

2017

# Rates and Specs

[PRINT](#) | [DIGITAL](#) | [EMAIL](#) | [VIDEO](#) | [SOCIAL MEDIA](#) | [EVENTS](#) | [SPONSORED CONTENT](#)

## Print Advertising Rates (net)

AD SIZE	1X	3X	6X	12X	18X	24X
<b>2-PG SPREAD</b>	\$11,650	\$11,075	\$10,500	\$10,000	\$9,475	\$8,550
<b>BACK COVER (+20%)</b>	\$7,350	\$7,000	\$6,650	\$6,300	\$5,975	\$5,400
<b>INSIDE FRONT OR BACK (+15%)</b>	\$7,050	\$6,700	\$6,350	\$6,075	\$5,750	\$5,175
<b>FULL PAGE</b>	\$6,125	\$5,825	\$5,550	\$5,250	\$5,000	\$4,500
<b>2/3 PAGE</b>	\$4,575	\$4,375	\$4,150	\$3,950	\$3,750	\$3,375
<b>1/2 ISLAND</b>	\$4,000	\$3,775	\$3,600	\$3,400	\$3,250	\$2,950
<b>1/2 PAGE</b>	\$3,375	\$3,200	\$3,050	\$2,875	\$2,750	\$2,475
<b>1/3 PAGE</b>	\$2,450	\$2,325	\$2,225	\$2,100	\$2,000	\$1,800
<b>1/4 PAGE</b>	\$2,050	\$1,925	\$1,825	\$1,725	\$1,650	\$1,500



*\*All other guaranteed premium positions carry a 10% premium charge. French door covers, gatefolds, belly bands, bookmarks, and inserts are available. Please contact your rep for a custom quote.*

## 2017 Issue Dates

	SPACE	MATERIALS
<b>JAN</b>	12/2/16	12/16/16
<b>FEB</b>	1/6/17	1/20/17
<b>MAR</b>	2/3/17	2/17/17
<b>APR</b>	3/3/17	3/17/17
<b>MAY</b>	4/6/17	4/21/17
<b>JUN</b>	5/5/17	5/19/17
<b>JUL</b>	6/2/17	6/16/17
<b>AUG</b>	7/6/17	7/21/17
<b>SEP</b>	8/4/17	8/18/17
<b>OCT</b>	9/8/17	9/22/17
<b>NOV</b>	10/6/17	10/20/17
<b>DEC</b>	11/3/17	11/17/17

DATES AS OF SEPTEMBER 2016

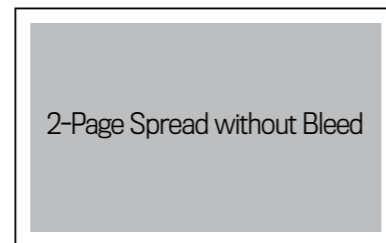
# Print Advertising Specs

**TRIM SIZE:** 8.75" x 10.875" | **BLEED:** Image must extend 1/8" beyond trim. Keep live matter 3/8" from final trim edges and gutter. | **LIVE AREA:** 7.962" x 10.125"

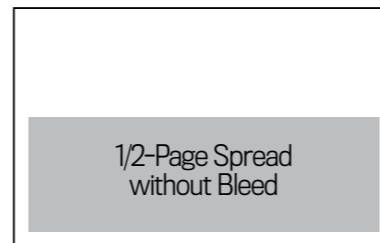
17.75" x 11.125"



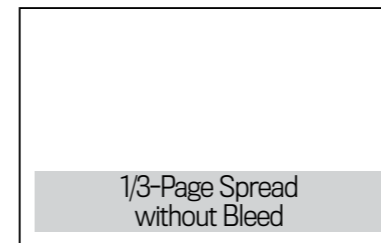
16.75" x 10.125"



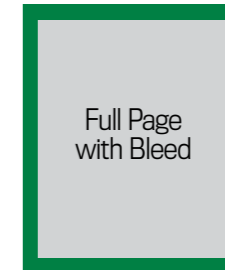
16.5" x 4.875"



16.5" x 3.125"



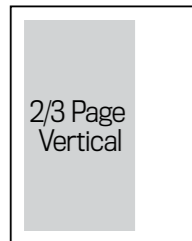
9" x 11.125"



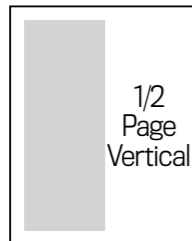
8" x 10.125"



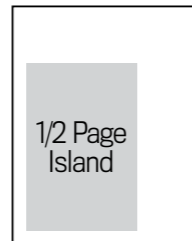
4.937" x 9.75"



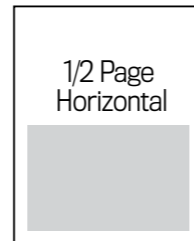
3.656" x 9.75"



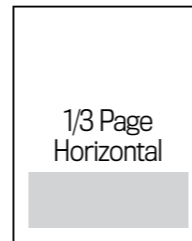
4.937" x 7.25"



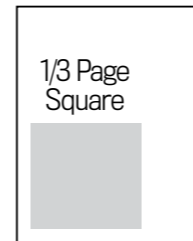
7.5" x 4.875"



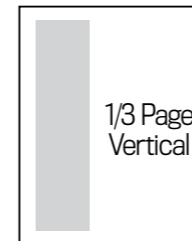
7.5" x 3.125"



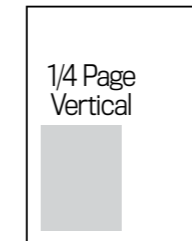
4.937" x 4.875"



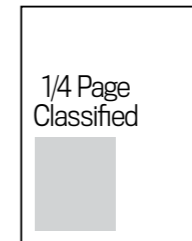
2.375" x 9.75"



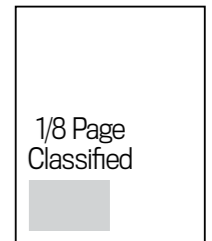
3.656" x 4.875"



3.75" x 4.625"



3.75" x 2.125"



## PRINTING PROCESS:

Computer-to-plate; four-color process (CMYK); heat-set; web offset; SWOP specifications. Reproduction quality is contingent upon ad material furnished.

## FILE SPECIFICATIONS:

Lodging requires that advertising materials be sent in digital format as a high resolution (press optimized) PDF. All fonts and images must be embedded in the file. All advertisements are 4-color. All images must be converted to CMYK. RGB images are not acceptable. If creating a PDF from an Adobe Illustrator file, please convert all type to outlines prior to shipment. Please call the production department with any questions regarding the creation of a high-resolution PDF. Native Quark Xpress or Adobe InDesign files are not acceptable.

## COLOR PROOFS TO ACCOMPANY FILES:

A digital, press or offset proof must accompany the file. Tear sheets from previous insertions cannot be used for color match. Prepress proofs are not available. The publisher reserves the right to assess a production charge for any advertisement that is submitted without a color proof. Without submission of a proof, Lodging cannot be held liable for any printing errors.

## SHIPPING INSTRUCTIONS:

Please e-mail digital advertising files with issue date(s) of insertion to: [production@lodgingmagazine.com](mailto:production@lodgingmagazine.com) | Phone: 215.321.9662, ext. 64

## PRODUCTION CHARGES:

Necessary conversions made by the publisher will be billed as a cost to the advertiser. Production charges are non-commissionable.

## MATERIALS STORAGE:

Storage of materials will be provided for a period of three months after use. If disposal instructions are not received by the end of this period, materials will be destroyed.

## PATMENT TERMS: ([CLICK HERE](#))

# Digital Advertising

## LodgingMagazine.com (rates shown are per month, one of 4 rotations in that position)

Subject to change. Based on averages of 45,000+ page views per month and 22,000 unique visitors per month

LODGINGMAGAZINE.COM	DIMENSIONS	1X	3X	6X	12X	18X	24X
<b>TOP LEADERBOARD</b>	728 X 90	\$2,100	\$1,975	\$1,875	\$1,775	\$1,700	\$1,550
<b>SKYSCRAPER</b>	160 X 600	\$1,850	\$1,750	\$1,650	\$1,575	\$1,500	\$1,350
<b>TOP MEDIUM RECTANGLE</b>	300 X 250	\$1,400	\$1,325	\$1,250	\$1,200	\$1,150	\$1,025
<b>CENTER MEDIUM RECTANGLE</b>	300 X 250	\$1,125	\$1,050	\$1,000	\$950	\$900	\$800
<b>BOTTOM LEADERBOARD</b>	728 X 90	\$1,000	\$950	\$900	\$850	\$800	\$750

### SPECIFICATIONS:

Lodging requires that advertising materials be sent in digital format as JPG or GIF at 72 dpi. All images must be RGB.

### SHIPPING INSTRUCTIONS

Please e-mail advertisement, as well as issue date(s) of insertion to: [production@lodgingmagazine.com](mailto:production@lodgingmagazine.com) | Phone: 215.321.9662, ext. 64



## Digital Advertising *{Continued}*

DIGITAL EDITION	1X	3X	6X	12X
SPONSORSHIP	\$4,750	\$4,000	\$3,500	\$3,000

	DIMENSIONS	RESOLUTION	FILE SIZE	FORMAT
PRESENTATION PAGE	7.5" X 6.5"	300 DPI	N/A	RGB PDF OR JPEG
WIDE SKYSCRAPER	160PX X 600PX	72 DPI	40K	RGB STATIC JPEG OR GIF
IPAD DISPLAY AD	710PX X 710PX	72 DPI	60K	RGB JPEG
E-BLAST LEADERBOARD	728PX X 90PX	72 DPI	40K	RGB STATIC JPEG OR GIF

\*One digital edition sponsorship is available for each monthly issue. Sponsorship includes a **top leaderboard** ad in the issue's E-Blast, which is sent to 25,000+ subscribers, as well as an ad opposite the cover in the digital edition, providing immediate and powerful impact. Displays in all formats, including tablet and mobile. Runs for a minimum of one year.



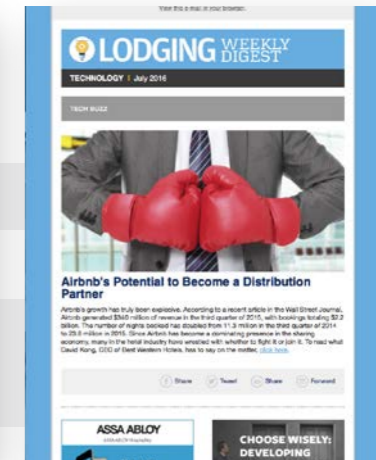
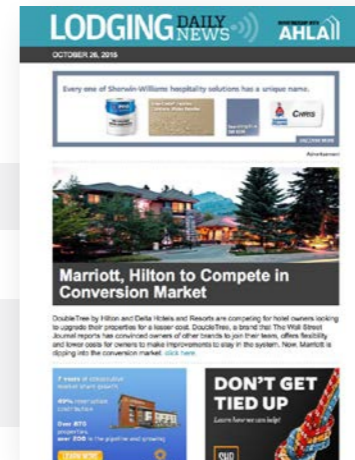
# Email

**LODGING DAILY NEWS** | Monday through Friday

**VERTICAL E-NEWSLETTERS** | Every Tuesday

Rotating through the following topics:

- Design
- Technology
- Real Estate
- Operations
- Education
- Food & Beverage



## LODGING DAILY NEWS

### DIMENSIONS

### DAILY

<b>TOP LEADERBOARD</b>	600 (WIDE) X 160 (TALL)	\$750
<b>MEDIUM RECTANGLES</b>	300 X 250	\$600
<b>LEADERBOARD</b>	600 X 160	\$500

### SPONSORED CONTENT \$650/DAY

• **INCLUDES:** Headline, 50 words of copy, Hyperlink to website

### PRODUCT SPOTLIGHT \$650/DAY

• **INCLUDES:** 600x250 image, Headline, 50 words of copy, URL

## WEEKLY VERTICALS

### DIMENSIONS

### 1X

### 3X

### 6X

### 12X

### 18X

### 24X

<b>TOP LEADERBOARD</b>	600 (WIDE) X 160 (TALL)	\$1,550	\$1,475	\$1,400	\$1,350	\$1,275	\$1,150
<b>MEDIUM RECTANGLE</b>	300 X 250	\$1,375	\$1,300	\$1,259	\$1,175	\$1,125	\$1,000
<b>LEADERBOARD</b>	600 X 160	\$1,000	\$950	\$900	\$850	\$800	\$750

### SPECIFICATIONS:

Lodging requires that advertising materials be sent in digital format as JPG or GIF at 72 dpi. All images must be RGB.

### SHIPPING INSTRUCTIONS

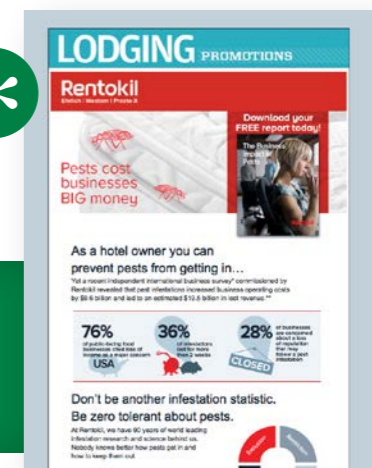
Please e-mail advertisement, as well as issue date(s) of insertion to: [production@lodgingmagazine.com](mailto:production@lodgingmagazine.com) | Phone: 215.321.9662, ext. 64

**TOUCH to see full layout**



## E-BLAST PROMOTIONS | Available every Wednesday on a weekly basis. \$3,000 per blast.

Lodging requires that materials be sent as an HTML document with linked image files (JPG/GIF) or as a 72 dpi 600 wide x 750 tall jpeg. **The width of the email should be NO LARGER than 600 pixels.** All images must be RGB.



# Marketplace

## LODGING ONLINE MARKETPLACE

**ENHANCED LISTING** | \$500 Includes logo, 200 word corporate profile, links to your website and e-mail address, mailing address and phone number. Enhanced listings also receive three categories

**WHITE PAPERS** | \$500 Upload a white paper(s) highlighting your organization's position and/or research

**CATEGORIES** | \$100 Traditional listings receive one category. Each additional category is \$100 per year with a maximum of five categories



## LODGING PRINT MARKETPLACE

SIZE	1X	3X	6X	12X	18X	24X
1/4 PAGE	\$1,300	\$1,250	\$1,200	\$1,150	\$1,100	\$1,000
1/8 PAGE	\$900	\$850	\$800	\$750	\$700	\$600

### SHIPPING INSTRUCTIONS

Please e-mail advertisement, as well as issue date(s) of insertion to:  
[production@lodgingmagazine.com](mailto:production@lodgingmagazine.com) | Phone: 215.321.9662, ext. 64



**1/8 PAGE**

3.75" x 2.125"

**1/4 PAGE**

3.75" x 4.625"

## Video

RATES	3X	6X	12X
ALL SIZES	\$25,000	\$40,000	\$65,000

### VIDEO SPECS

**SIZE** | 480x360, 480x270, 640x480, 640x360

**FILE TYPE** | .mov, .avi, .flv, .mpg, .mp4, .wmv

**MAX FILE SIZE** | Up to 100mb

**VIDEO LENGTH** | 15-20 seconds

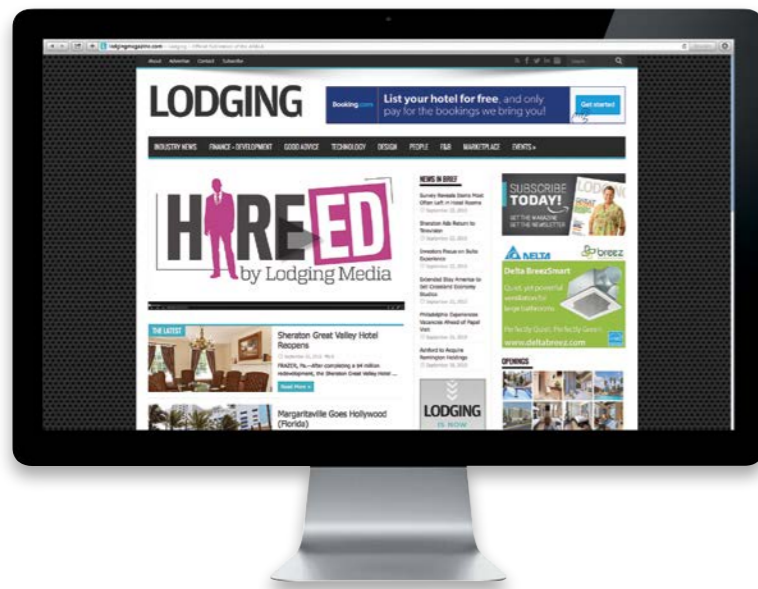
**FRAME RATE** | 15-30 FPS

**AUDIO** | User-initiated audio only. Creative should include clearly visible mute/stop option.

**AUDIO DATA RATE** | 64kbps, 22khz

**ASPECT RATIO** | 4:3, 16:9

**LEAD TIME** | 3 Business Days



## Social Media



### TWITTER

**25 POSTS** | \$2,500

**50 POSTS** | \$5,000

### INSTAGRAM

**25 POSTS** | \$2,500

**50 POSTS** | \$5,000

### FACEBOOK

**25 POSTS** | \$5,000

**50 POSTS** | \$10,000

### LINKED IN

**25 POSTS** | \$5,000

**50 POSTS** | \$10,000

### SOCIAL MEDIA SPECS

### HANDLE

### HASHTAG

**TWITTER**

@YOURCOMPANY

#YOURCOMPANY

**FACEBOOK**

/YOURCOMPANY

#YOURCOMPANY

**INSTAGRAM**

@YOURCOMPANY

#YOURCOMPANY

**LINKED IN**

/YOURCOMPANY

#YOURCOMPANY

**YOUTUBE**

/YOURCOMPANY

#YOURCOMPANY

Book your placement today as inventory will be limited







## Events

Please inquire about our rich event partnership opportunities with your Lodging Media sales representative.

**RATES** | \$5,000 - \$75,000

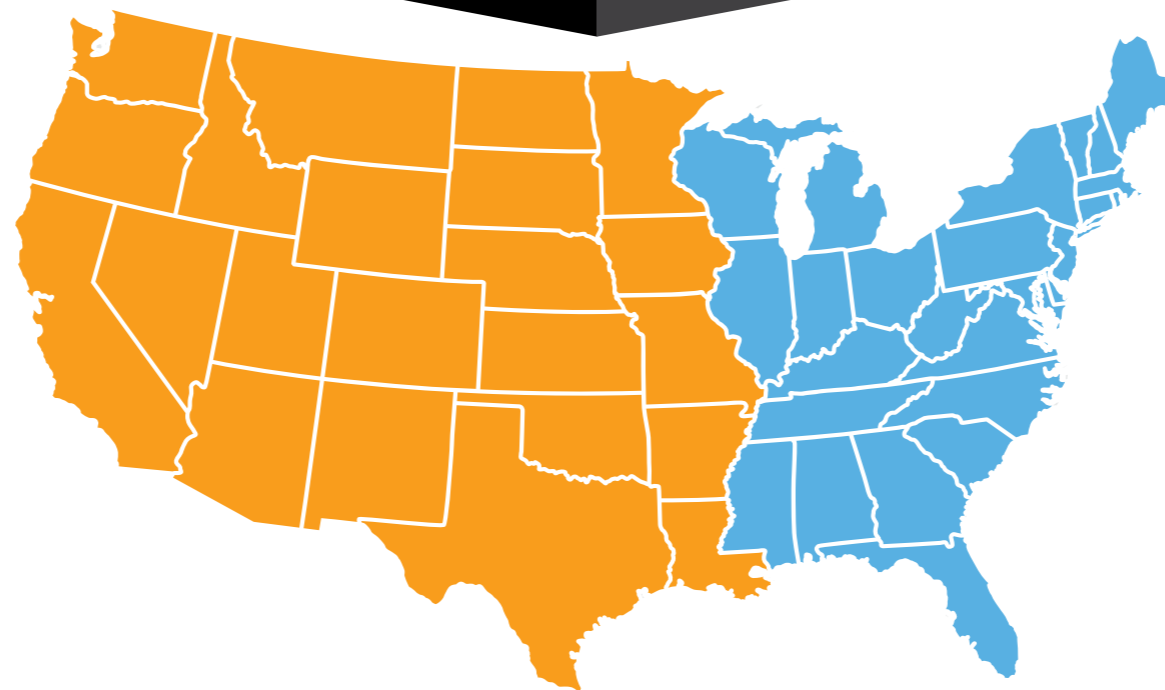
## Branded Experience

Please inquire about our engaging Sponsored Content opportunities with your Lodging Media sales representative. They include but aren't limited to custom content features, white papers, video, social media contests, and more!

**RATES** | \$5,000 - \$20,000



# LODGING M E D I A



WEST

**SOL ORTASSE**

OFFICE: 310-526-3988 | MOBILE: 310-729-9674  
[SORTASSE@LODGINGMAGAZINE.COM](mailto:SORTASSE@LODGINGMAGAZINE.COM)

EAST

**HOLLY KAYE**

MOBILE: 440-465-0468  
[HKAYE@LODGINGMAGAZINE.COM](mailto:HKAYE@LODGINGMAGAZINE.COM)

PRESIDENT/PUBLISHER

**ED MCNEILL**

215-321-9662, ext. 17  
[EMCNEILL@LODGINGMAGAZINE.COM](mailto:EMCNEILL@LODGINGMAGAZINE.COM)

SALES COORDINATOR

**DON SERFASS**

215-321-9662, ext. 64  
fax 215-321-9636  
[DSERFASS@LODGINGMAGAZINE.COM](mailto:DSERFASS@LODGINGMAGAZINE.COM)

EDITORIAL

215-321-9662, ext. 43  
[EDITOR@LODGINGMAGAZINE.COM](mailto:EDITOR@LODGINGMAGAZINE.COM)

ADVERTISING MATERIALS

215-321-9662, ext. 64  
[PRODUCTION@LODGINGMAGAZINE.COM](mailto:PRODUCTION@LODGINGMAGAZINE.COM)

