

\*As of November 2020. Subject to change

# RATES & SPECS

LODGING  
M E D I A

PRINT | DIGITAL | EMAIL | OTHER

# 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</b> (+20%)	\$7,550	\$7,200	\$6,850	\$6,500	\$6,150	\$5,550
<b>Inside Front or Back</b> (+15%)	\$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.*



## 2021 Issue Dates

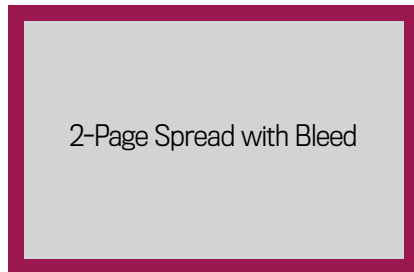
	SPACE	MATERIALS
<b>JAN/ FEB</b>	12/28/20	1/11/21
<b>MAR</b>	2/1/21	2/15/21
<b>APR</b>	3/4/21	3/18/21
<b>MAY</b>	4/2/21	4/15/21
<b>JUNE</b>	5/4/21	5/18/21
<b>JUL/ AUG</b>	7/7/21	7/19/21
<b>SEP</b>	8/5/21	8/19/21
<b>OCT</b>	9/2/21	9/17/21
<b>NOV/ DEC</b>	11/4/21	11/17/21

DATES AS OF NOVEMBER 2020

# 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"

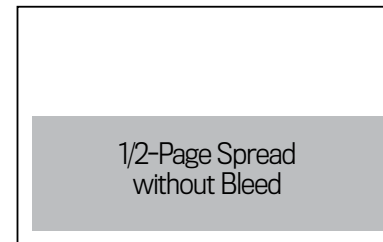
17.75" x 11.125"



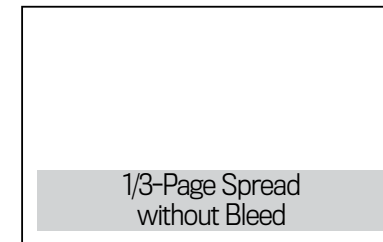
16.75" x 10.125"



16.5" x 4.875"



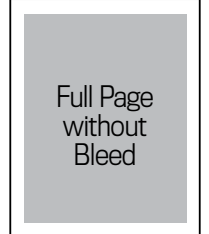
16.5" x 3.125"



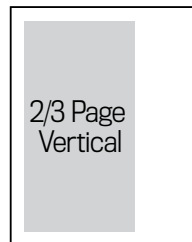
9" x 11.125"



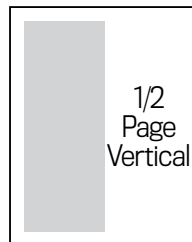
8" x 10.125"



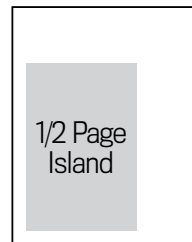
4.937" x 9.75"



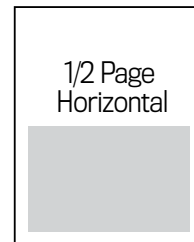
3.656" x 9.75"



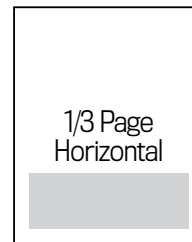
4.937" x 7.25"



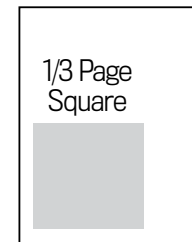
7.5" x 4.875"



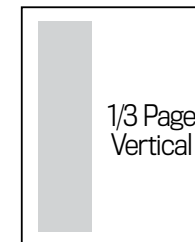
7.5" x 3.125"



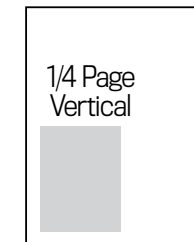
4.937" x 4.875"



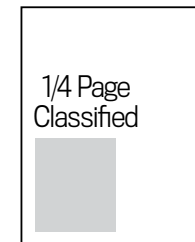
2.375" x 9.75"



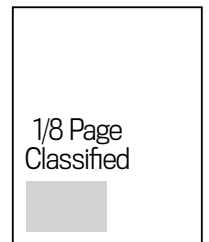
3.656" x 4.875"



3.75" x 4.5"



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.

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

## 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.

# 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

## 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.

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# DIGITAL EDITION

	1X	3X	6X	12X
<b><i>Sponsorship</i></b>	\$4,750	\$4,000	\$3,500	\$3,000
<b><i>Pop-up/Interstitial Page</i></b>	\$1,000	\$X	\$X	\$X
<b><i>Pop-up/Interstitial Video</i></b>	\$1,500	\$X	\$X	\$X

SIZE	DIMENSIONS	RESOLUTION	FILE SIZE	FORMAT
<b><i>Presentation Page</i></b>	7.5" X 6.5"	300 DPI	N/A	RGB PDF OR JPEG
<b><i>Wide Skyscraper</i></b>	160 X 600	72 DPI	40K	RGB STATIC JPEG OR GIF
<b><i>e-blast Leaderboard</i></b>	728 X 90	72 DPI	40K	RGB STATIC JPEG OR GIF
<b><i>Pop-up/Interstitial Page</i></b>	7.5" X 6.5"	300 DPI	N/A	RGB PDF OR JPEG
<b><i>Pop-up/Interstitial Video*</i></b>	Videos must be in MP4, F4V or FLV video format. The bitrate must be between 300kb/s and 700kb/s. The maximum file size is 100MB.			

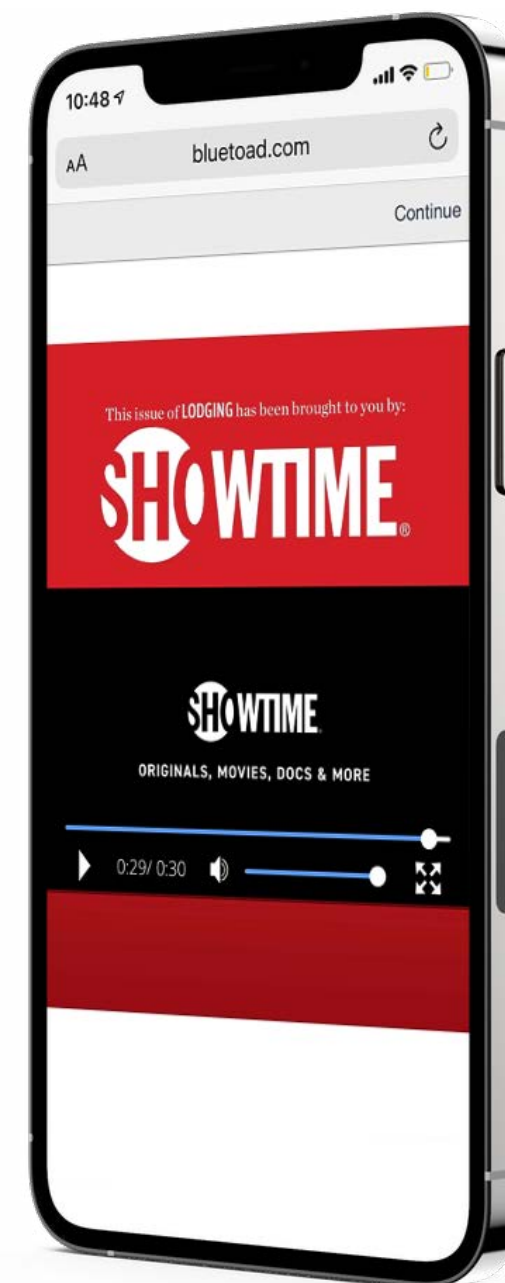
## SPECIFICATIONS:

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

\*For pop-up/insterstitial video, please provide an EPS or PNG version of your logo, in both 4C and white.

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# EMAIL

## LODGING DAILY NEWS

Monday through Friday

## NEWSLETTER TAKEOVER

Available every Tuesday — advanced notice required

## E-BLAST PROMOTIONS

Available every Wednesday and Thursday on a weekly basis

### LODGING DAILY NEWS

#### *Top Leaderboard*

600 (WIDE) X 160 (TALL)

DAILY

\$800

#### *Medium Rectangles*

300 X 250

\$600

#### *Leaderboard*

600 X 160

\$500

#### *Sponsored Content*

• **INCLUDES:** Headline, 50 words of copy, URL

\$750

#### *Product Spotlight*

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

\$750

### E-BLAST

#### *E-blast Promotion*

600 X 750

\$3000



### SPECIFICATIONS:

LODGING requires that advertising materials be sent in digital format as JPG or GIF at 72 dpi. All images must be RGB and should not exceed 2MB.

E-blast materials may be sent as either an HTML document with linked image files (JPG/GIF) or as 600 wide x 750 tall at 144DPI jpeg or png. The width of the email should be NO LARGER than 600px. Images must be RGB and should not exceed 2MB. Please provide a subject line of 100 characters or less.

### DELIVERY INSTRUCTIONS

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[production@lodgingmagazine.com](mailto:production@lodgingmagazine.com) | Phone: 215.321.9662, ext. 158

# MARKETPLACE

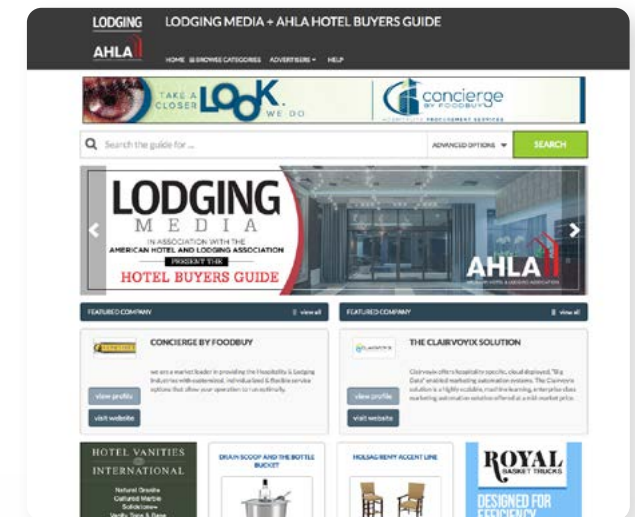
## HOTEL BUYERS GUIDE

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>1/2 page</b>	\$1,350	\$1,300	\$1,250	\$1,200	\$1,150	\$1,050
<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

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**1/2 PAGE**

7.75" x 4.5"

**1/4 PAGE**

3.75" x 4.5"

**1/8 PAGE**

3.75" x 2.125"



# 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 On Demand



**LODGING Magazine**  
2,189 followers  
2mo • 📷

ality is a 24-hours-a-day, seven-days-a-week job. Because we're open time, we've seen a lot. We've seen Black Mondays, September 11, al crises, and even other pandemics. We endure, brush ourselves off, and onward." — **G6 Hospitality LLC CEO Rob Palleschi**

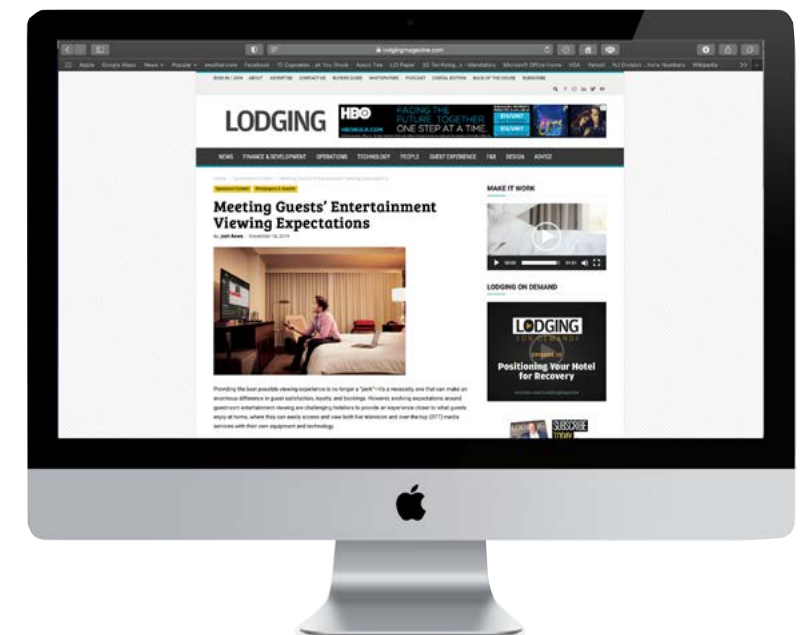
s #hospitality #LODGING #hotelindustry #hotelbusiness #hoteliers  
management #hoteloperations #hotelier #hotelrecovery #recovery  
#resilience #hotel



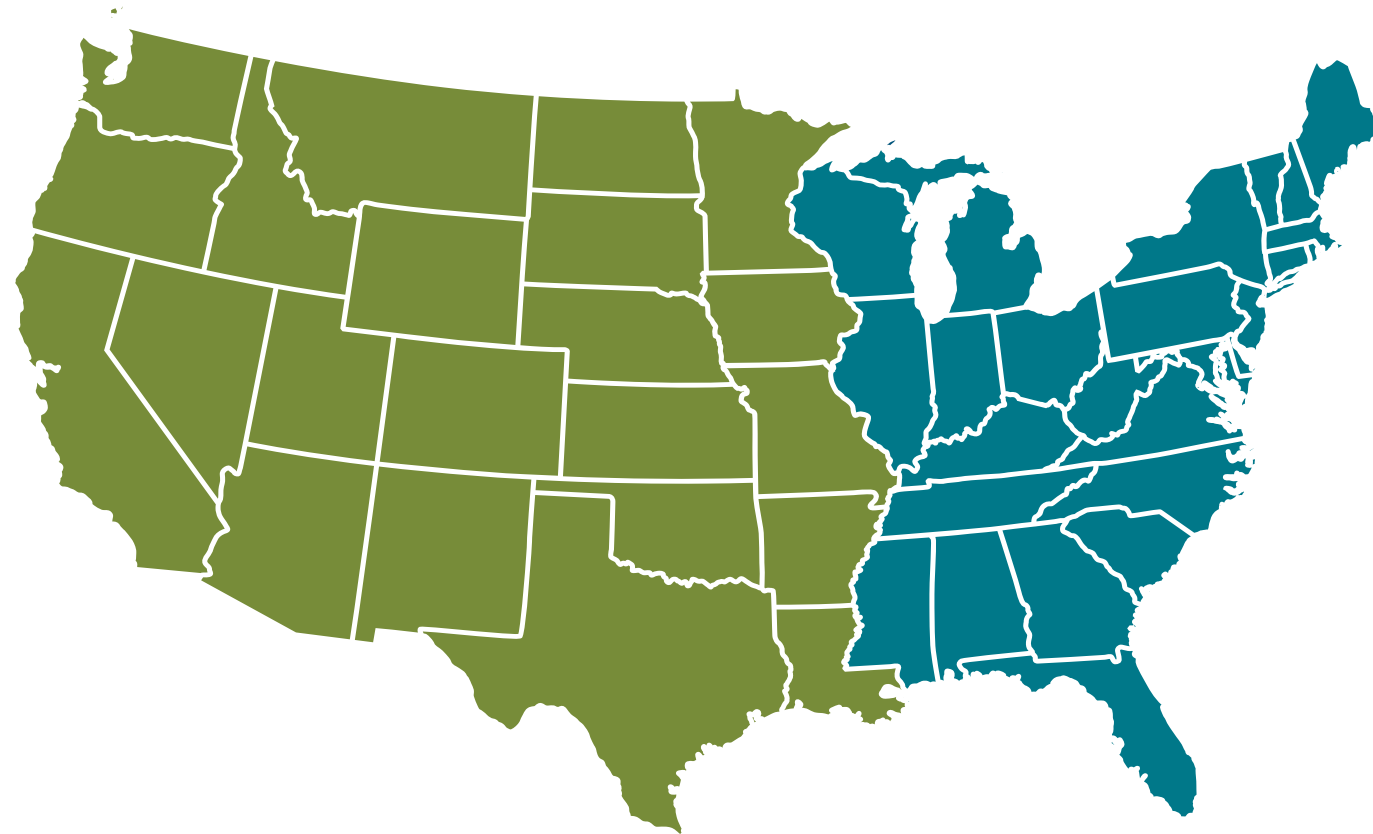
**G6 Hospitality CEO Rob Palleschi on Hospitality's Resilience**

lodgingmagazine.com • 3 min read

👍👎❤️ 275 • 25 Comments







**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)

