



2020 DISCOVER LOS ANGELES OFFICIAL VISITOR MAP RATE CARD

POINT VISITORS IN THE RIGHT DIRECTION: TO YOUR DOOR

The Official Visitor Map of Los Angeles Tourism leads visitors to their next stop and plays an active role in keeping your message top-of-mind throughout their trip.

AN OFFICIAL LOS ANGELES TOURISM TRAVEL RESOURCE

WIDESPREAD DISTRIBUTION AT MORE THAN

500 LOCATIONS

THROUGHOUT THE GREATER L.A. AREA

97% OF VISITORS GUIDE READERS FIND MAPS USEFUL

2020 ADVERTISING RATES

| Size | Member | Non-Member |
|------------------------|----------|------------|
| Full Panel, Back Cover | \$13,250 | \$15,249 |
| Full Panel, Non Bleed | \$11,400 | \$13,100 |
| 1/2 Panel | \$6,850 | \$7,800 |
| 1/4 Panel | \$4,500 | \$5,150 |

* All advertiser businesses are plotted on the map

IN-MARKET DISTRIBUTION

400,000 Official Visitor Maps are distributed at L.A. area:

- Visitor Information Centers
- Hotels
- Museums
- Airports
- Key Attractions
- Rental Car Companies

IMPORTANT DATES

Advertising Deadline: November 1, 2019

Material Deadline: November 8, 2019

Publication Date: January 2020

Paid advertising opportunities are not available in the following categories due to contractual restrictions: Shopping Centers.

CONTACT

Nikki Joseph Advertising Sales Manager

T: 213.787.2535

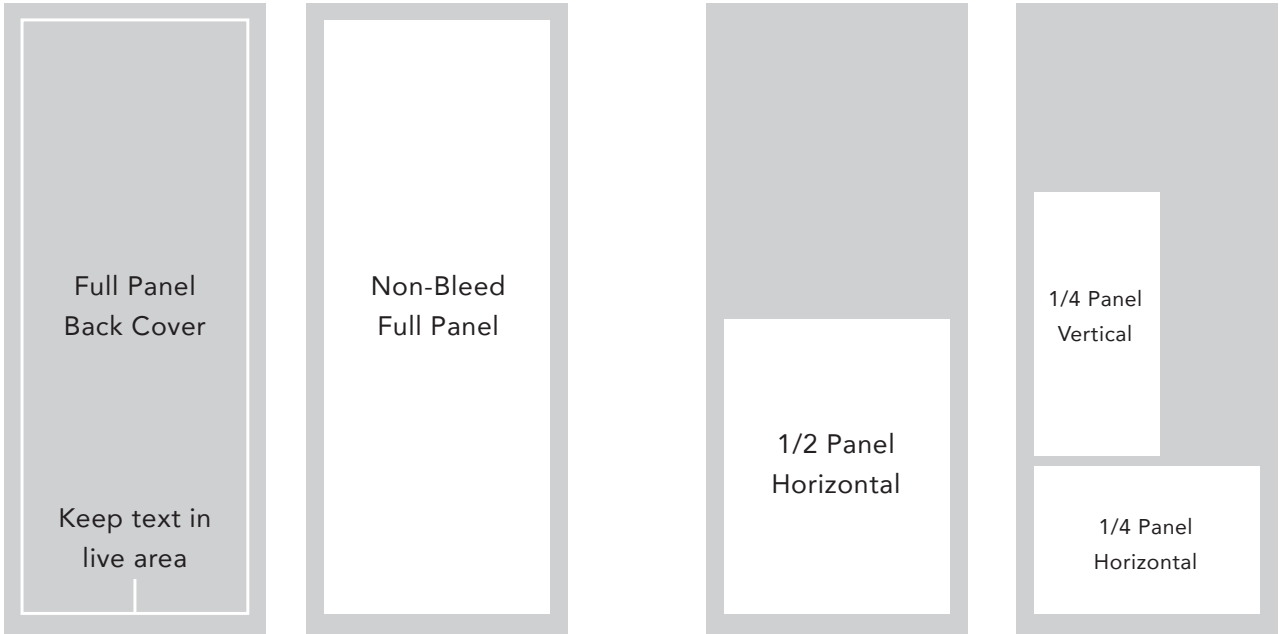
njoseph@LATourism.org

discoverLosAngeles.com



2020 DISCOVER LOS ANGELES OFFICIAL VISITOR MAP RATE CARD

AD PLACEMENT



DISPLAY ADS

| Size | Width X Height |
|-----------------------|----------------|
| Full Panel Back Cover | |
| Back Cover Trim Size | 3.875" x 8.5" |
| Back Cover With Bleed | 4.125" x 8.75" |
| Back Cover Live Area | 3.375" x 8" |
| Full Panel Non Bleed | 3.5" x 8.25" |
| 1/2 Panel Horizontal | 3.5" x 4" |
| 1/4 Panel Horizontal | 3.5" x 1.875" |
| 1/4 Panel Vertical | 1.6875" x 4" |

TECHNICAL GUIDELINES

- Save all art as high resolution (300 dpi) and four-color process CMYK. (Spot colors should be converted to process)
- Outline ALL fonts or package the fonts along with your artwork.
- Document size must be the same as ad size. Full-Panel ad must have bleed and crop marks.
- Apply rich black (C: 40 M: 20 Y: 20 K:1 00) to large areas of black.

PRODUCTION SERVICES

Charges will be assessed for Electronic file intervention.

ACCEPTIBLE FILE FORMATS

Adobe Acrobat .pdf/x-1a

SUPPLYING ELECTRONIC FILES

Sam Shackel Coordinator, Membership & Advertising Sales
 T: 213.372.1120
 sshackel@LATourism.org
 discoverLosAngeles.com