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**FOR IMMEDIATE RELEASE**

**CHAMBER OFFERS NON-CHAMBER MEMBERS  
OPPORTUNITY TO BUY VISITOR GUIDE AD**

**AVALON, CATALINA ISLAND, August 12, 2009** – Each year the Catalina Island Chamber of Commerce publishes the Catalina Island Visitors Guide to showcase and promote the beauty and appeal of Catalina Island to a wide array of potential Catalina visitors. The magazine-style publication, with compelling photos, interesting editorial and island information is designed to entice visitors to chose Catalina Island as a vacation destination. The annual Guide is the Chamber’s primary fulfillment brochure in response to advertising leads and inquires from potential visitors requesting information about a visit to Catalina Island.

For the very first time, the Chamber will sell display ads in the Catalina Island Visitors Guide to non-chamber members for inclusion in the Visitors Guide. Not only does the Guide have exposure to a wide distribution travel network, but since the Guide is published in it’s entirety on the Chamber’s website, all ads placed in the Visitors Guide will link directly to ad business’ websites through on-line technology. Display ad purchases by non-members include the ad in the 2010 Visitors Guide, on-line exposure and a trial membership in the Catalina Island Chamber of Commerce. If you are interested in purchasing a display ad, please contact Pat Jamieson, Member Services Manager at 310-510-7609 or at [pjamieson@catalinachamber.com](mailto:pjamieson@catalinachamber.com) for ad rates and specifications. The ad sales deadline is September 18<sup>th</sup>.

The Chamber will produce 75,000 copies of the 2010 Catalina Island Visitors Guide. The Guide is broadly distributed at travel trade shows, distribution outlets and Welcome Centers in Southern California and in response to our regional print and internet advertising or through the Chamber’s website. The Guide is scheduled to be available this December.