



## 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

### 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

### 2020 ADVERTISING RATES

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

### IMPORTANT DATES

Advertising Deadline: November 1, 2019

Material Deadline: November 8, 2019

Publication Date: January 2020

### CONTACT

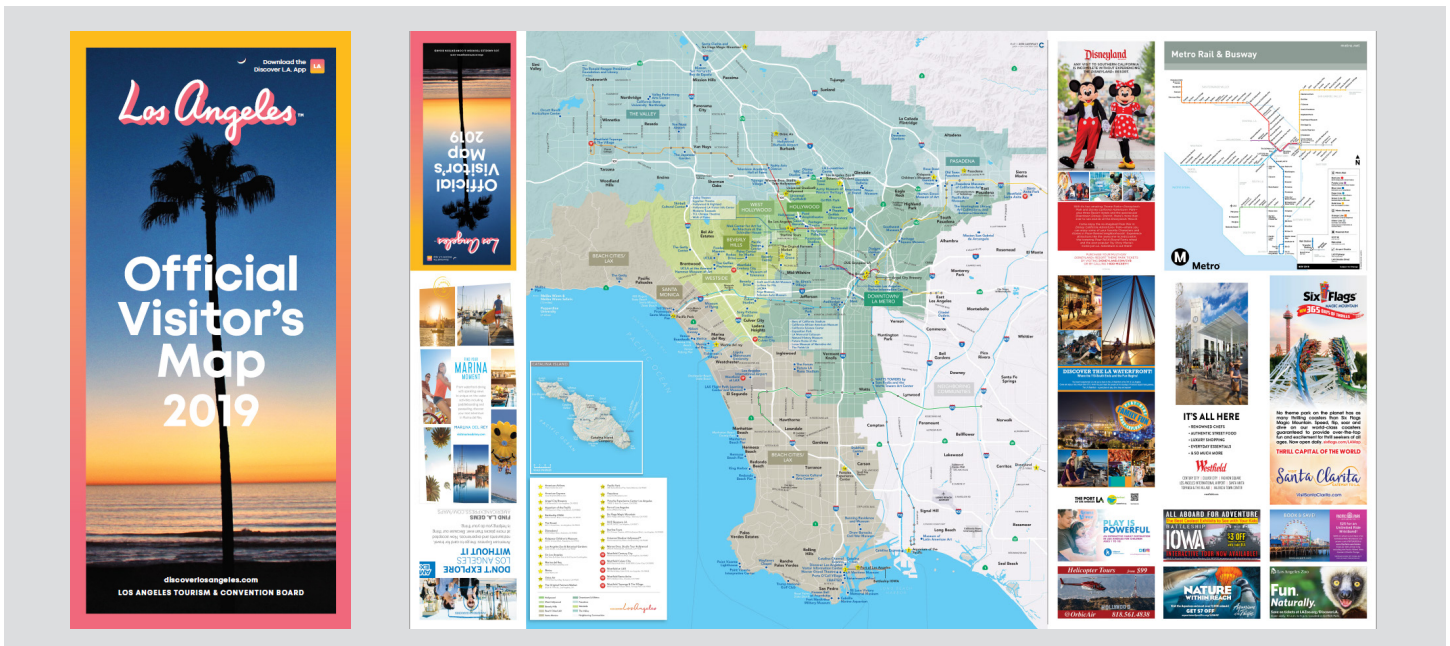
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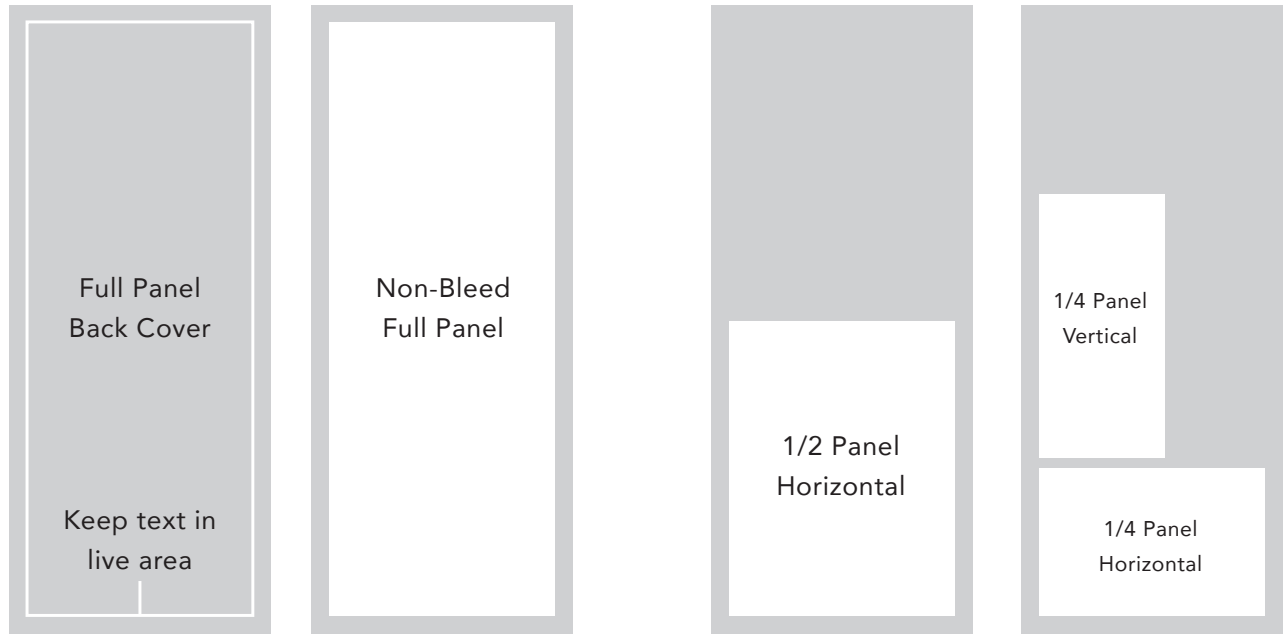
discoverLosAngeles.com

\* All advertiser businesses are plotted on the map



## 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

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