



## California Lodging News Bi-Monthly Magazine

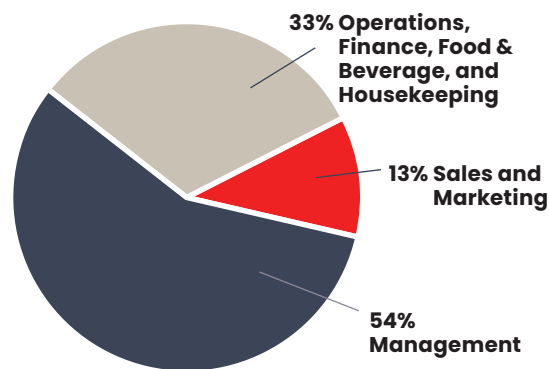
### About the Magazine

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!

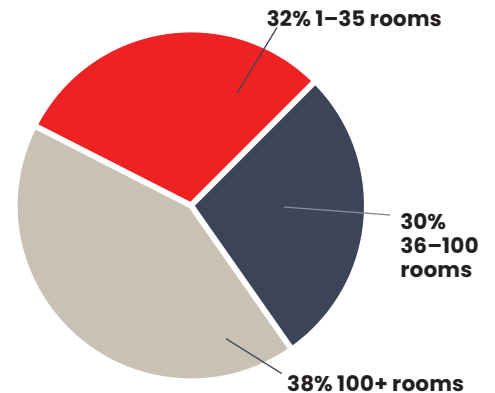


### Reader Demographics

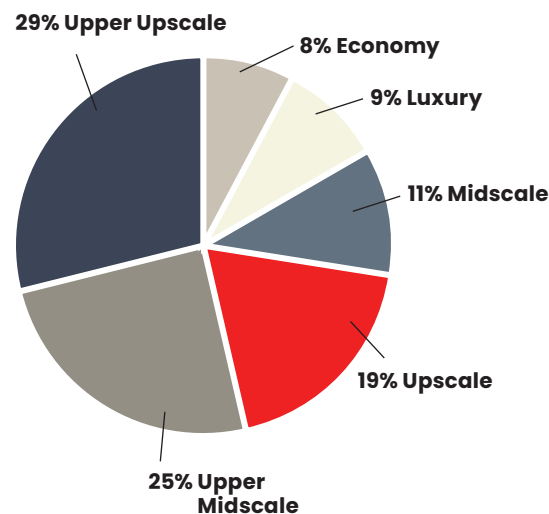
#### Readership



#### Property Size



#### Property Segment



ESTIMATED READERSHIP

**9,000**

For more information,  
please contact:

**JOHN CONSTANTINO**  
503-445-2230  
john@bigredm.com



bigredm.com



## California Lodging News Bi-Monthly Magazine

### Deadlines

Safety	Jan/Feb '24	<b>Nov 27</b>
Employee Engagement	Mar/Apr '24	<b>Jan 30</b>
Technology	May/Jun '24	<b>Mar 29</b>
Green Lodging Sustainability	Jul/Aug '24	<b>May 28</b>
Look Ahead to Elections and 2025 Outlook	Sep/Oct '24	<b>Jul 29</b>
Guest Satisfaction	Nov/Dec '24	<b>Oct 1</b>
TBD	Jan/Feb '25	<b>Nov 19</b>

### Specifications

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

### 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
<b>Back Cover*</b>	\$ 2,800	\$ 2,240
<b>Inside Covers*</b>	\$ 2,670	\$ 2,140
<b>Full Page*</b>	\$ 2,340	\$ 1,880
<b>2/3 Page</b>	\$ 1,460	\$ 1,170
<b>1/2 Page</b>	\$ 1,290	\$ 1,040
<b>1/3 Page</b>	\$ 1,050	\$ 840
<b>1/6 Page</b>	\$ 760	\$ 600
<b>Superlisting</b>	\$ 300	\$ 240

\*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.

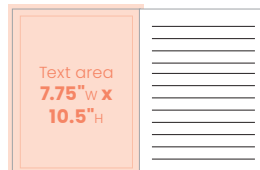
Make your listing stand out by converting it to a **Superlisting**. It will be highlighted on the page, and include contact name, phone, email, website, and a short description (up to 30 words).

#### Inside Covers & Full Pages



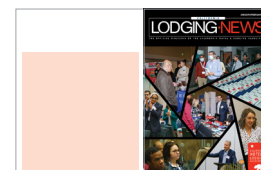
**7.5" w x 10" h**

#### Inside Covers & Full Pages with Bleed



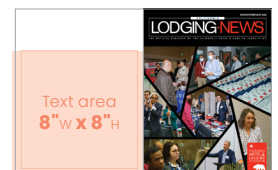
**8.75" w x 11.25" h**  
 Bleed: 0.125"  
 (8.5" w x 11" h trim size)

#### 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

Email your ad materials to [ads@bigredm.com](mailto:ads@bigredm.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@bigredm.com](mailto:ads@bigredm.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.