



California Hotel & Lodging Association Advertising Media Kit 2026

About

The California Hotel & Lodging Association is the leading resource and advocate for California’s more than 6,000 hotels, motels, and boutique inns that employ more than 260,000 hospitality associates. CHLA, established in 1893, is the largest state lodging association and is a strong partner of the American Hotel & Lodging Association. We protect the rights and interests of the California lodging industry. It’s that simple.

For more information, visit www.calodging.com

Our Members



Hotel owners



General managers



Franchisees



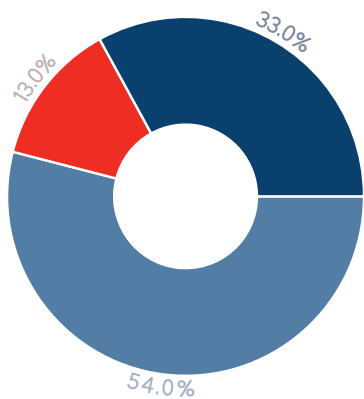
Vendors



Suppliers

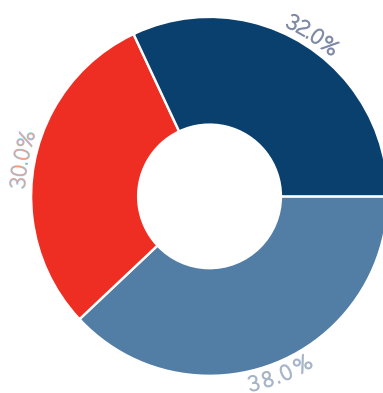
Reader Demographics

Member Roles



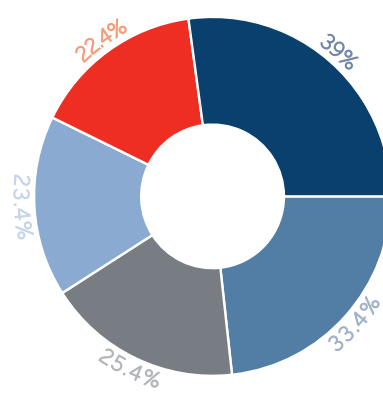
- Management—54%
- Operations, Finance, Food & Beverage, and Housekeeping—33%
- Sales & Marketing—13%

Property Size



- 100+ Rooms—38%
- 1-35 Rooms—32%
- 36-100 Rooms—30%

Property Segment



- Upper Upscale—39%
- Upscale—33.4%
- Midscale—25.4%
- Luxury—23.4%
- Economy—22.4%

Why Advertise with CHLA?

Reach California’s lodging industry decision-makers by advertising with CHLA. As the **largest state lodging association**, representing thousands of owners, operators, vendors, and suppliers, our newsletter and magazine put your brand directly in front of the businesses that power California hospitality. **Partner with us to connect your products and services to the leaders who shape the industry.**



California Hotel & Lodging Association

California Lodging News Quarterly Magazine



About The Magazine

California Lodging News is the official quarterly 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.

2026 Publication Calendar

Issue	Ad Space Deadline	Published Month
Winter 2026	12/01/2025	January 2026
Spring 2026	02/23/2026	April 2026
Summer 2026	05/26/2026	July 2026
Fall 2026	08/24/2026	October 2026
Winter 2027	11/23/2026	January 2027

“

Established over 130 years ago to represent a burgeoning industry, CHLA has built upon the goals and objectives first established in 1893. CHLA continues to serve the unique interests of each segment of California's diverse lodging industry.

”



Estimated Readership

9,000



California Hotel & Lodging Association

California Lodging News Rates & Ad Specifications

2026 Advertising Rates

	1x	2x	4x
Back Cover*	\$ 2,937	\$ 2,670	\$ 2,136
Inside Covers*	\$ 2,833	\$ 2,575	\$ 2,060
Full Page*	\$ 2,574	\$ 2,340	\$ 1,880
2/3 Page	\$ 1,716	\$ 1,560	\$ 1,250
1/2 Page	\$ 1,419	\$ 1,290	\$ 1,040
1/3 Page	\$ 950	\$ 860	\$ 685
Superlisting	\$ 300	\$ 265	\$ 240

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

Ad Specifications

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

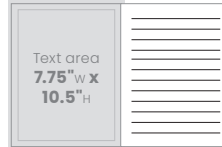
SUPERLISTING. It will be highlighted on the page, and include contact name, phone, email, website and a short description. (up to 30 words)

Inside Covers & Full Pages



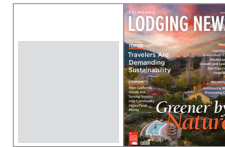
7.5"W x 10"H

Inside Covers & Full Pages with Bleed



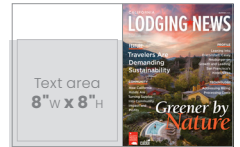
8.75"W x 11.25"H
Bleed: 0.125"
(8.5"W x 11"H trim size)

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

Artwork 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.



Reserve your space TODAY!

CONTACT
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CHLA's Hotel Weekly newsletter is designed to provide readers with useful articles that are current and relevant in helping members in their daily roles.

- Published **weekly** on Thursday
- Emailed to over **8,500 CHLA Members** and subscribers
- Average unique open rate is **28%**
- Hotel Weekly is delivered via email and also accessible on the CHLA website

Advertising Rates

Leaderboard Ad Package

Only 1 available

Hotel Weekly Leaderboard: 560x100px

- 3 months\$1,225/month
- 6 months\$1,175/month
- 9 months\$1,150/month
- 12 months.....\$13,350/month

Sub-Leaderboard Ad Package

Only 1 available

Hotel Weekly Sub-Leaderboard: 560x100px

- 3 months\$1,110/month
- 6 months\$1,065/month
- 9 months\$1,045/month
- 12 months.....\$1,007/month

Product Showcase Ad Package

Only 2 available

Hotel Weekly Product Showcase: 260x300px

- 3 months\$970/month
- 6 months\$945/month
- 9 months\$923/month
- 12 months.....\$900/month

Classic Box Ad Package

Only 2 available

Hotel Weekly Classic Box: 260x200px

- 3 months\$765/month
- 6 months\$735/month
- 9 months\$715/month
- 12 months.....\$690/month

Banner Ad Package

Only 2 available

Hotel Weekly Banner: 560x80px

- 3 months\$880/month
- 6 months\$845/month
- 9 months\$825/month
- 12 months.....\$795/month

Ads run in 4 issues each month



- » Ads sold on a first come, first served basis
- » Non-members subject to 15% premium

Deadlines for Artwork

20th day of the month prior to campaign start date.

* Deadlines are subject to change due to holidays and/or office closures.*

Art Requirements

- A high resolution jpg is the preferred file format
- Fonts embedded



CONTACT

CATHLEEN CORBIN

303-550-4480

cathleen@bigredm.com



Advertising Packages

Print/Digital Combo

Maximize your reach and exposure with print AND digital
Take 20% off Hotel Weekly ad package with any size print ad purchase

Example:

½ page ad at 1X rate \$1419 PLUS 3-Month Classic Box Ad Package @
discounted rate of \$612/month

Total cost for print ad AND 3 months digital

\$3,255

Advertorial Package



What Are Advertorials?

Advertorials are a type of advertising that look like editorial content, promoting a product, service, or brand to engage and persuade the audience.

Package Price: \$2,975

The Benefits



Engage Your
Customers



Educate Your
Customers



Increase Your
Credibility

Package Includes Print & Digital Exposure

California Lodging News Magazine: Full page article with space for images, logo, and company info.

Hotel Weekly Newsletter: Advertorial article would be featured in one issue of Hotel Weekly after the printed version in California Lodging News is published.

Package Requirements

- Article headline
- 480-600 words of text
- High Resolution Logo File
- One or two images as shown
- Images can be photos, graphics, etc
- Contact information
- QR code if desired, but not required
- URL for Hotel Weekly article link

