



California Lodging News Bi-Monthly Magazine

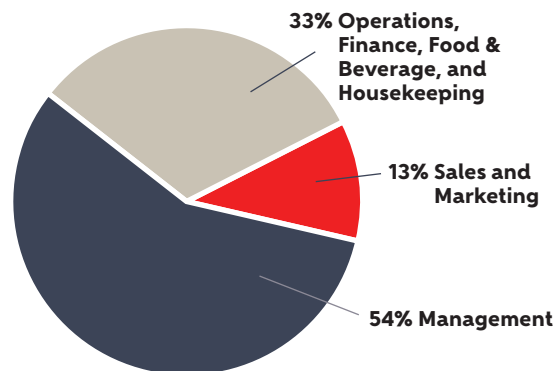


About the Magazine

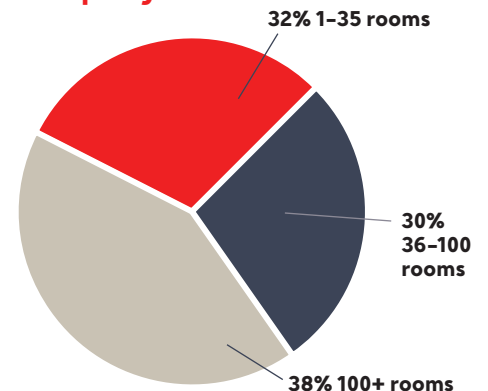
California Lodging News is the official bi-monthly magazine of the California Hotel and Lodging Association. With an estimated readership of 9,000 viewers per issue, your advertising will reach members of a booming industry in California—all of which are the owners, presidents, and key decision makers of their respective companies. Don't miss out on the opportunity to showcase 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

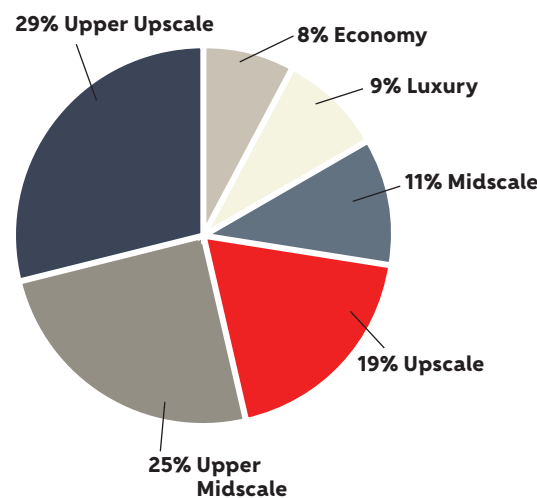
Readership



Property Size



Property Segment



ESTIMATED READERSHIP

9,000

ESTIMATED READERS PER COPY

3.00

CIRCULATION

3,000

For more information, please contact:

GRANDT MANSFIELD
503-445-2226
grandt@llmpubs.com





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Deadlines

Recognizing Employees	Jan/Feb '21	Nov 25
Tax Preparation	Mar/Apr '21	Jan 28
Legal/Legislative	May/Jun '21	Apr 7
ADA & Service Animals	Jul/Aug '21	Jun 2
Marketing Since Covid-19/ How Travel has Changed	Sep/Oct '21	Aug 2
Human Trafficking Prevention & Education Focus	Nov/Dec '21	Oct 7
TBD	Jan/Feb '22	Nov 24

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:

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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".

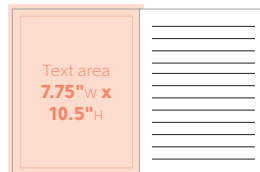
- Guaranteed placements (other than covers) are subject to a 15% premium. All rates are net.

Inside Covers & Full Pages



7.5"W x 10"H

Inside Covers & Full Pages with Bleed



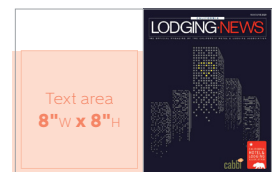
8.75"W x 11.25"H
Bleed: 0.125"
(8.5"W x 11"H trim size)

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.



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 be highlighted on the page, and include contact name, phone, email, website, and a short description (up to 30 words).