

**2019 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 L.A. 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**

350,000 Official Visitor Maps are distributed at L.A. area:

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

**2019 ADVERTISING RATES**

SIZE	MEMBER	NON-MEMBER
Full Panel, Non Bleed	<b>\$10,850</b>	<b>\$12,450</b>
1/2 Panel	<b>\$6,500</b>	<b>\$7,400</b>
1/4 Panel	<b>\$4,250</b>	<b>\$4,900</b>

**IMPORTANT DATES**

Advertising Deadline: November 2, 2018

Material Deadline: November 9, 2018

Publication Date: January 2019

Paid advertising opportunities are not available in the following categories due to contractual restrictions: Credit/Debit Cards, Shopping Center.

**CONTACT**

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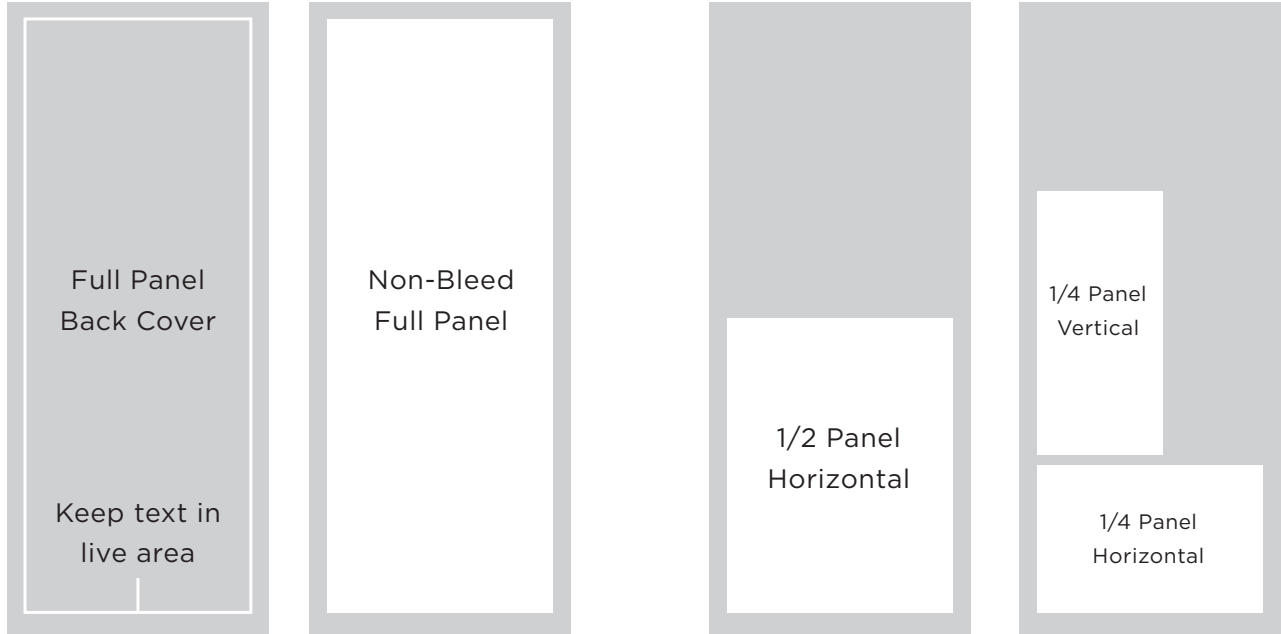
discoverLosAngeles.com

\* All advertiser businesses are plotted on the map



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**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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