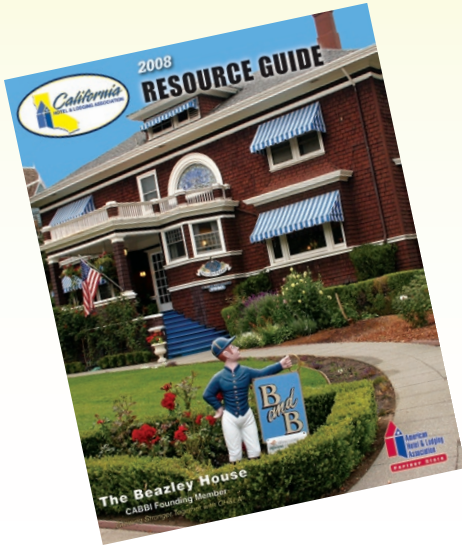




RESOURCE GUIDE

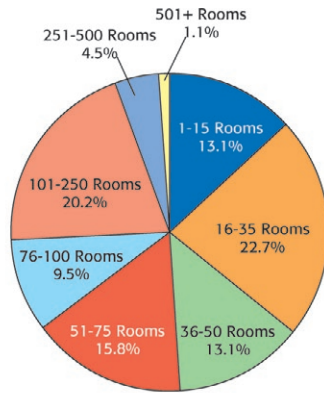
Advertising Information



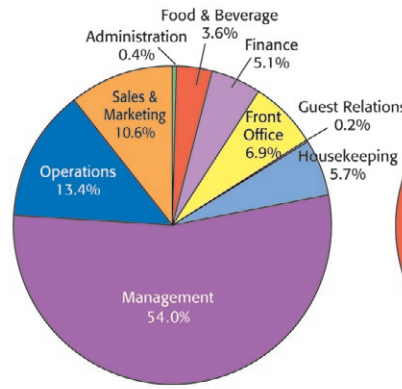
The annual *CH&LA Resource Guide* is distributed to every lodging property in California, offering businesses an exceptional opportunity to target lodging industry decision makers in the nation's most visited state.

READERSHIP

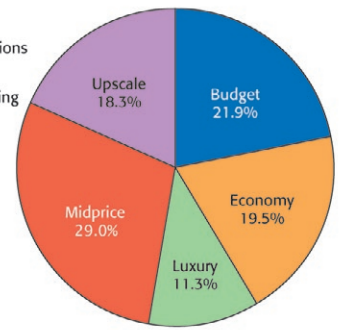
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PROPERTY SIZE



READERSHIP



PROPERTY SEGMENT

The *CH&LA Resource Guide* is the official publication of the California Hotel & Lodging Association, the only California lodging association affiliated with the American Hotel & Lodging Association.



Contact John Garbett to reserve your space today:

800-647-1511, x2224
john@llm.com

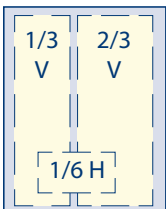
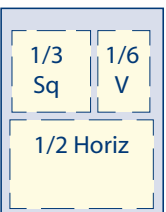
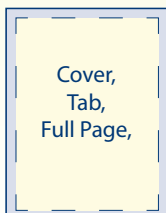
CH&LA Resource Guide is published by CH&LA and LLM Publications, Inc.

8201 SE 17th Ave.
 Portland, OR 97202
 Fax: 888-643-3556
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2009 RESOURCE GUIDE Rates & Specifications



FULL COLOR ADVERTISING [§]					
Space	Dimensions w" x h"	MEMBER PRICING		NON-MEMBER PRICING	
		2-year (payable each year)	1-year	2-year (payable each year)	1-year
Outside Back Cover	7.5 x 10.5*	\$ 3,307	\$ 3,413	\$ 3,780	\$ 3,885
Inside Front Cover	7.5 x 10.5*	\$ 2,829	\$ 2,887	\$ 3,255	\$ 3,360
Inside Back Cover	7.5 x 10.5*	\$ 2,389	\$ 2,494	\$ 2,730	\$ 2,835
Tab	7.5 x 10.5*	\$ 2,425	\$ 2,530	\$ 2,955	\$ 3,060
Full Page	7.5 x 10.5*	\$ 2,231	\$ 2,284	\$ 2,625	\$ 2,677
2/3 Vertical	4.9375 x 9.625	\$ 1,932	\$ 1,984	\$ 2,304	\$ 2,351
1/2 Horizontal	7.5 x 4.75	\$ 1,674	\$ 1,706	\$ 2,079	\$ 2,131
1/3 Square	4.9375 x 4.75	\$ 1,375	\$ 1,400	\$ 1,743	\$ 1,769
1/3 Vertical	2.375 x 9.625	\$ 1,375	\$ 1,400	\$ 1,743	\$ 1,769
1/6 Horizontal	4.9375 x 2.25	\$ 966	\$ 992	\$ 1,365	\$ 1,391
1/6 Vertical	2.375 x 4.75	\$ 966	\$ 992	\$ 1,365	\$ 1,391

* Covers, tabs, and full page ads may bleed. Trim size: 8.5" x 11", add .125" for bleed, resulting in a bleed size of 8.75" x 11.25".

Note: If a bleed is intended, it must be indicated with crop marks. Be sure to set all live matter at least .25" in from trim.

[§] Black & White advertising is not available on covers and tabs. Subtract \$300 from price listed above for b/w advertising.

AD SPECIFICATIONS

Ads are to be submitted digitally on disk, or via e-mail to **ads@llm.com**. E-mailed ads should not exceed 5mb in size.

If ad is over 5mb, we have an ftp site available. Please call for details.

The name of your ad should include "CHLA_09", and the name of your company (ie: **CHLA_09_AAASupplies.tif**).

Embed all fonts and set artwork at 300 dpi.

Send file as: **tif, eps, or pdf**. Please outline all fonts in eps files. We also accept PC-compatible InDesign, PhotoShop, or Illustrator files. Do not submit ads in Quark or Publisher. We can also accept a high-res Word file, if set up properly.

DESIGN AND EDITORIAL SERVICES

LLM has a full service design department which can create a new ad for you or alter an existing advertisement. Ask your account executive for more information. Design services are billed independently of space reservations.

PUBLICATION SPECS

Size: 8-1/2" x 11"
Binding: Perfect Bound
Published: November 2008
Circulation: 8,000

DEADLINES

Ad Space: August 11, 2008
Ad Copy: August 25, 2008



To advertise, please contact John Garbett at 800-647-1511, x2224 or john@llm.com

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California
HOTEL & LODGING ASSOCIATION

2009 RESOURCE GUIDE

Don't Go Unnoticed!

Boost your presence in the Guide

STANDARD LISTING

Allied Members receive a standard listing as a membership benefit.

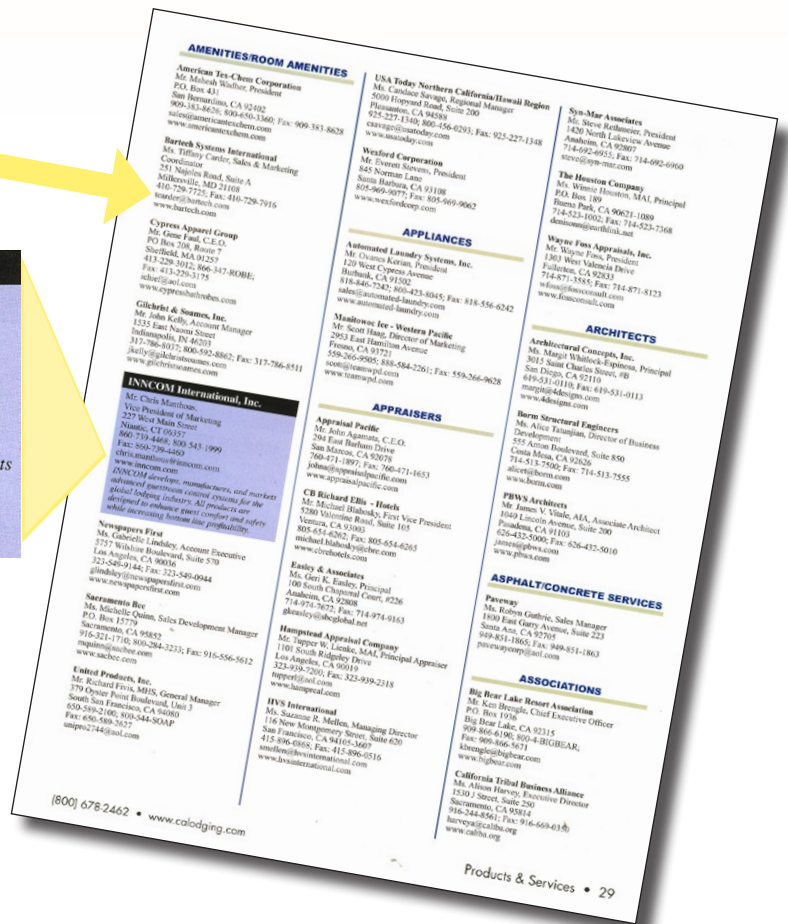
SUPER LISTING

\$ 195

Includes your standard listing PLUS:

- Company name bolded & reversed
- Bolded contact info
- 30-word description
- Entire listing shaded in blue

INNCOM International, Inc.
Mr. Chris Manthous,
Vice President of Marketing
227 West Main Street
Niantic, CT 06357
860-739-4468; 800-543-1999
Fax: 860-739-4460
chris.manthous@inncom.com
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INNCOM develops, manufactures, and markets advanced guestroom control systems for the global lodging industry. All products are designed to enhance guest comfort and safety while increasing bottom line profitability.



To upgrade your listing, contact John Garbett today:

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