

*What does “not supported by advertising” mean?*

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The estimated page count excludes pages for ad placement. We expect that many of our previous advertising supporters have been impacted by the economic impacts of the global pandemic. Within our budget, we would like to be able to support all previous advertisers with either “free” or substantially discounted ads. The publisher should not expect to derive any additional ad dollars to support the guide.

*How many full-pages of advertising or predesigned content will you provide?*

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We expect about 10-15 pages of ads to be included. We will ask all advertisers to provide their own creative.

*Last issue of the book looks like it was 56 text pages plus cover. Is that what you want this time?*

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Similar. Approximately 60 pages. We expect a few more pages for a longer restaurant directory.

*What size and binding?*

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We are open to the size. Our current guide is approximately 10.5”x 6.75.”

Ideal binding would be perfect bound magazine.

*Paper stock?*

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We are open. Ideally a matte finish slightly thicker cover and thinner body.

*Ink for both cover and text.*

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Up to the publisher.

*Will we be responsible for any copywriting, or will your agency provide all original editorial copy? If yes, can you describe the copy you’d like us to write?*

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Yes. Copywriting should be provided by the publisher. The content will be similar to our previous visitors guide: <https://www.visitpasadena.com/plan/visitors-guide/>. Sections include: Welcome; Signature Events; Tournament of Roses Guide; Neighborhood Guide; Culinary and Restaurant Directory (directory will be longer this year); Arts and Entertainment; Rose Bowl Stadium Feature; Family Friendly Guide; Outdoors Guide; Places to Stay; Travel Tips; Fold-out map. All copy requires approval by PCVB.

*Would you like us to provide proofreading services?*

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Yes.

*Would you like the overall design to follow the basic structure of the previous edition, or are you looking for something entirely different?*

Similar structure. Shorter events section, longer restaurant directory.

Is there a fold-out map?

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Yes. Fold-out map artwork to be provided by PCVB.

*It suggests your interest in “pairing with a popular local or regional magazine” to account for the 30% of copies to local households. Is that a deal with Pasadena magazine they will agree to if they are not the publishing partner? If they will, do we receive their magazine and manage poly bagging it with the guide, or do we ship our guide to them and they poly bag? Is there another local vendor you’d approve for the local deliveries? Will you provide a mailing list for the 30% to be mailed in Pasadena and Los Angeles.*

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In the past, we have distributed our guide through Los Angeles Magazine and Pasadena Magazine. It is our understanding that LA Magazine and Pasadena Magazine would be open to such an arrangement, though no agreement has been made yet. We are open to using a different magazine distribution. An arrangement does not have to be finalized prior to bidding. PCVB staff can support the selected publisher in making these arrangements and negotiating pricing.

No, we will not provide a mailing list.

*Will you source stock and custom photography or will you prefer we manage if it becomes necessary?*

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Yes. We will provide most photography.

*Address of Certified Folders for which 50% of product will be delivered.*

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Address will be provided to selected publisher.