

2018

RATES AND SPECS

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

Print Advertising Rates (net)

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

2018 Issue Dates

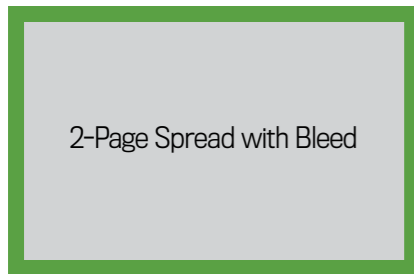
	SPACE	MATERIALS
JAN	12/4/17	12/18/17
FEB	1/5/18	1/22/18
MAR	2/5/18	2/20/18
APR	3/5/18	3/20/18
MAY	4/5/18	4/20/18
JUN	5/4/18	5/18/18
JUL	6/4/18	6/20/18
AUG	7/6/18	7/20/18
SEP	8/3/18	8/20/18
OCT	9/6/18	9/21/18
NOV	10/5/18	10/22/18
DEC	11/5/18	11/20/18

DATES AS OF SEPTEMBER 2017

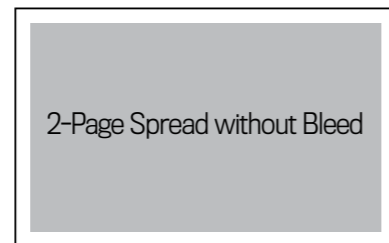
Print Advertising Specs

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"

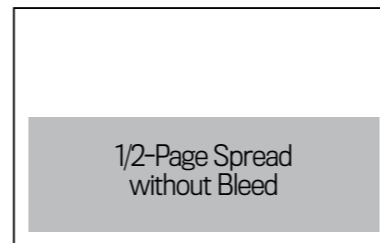
17.75" x 11.125"



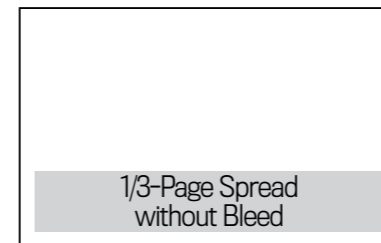
16.75" x 10.125"



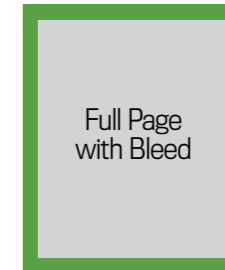
16.5" x 4.875"



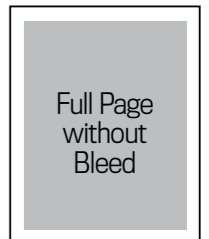
16.5" x 3.125"



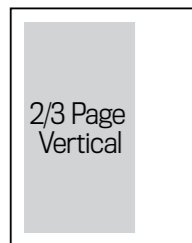
9" x 11.125"



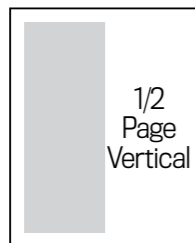
8" x 10.125"



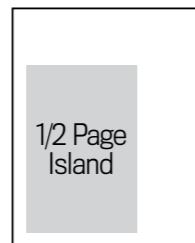
4.937" x 9.75"



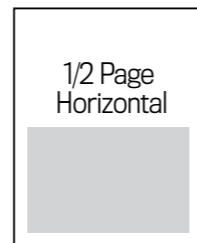
3.656" x 9.75"



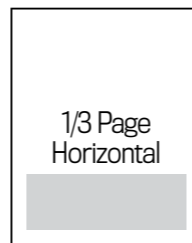
4.937" x 7.25"



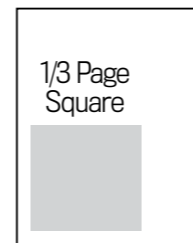
7.5" x 4.875"



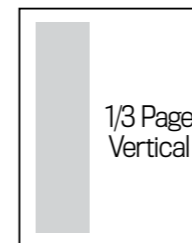
7.5" x 3.125"



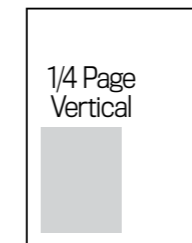
4.937" x 4.875"



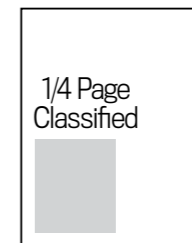
2.375" x 9.75"



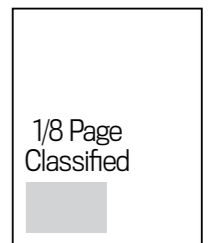
3.656" x 4.875"



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 | 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 55,000+ page views per month and 27,000 unique visitors per month

LODGINGMAGAZINE.COM	DIMENSIONS	1X	3X	6X	12X	18X	24X
POP-UP AD (ONE PER MONTH)	550 X 450	\$3,500	\$3,250	\$3,000	\$2,850	\$2,700	\$2,550
TOP LEADERBOARD	728 X 90	\$2,150	\$2,025	\$1,925	\$1,825	\$1,750	\$1,600
SKYSCRAPER	160 X 600	\$1,900	\$1,800	\$1,700	\$1,625	\$1,550	\$1,400
TOP MEDIUM RECTANGLE	300 X 250	\$1,450	\$1,375	\$1,300	\$1,250	\$1,200	\$1,075

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 | Phone: 215.321.9662, ext. 64



Digital Advertising *{Continued}*

DIGITAL EDITION

SPONSORSHIP

1X	3X	6X	12X
\$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

TOP LEADERBOARD	600 (WIDE) X 160 (TALL)	\$800
MEDIUM RECTANGLES	300 X 250	\$600
LEADERBOARD	600 X 160	\$500

SPONSORED CONTENT \$750/DAY

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

PRODUCT SPOTLIGHT \$750/DAY

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

WEEKLY VERTICALS

DIMENSIONS

1X

3X

6X

12X

18X

24X

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

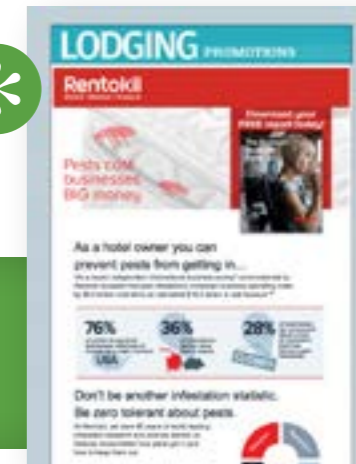
SPECIFICATIONS:

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

SHIPPING INSTRUCTIONS

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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. Width of the email should be **NO LARGER than 600 pixels**. Images must be RGB. Please provide a subject line of 100 characters or less.

Marketplace



FREE LISTING to AH&LA Members
CLICK TO VIEW

NEW HOTEL BUYERS GUIDE

LODGING is pleased to announce the launch of our new digital buyers guide, in partnership with the AH&LA and the association world's largest B2B publisher, Multiview.

The new guide enables hospitality professionals to source the products and services they need to effectively run their properties. Your free listing in the AHLA Buyers Guide will put you in front of our lodging members at the moment they're ready to buy. In addition to a free basic listing, AHLA is providing our allied members with an exclusive opportunity to advertise in this guide at a **15% discount**.



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

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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	\$3,500	\$3,250	\$3,000

VIDEO SPECS

- FILE TYPE** | .mov, .avi, .flv, .mpg, .mp4, .wmv
We also accept YouTube or Vimeo share links
- MAX FILE SIZE** | Up to 100mb
- VIDEO LENGTH** | 30 seconds - 2 minutes
- ASPECT RATIO** | 16:9
- LEAD TIME** | 3 Business Days



Social Media



TWITTER	INSTAGRAM
25 POSTS \$2,500	25 POSTS \$2,500
50 POSTS \$5,000	50 POSTS \$5,000
FACEBOOK	LINKED IN
25 POSTS \$5,000	25 POSTS \$5,000
50 POSTS \$10,000	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

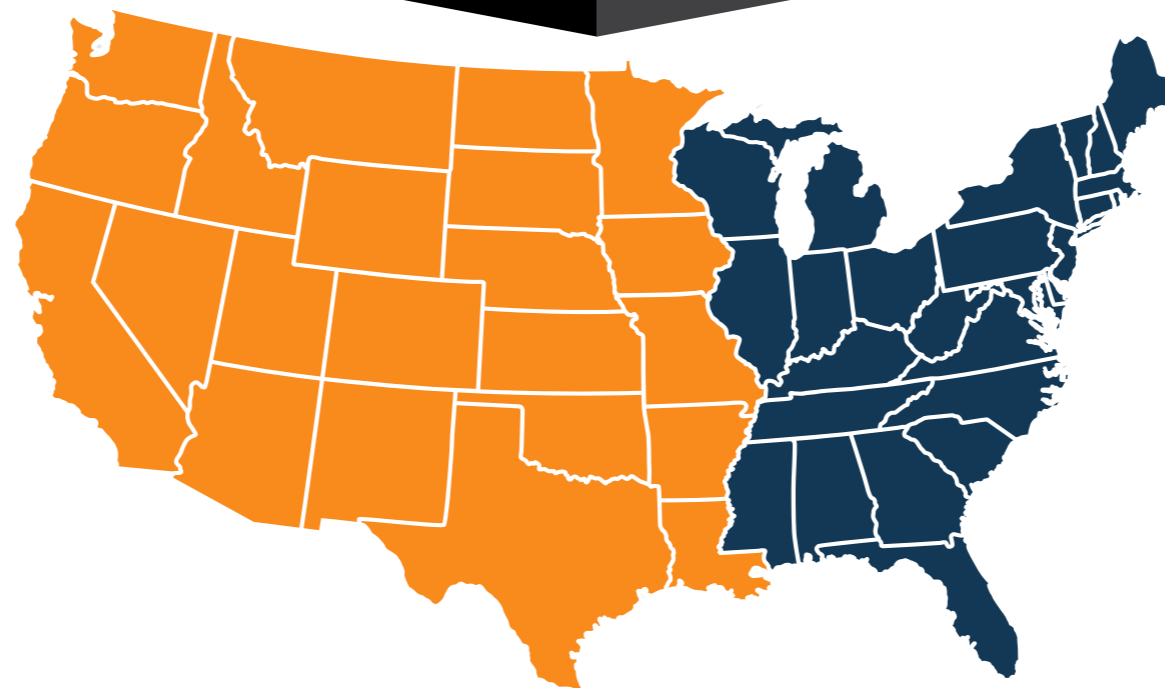
Please inquire about our event partnership opportunities with your Lodging Media sales representative.

Sponsored Content

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!



LODGING M E D I A



WEST

SOL ORTASSE

OFFICE: 310-526-3988 | MOBILE: 310-729-9674
SORTASSE@LODGINGMAGAZINE.COM

EAST

HOLLY KAYE

MOBILE: 440-465-0468
HKAYE@LODGINGMAGAZINE.COM

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ED MCNEILL

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EMCNEILL@LODGINGMAGAZINE.COM

SALES COORDINATOR

DON SERFASS

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fax 215-321-9636
DSERFASS@LODGINGMAGAZINE.COM

EDITORIAL

215-321-9662, ext. 43
EDITOR@LODGINGMAGAZINE.COM

ADVERTISING MATERIALS

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PRODUCTION@LODGINGMAGAZINE.COM

