

\*As of October 2019. Subject to change

LODGING  
M E D I A

# RATES & SPECS



# Print Advertising Rates (net)

AD SIZE	1X	3X	6X	12X	18X	24X
<b>2-PG SPREAD</b>	\$13,000	\$12,000	\$10,800	\$10,300	\$9,750	\$8,800
<b>BACK COVER (+20%)</b>	\$7,550	\$7,200	\$6,850	\$6,500	\$6,150	\$5,550
<b>INSIDE FRONT OR BACK (+15%)</b>	\$7,250	\$6,900	\$6,500	\$6,250	\$5,900	\$5,300
<b>FULL PAGE</b>	\$6,300	\$6,000	\$5,700	\$5,400	\$5,150	\$4,650
<b>2/3 PAGE</b>	\$4,700	\$4,500	\$4,275	\$4,075	\$3,875	\$3,475
<b>1/2 ISLAND</b>	\$4,100	\$3,900	\$3,700	\$3,500	\$3,350	\$3,050
<b>1/2 PAGE</b>	\$3,475	\$3,300	\$3,150	\$2,950	\$2,850	\$2,550
<b>1/3 PAGE</b>	\$2,525	\$2,400	\$2,300	\$2,150	\$2,050	\$1,850
<b>1/4 PAGE</b>	\$2,100	\$1,975	\$1,875	\$1,775	\$1,700	\$1,550



*\*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.*

## 2020 Issue Dates

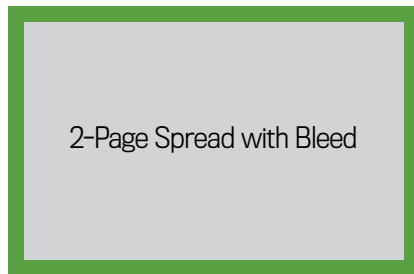
	SPACE	MATERIALS
<b>JAN</b>	12/3/19	12/13/19
<b>FEB</b>	1/6/20	1/21/20
<b>MAR</b>	2/3/20	2/18/20
<b>APR</b>	3/4/20	3/18/20
<b>MAY</b>	4/3/20	4/17/20
<b>JUN</b>	5/4/20	5/18/20
<b>JUL</b>	6/3/20	6/17/20
<b>AUG</b>	7/2/20	7/16/20
<b>SEP</b>	8/5/20	8/19/20
<b>OCT</b>	9/4/20	9/18/20
<b>NOV</b>	10/5/20	10/19/20
<b>DEC</b>	11/4/20	11/16/20

DATES AS OF 10 2019

# Print Advertising Specs

**TRIM SIZE:** 8.75" x 10.875" | **BLEED:** Image must extend 1/8" beyond trim. Keep live matter 1/4" from final trim edges and gutter. | **LIVE AREA:** 8.25" x 10.375"

17.75" x 11.125"



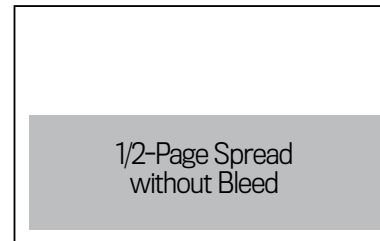
2-Page Spread with Bleed

16.75" x 10.125"



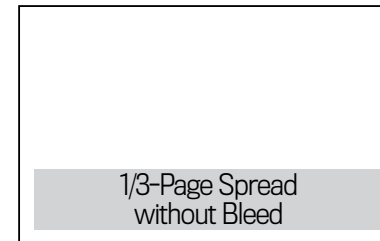
2-Page Spread without Bleed

16.5" x 4.875"



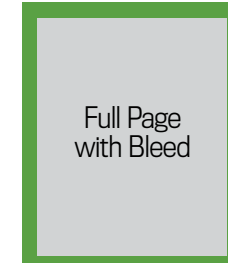
1/2-Page Spread without Bleed

16.5" x 3.125"



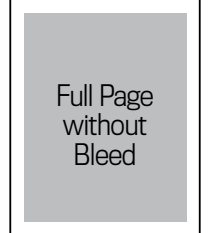
1/3-Page Spread without Bleed

9" x 11.125"



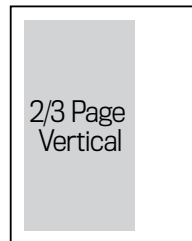
Full Page with Bleed

8" x 10.125"



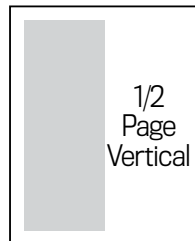
Full Page without Bleed

4.937" x 9.75"



2/3 Page Vertical

3.656" x 9.75"



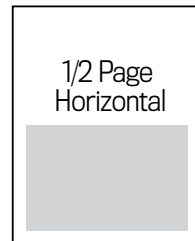
1/2 Page Vertical

4.937" x 7.25"



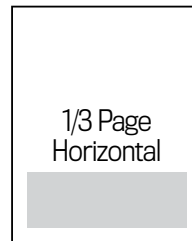
1/2 Page Island

7.5" x 4.875"



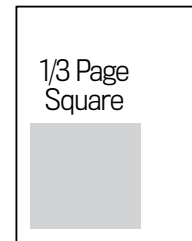
1/2 Page Horizontal

7.5" x 3.125"



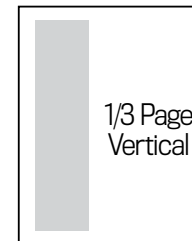
1/3 Page Horizontal

4.937" x 4.875"



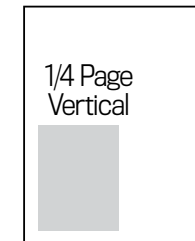
1/3 Page Square

2.375" x 9.75"



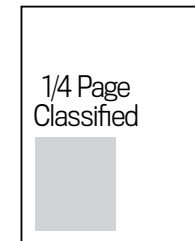
1/3 Page Vertical

3.656" x 4.875"



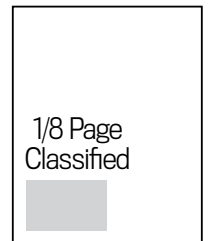
1/4 Page Vertical

3.75" x 4.625"



1/4 Page Classified

3.75" x 2.125"



1/8 Page Classified

## 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.

## DELIVERY 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. 158

## 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.

## PAYMENT 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 90,000+ page views per month and 44,000 unique visitors per month

LODGINGMAGAZINE.COM	DIMENSIONS	1X	3X	6X	12X	18X	24X
<b>POP-UP AD</b> (ONE PER MONTH)	550 X 450	\$3,500	\$3,250	\$3,000	\$2,850	\$2,700	\$2,550
<b>LEADERBOARD*</b>	728 X 90	\$2,150	\$2,025	\$1,925	\$1,825	\$1,750	\$1,600
<b>SMALL RECTANGLE</b>	300 X 250	\$1,450	\$1,375	\$1,300	\$1,250	\$1,200	\$1,075
<b>BACKGROUND/"BOOKENDS"</b>	1600 X 1200	\$5,000	\$4,800	\$4,600	\$4,450	\$4,300	\$4,150
<b>HALF PAGE</b>	300 X 600	\$3,000	\$2,850	\$2,700	\$2,550	\$2,400	\$2,250
<b>INLINE ARTICLES*</b>	468 X 60	\$2,000	\$1,900	\$1,800	\$1,700	\$1,600	\$1,500
<b>MIDDLE HOMEPAGE*</b>	468 X 60	\$1,600	\$1,550	\$1,500	\$1,450	\$1,400	\$1,350

## SPECIFICATIONS:

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

\*For Leaderboard, Inline Article, and Middle Homepage ads, please submit a 320 x 50 mobile version of the ad in addition to the ad matching specs provided above.

## DELIVERY INSTRUCTIONS

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## Digital Advertising *{Continued}*

### DIGITAL EDITION

#### SPONSORSHIP

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

	DIMENSIONS	RESOLUTION	FILE SIZE	FORMAT
<b>PRESENTATION PAGE</b>	7.5" X 6.5"	300 DPI	N/A	RGB PDF OR JPEG
<b>WIDE SKYSCRAPER</b>	160 X 600	72 DPI	40K	RGB STATIC JPEG OR GIF
<b>IPAD DISPLAY AD</b>	710 X 710	72 DPI	60K	RGB JPEG
<b>E-BLAST LEADERBOARD</b>	728 X 90	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 24,000+ 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.

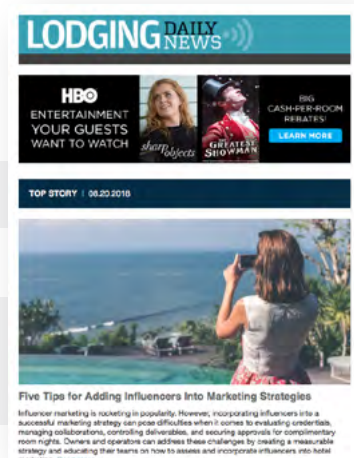


**LODGING DAILY NEWS** | Monday through Friday

## NEWSLETTER TAKEOVER

Rotating through the following topics:

- Design ● Technology ● Real Estate ● Operations ● Food & Beverage ● Health & Wellness ● Sales & Marketing ● Hospitality with Heart



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

## SPECIFICATIONS:

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## SHIPPING INSTRUCTIONS

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

**LOADING** 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

## HOTEL BUYERS GUIDE

**LODGING** has partnered with AHLA and the association world's largest B2B publisher, Multiview, to give you the access to **LODGING's** digital buyers guide.

The 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**.



**FREE LISTING** to AH&LA Members  
CLICK TO VIEW



## LODGING PRINT MARKETPLACE

SIZE	1X	3X	6X	12X	18X	24X
<b>1/4 PAGE</b>	\$1,350	\$1,300	\$1,250	\$1,200	\$1,150	\$1,050
<b>1/8 PAGE</b>	\$925	\$875	\$875	\$775	\$725	\$625

### 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. 164



**1/8 PAGE**

3.75" x 2.125"

**1/4 PAGE**

3.75" x 4.625"

## Other Rates & Specs

Please contact your sales rep for rates, specs, and more information for the opportunities listed below:

- Newsletter Takeover
- Video Advertising
- Roundtables
- Social Media
- Sponsored Print and/or Digital Content



**LODGING Magazine**  
132 followers  
2w

smith of **Choice Hotels International** on the revitalization of Comfort  
the role that brands play in today's hospitality landscape, and more.  
...see more



**LODGING Insider: Anne Smith on Revitalizing Comfort Hotels**  
lodgingmagazine.com

2 Likes

Like Comment

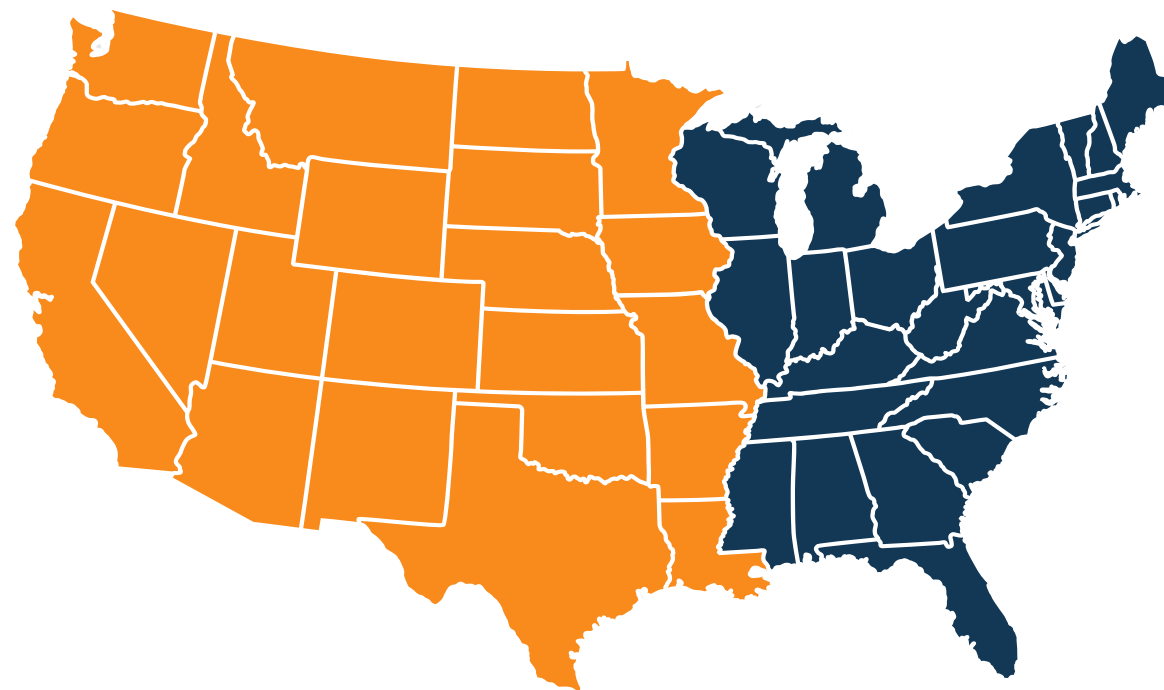
Organic impressions: 917 Impressions

Show stats





# LODGING M E D I A



EAST/PUBLISHER  
**HOLLY KAYE**

MOBILE: 440-465-0468

[HKAYE@LODGINGMAGAZINE.COM](mailto:HKAYE@LODGINGMAGAZINE.COM)

WEST

**DON SERFASS**

OFFICE: 215-321-9662, ext. 164

[DSERFASS@LODGINGMAGAZINE.COM](mailto:DSERFASS@LODGINGMAGAZINE.COM)

PRESIDENT

**ED MCNEILL**

215-321-9662, ext. 117

[EMCNEILL@LODGINGMAGAZINE.COM](mailto:EMCNEILL@LODGINGMAGAZINE.COM)

EDITORIAL

215-321-9662, ext. 143

[EDITOR@LODGINGMAGAZINE.COM](mailto:EDITOR@LODGINGMAGAZINE.COM)

ADVERTISING MATERIALS

215-321-9662, ext. 158

[PRODUCTION@LODGINGMAGAZINE.COM](mailto:PRODUCTION@LODGINGMAGAZINE.COM)

