



Partner Pricing



California Lodging News
Bi-Monthly Magazine

As a valued CHLA Partner, you are eligible for a

40% DISCOUNT

on print ad placements

Advertising Rates

	Advertising Rates	Sponsor Rates 40% off published rates
Full Page*	\$ 1,845	\$ 1,110
2/3 Page	\$ 1,145	\$ 685
1/2 Page	\$ 1,015	\$ 610
1/3 Page	\$ 820	\$ 490
1/6 Page	\$ 590	\$ 350

*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.

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:

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

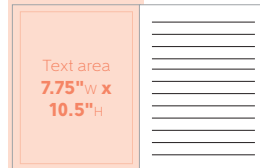


Full Pages



7.5"W x 10"H

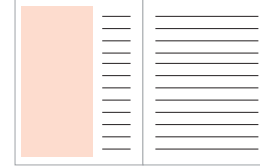
Full Pages with Bleed



8.75"W x 11.25"H

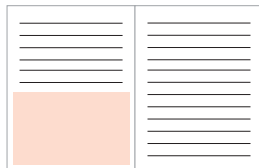
Bleed: 0.125"
(8.5"W x 11"H trim size)

2/3 Page



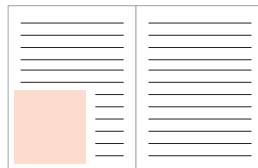
4.9375"W x 9.625"H

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.