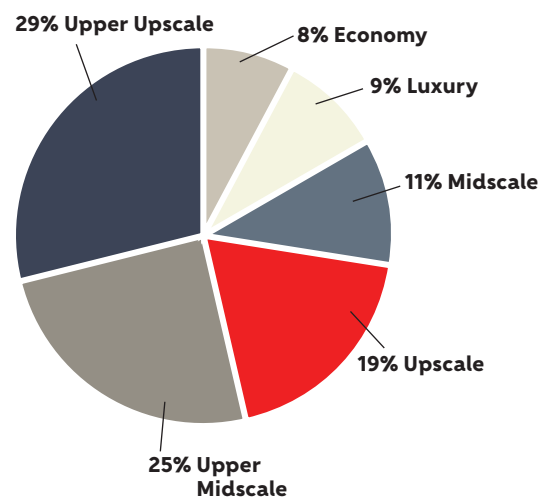
Readership



Property Size



Property Segment



ESTIMATED READERSHIP

9,000

ESTIMATED READERS PER COPY

3.00

CIRCULATION

3,000

For more information,
please contact:

KATY PATTERSON
503-445-2244
katy@llmpubs.com

LLM
PUBLICATIONS
www.llmpubs.com



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Deadlines

Jan/Feb '20	Nov 27
Mar/Apr '20	Jan 30
May/Jun '20	Apr 8
Jul/Aug '20	Jun 3
Sep/Oct '20	Aug 3
Nov/Dec '20	Oct 8
Jan/Feb '21	Nov 25

Specifications

Ink	Full Color
Trim Size	8.5" x 11"
Binding	Saddle Stitch
Published	Bi-Monthly
Circulation	3,000

Art Requirements

- A high resolution pdf is the preferred file format.
- All images must be 300 dpi. (Images from the web are not print quality.)
- Fonts embedded.
- Name files clearly, indicating your company name and publication.
- For ads with bleed, export pdfs with 1/8" (.125") bleed settings. No crop marks.
- Color requirements—All full color ad artwork must be process color (CMYK). No spot colors.

For more information, please contact:

KATY PATTERSON
503-445-2244
katy@llmpubs.com



Advertising Rates (Members)

	2x	6x
Back Cover*	\$ 2,205	\$ 1,760
Inside Covers*	\$ 2,095	\$ 1,680
Full Page*	\$ 1,845	\$ 1,475
2/3 Page	\$ 1,145	\$ 915
1/2 Page	\$ 1,015	\$ 815
1/3 Page	\$ 820	\$ 655
1/6 Page	\$ 590	\$ 470
Superlisting	\$ 235	\$ 185

*Non-members subject to 15% premium.

*Ad sizes that can have bleeds. Set bleeds to 0.125".

- Guaranteed placements (other than covers) are subject to a 15% premium. All rates are net.



CHLA Marketplace

Each issue features the CHLA Marketplace. Allied members receive company name and phone number under one category heading.

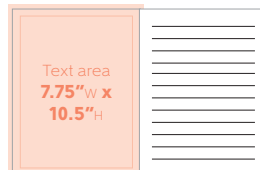
Make your listing stand out by converting it to a **Superlisting**. It will stand out on the page, and include contact name, phone, email, website, and a short description (up to 30 words).

Inside Covers & Full Pages



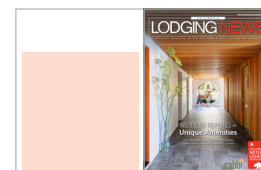
7.5"W x 10"H

Inside Covers & Full Pages with Bleed



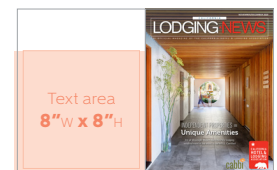
8.75"W x 11.25"H
 Bleed: 0.125"
 (8.5"W x 11"H trim size)

Back Cover



7.5"W x 7.5"H

Back Cover with Bleed



8.75"W x 8.625"H
 Bleed: 0.125"
 (8.5"W x 8.5"H trim size)

2/3 Page



4.9375"W x 9.625"H

1/2 Page



7.5"W x 4.75"H

1/3 Page



4.9375"W x 4.75"H

1/6 Page



2.375"W x 4.75"H
 4.9375"W x 2.25"H

Ad Material

Upload files at www.llmpubs.com or email pdf to ads@llmpubs.com

- Name files clearly, indicating your company name and publication.
- Please allow up to 2 business days for confirmation of receipt and the status of your ad.
- Email ads@llmpubs.com for more detailed specifications.

Need help creating an ad? Free ad design (with revisions up to 3 proofs).

- Please allow up to 5 business days for first proof. Contact your sales representative for more information.