

PRINT ADVERTISING CALIFORNIA LODGING NEWS BI-MONTHLY MAGAZINE

California Lodging News is the official bi-monthly magazine of the California Hotel & 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!



CONTACT

To reserve your space, contact:

John Constantino

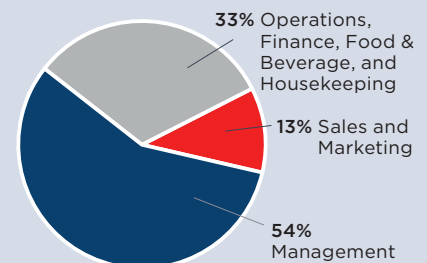
john@llmpubs.com or 503-445-2230

Advertising sold by LLM Publications

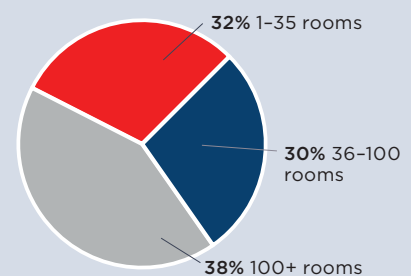


READER DEMOGRAPHICS

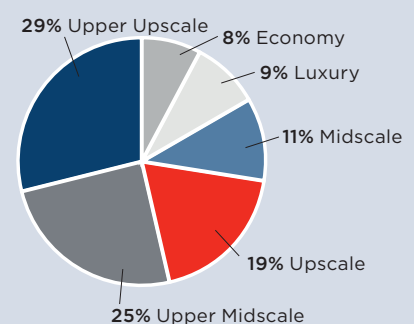
READERSHIP



PROPERTY SIZE



PROPERTY SEGMENT



ESTIMATED READERSHIP
9,000

2024 ADVERTISING DEADLINES

Safety

January/February

November 27, 2023

Employee Engagement

March/April

January 30, 2024

Technology

May/June

March 29, 2024

Green Lodging Sustainability

July/August

May 28, 2024

Look Ahead to Elections and 2025 Outlook

September/October

July 29, 2024

Guest Satisfaction

November/December

October 1, 2024

TBD

January/February

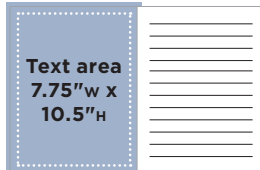
November 19, 2024

Inside Covers & Full Pages



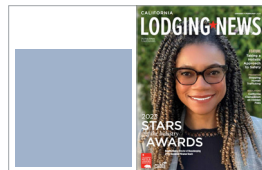
7.5"w x 10"H

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



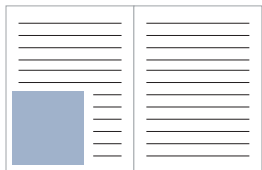
4.9375"w x 9.625"H

1/2 Page



7.5"w x 4.75"H

1/3 Page



4.9375"w x 4.75"H

1/6 Page



V: 2.375"w x 4.75"H
H: 4.9375"w x 2.25"H

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).

ADVERTISING RATES

(Member Rates)*	2x	6x
Back Cover**	\$ 2,670	\$ 2,130
Inside Covers**	\$ 2,540	\$ 2,040
Full Page**	\$ 2,230	\$ 1,790
2/3 Page	\$ 1,390	\$ 1,110
1/2 Page	\$ 1,230	\$ 990
1/3 Page	\$ 1,000	\$ 800
1/6 Page	\$ 720	\$ 570
Superlisting	\$ 290	\$ 230

*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.

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.

AD MATERIALS

Upload files at www.illmpubs.com or email pdf to ads@illmpubs.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@illmpubs.com for more detailed specifications.

Need help creating an ad?

Complimentary ad design is available with ad purchase (with revisions up to 3 proofs). Please allow up to 5 business days for first proof. Contact your sales representative for more information.