

*As of March 2021. 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
2-Pg Spread	\$13,000	\$12,000	\$10,800	\$10,300	\$9,750	\$8,800
Back Cover (+20%)	\$7,550	\$7,200	\$6,850	\$6,500	\$6,150	\$5,550
Inside Front or Back (+15%)	\$7,250	\$6,900	\$6,500	\$6,250	\$5,900	\$5,300
Full page	\$6,300	\$6,000	\$5,700	\$5,400	\$5,150	\$4,650
2/3 Page	\$4,700	\$4,500	\$4,275	\$4,075	\$3,875	\$3,475
1/2 Island	\$4,100	\$3,900	\$3,700	\$3,500	\$3,350	\$3,050
1/2 Page	\$3,475	\$3,300	\$3,150	\$2,950	\$2,850	\$2,550
1/3 Page	\$2,525	\$2,400	\$2,300	\$2,150	\$2,050	\$1,850
1/4 Page	\$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

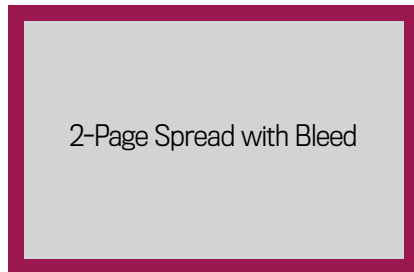
	SPACE	MATERIALS
JAN/ FEB	12/28/20	1/11/21
MAR	2/1/21	2/15/21
APR	3/4/21	3/18/21
MAY	4/2/21	4/15/21
JUNE	5/4/21	5/18/21
JUL/ AUG	6/14/21	6/28/21
SEP	8/5/21	8/19/21
OCT	9/2/21	9/17/21
NOV/ DEC	11/4/21	11/17/21

DATES AS OF MARCH 2021

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"

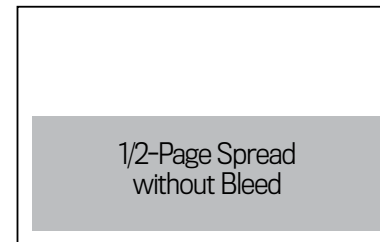
17.75" x 11.125"



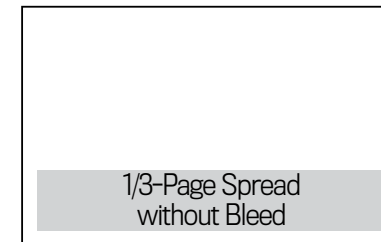
16.75" x 10.125"



16.5" x 4.875"



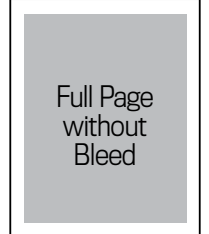
16.5" x 3.125"



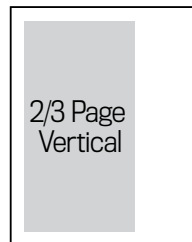
9" x 11.125"



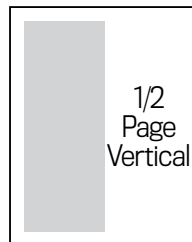
8" x 10.125"



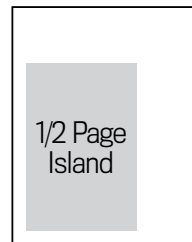
4.937" x 9.75"



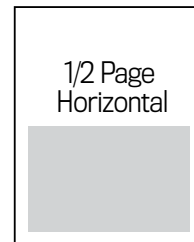
3.656" x 9.75"



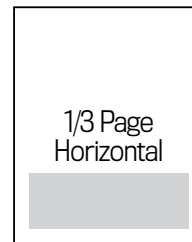
4.937" x 7.25"



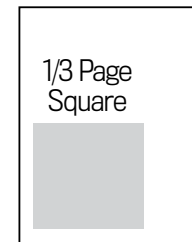
7.5" x 4.875"



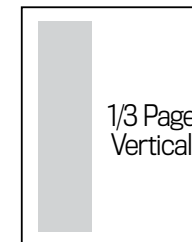
7.5" x 3.125"



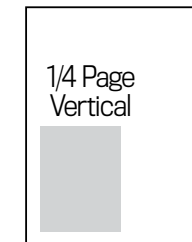
4.937" x 4.875"



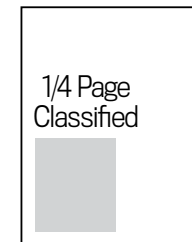
2.375" x 9.75"



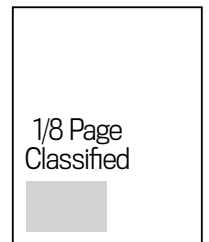
3.656" x 4.875"



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 | 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
Pop-Up Ad (one per month)	550 X 450	\$3,500	\$3,250	\$3,000	\$2,850	\$2,700	\$2,550
Leaderboard*	728 X 90	\$2,150	\$2,025	\$1,925	\$1,825	\$1,750	\$1,600
Small Rectangle	300 X 250	\$1,450	\$1,375	\$1,300	\$1,250	\$1,200	\$1,075
Background/"Bookends"	1600 X 1200	\$5,000	\$4,800	\$4,600	\$4,450	\$4,300	\$4,150
Half Page	300 X 600	\$3,000	\$2,850	\$2,700	\$2,550	\$2,400	\$2,250
Inline Articles*	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
Sponsorship	\$4,750	\$4,000	\$3,500	\$3,000
Pop-up/Interstitial Page	\$1,000	\$X	\$X	\$X
Pop-up/Interstitial Video	\$1,500	\$X	\$X	\$X

SIZE	DIMENSIONS	RESOLUTION	FILE SIZE	FORMAT
Presentation Page	7.5" X 6.5"	300 DPI	N/A	RGB PDF OR JPEG
Wide Skyscraper	160 X 600	72 DPI	40K	RGB STATIC JPEG OR GIF
e-blast Leaderboard	728 X 90	72 DPI	40K	RGB STATIC JPEG OR GIF
Pop-up/Interstitial Page	7.5" X 6.5"	300 DPI	N/A	RGB PDF OR JPEG
Pop-up/Interstitial Video*	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.			

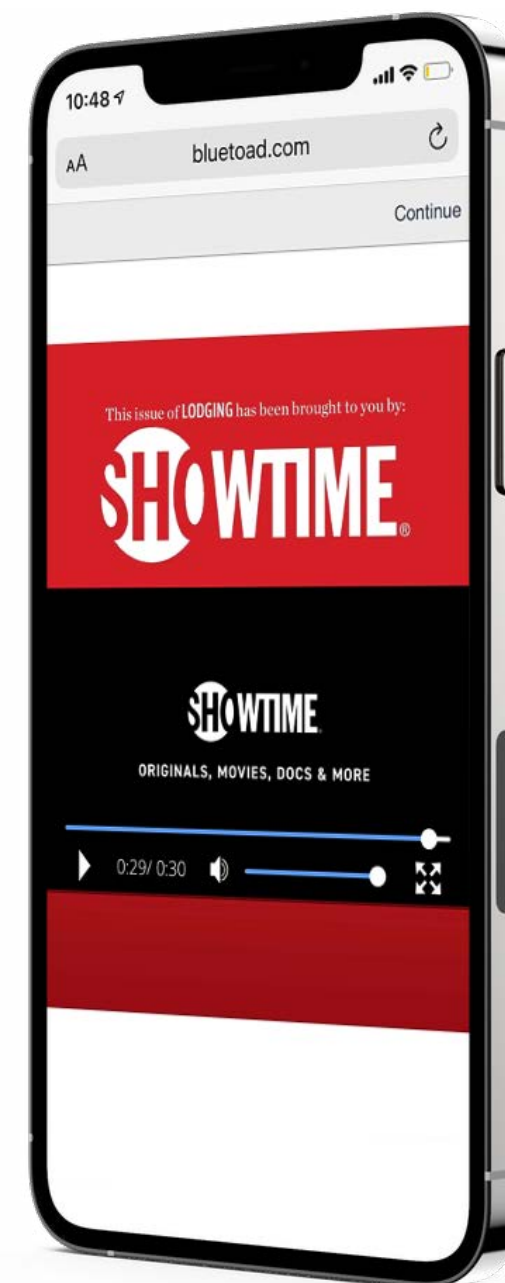
SPECIFICATIONS:

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)

\$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 | 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
1/2 page	\$1,350	\$1,300	\$1,250	\$1,200	\$1,150	\$1,050
1/4 page	\$1,350	\$1,300	\$1,250	\$1,200	\$1,150	\$1,050
1/8 page	\$925	\$875	\$875	\$775	\$725	\$625

DELIVERY INSTRUCTIONS

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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**

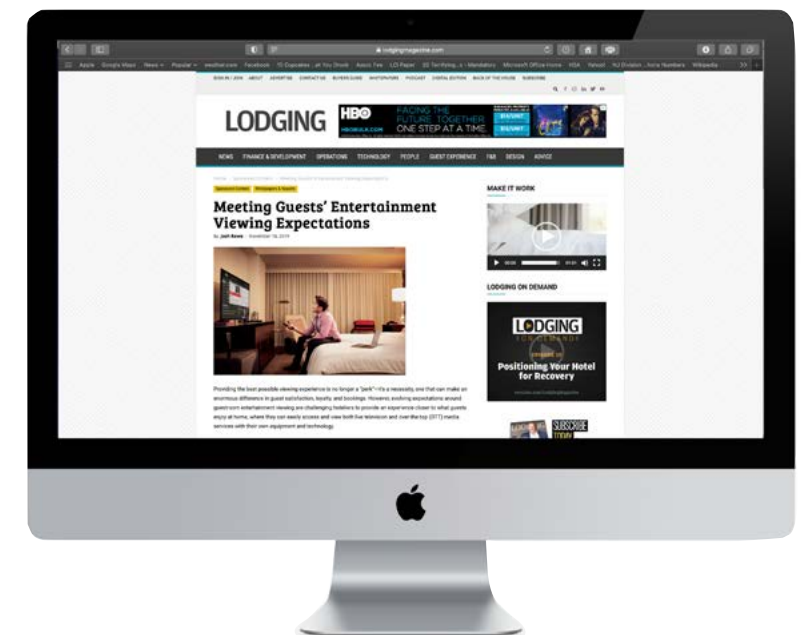
s #hospitality #LODGING #hotelindustry #hotelbusiness #hoteliers
management #hoteloperations #hotelier #hotelrecovery #recovery
#resilience #hotel

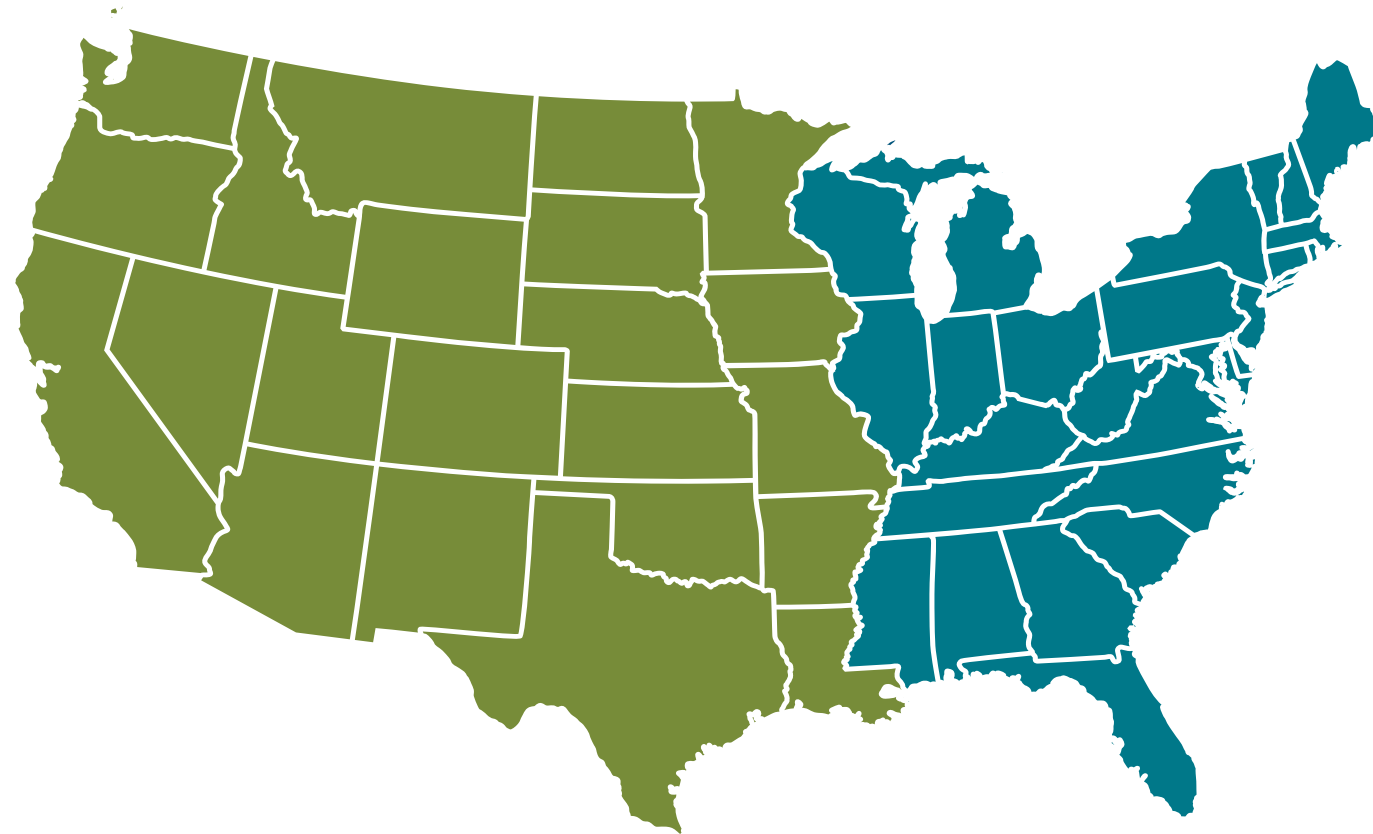


G6 Hospitality CEO Rob Palleschi on Hospitality's Resilience

lodgingmagazine.com • 3 min read

👍👎❤️ 275 • 25 Comments





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