

*As of October 2022. Subject to change

LODGING

MEDIA

2023

THE OFFICIAL PUBLICATION OF THE AMERICAN HOTEL & LODGING ASSOCIATION 

CONTENT CALENDAR

PRODUCTS

RATES & SPECS

WE KNOW THE HOSPITALITY BUSINESS

Our subscribers are highly qualified industry leaders representing the most reputable companies in the hospitality industry.

LODGING is the voice of the industry, providing access to thought leaders and a deep understanding of hospitality trends. From real estate investment to daily operations, our content touches all areas of the increasingly sophisticated lodging sector.

Our Vision

LODGING wants to connect you to the people who matter most for your business in deep and meaningful ways. When you advertise with us, your campaign will be given exclusive priority to targeted demographics across a diverse variety of distribution channels, guaranteed to be seen by the most relevant audience members.



LODGING BY THE NUMBERS

 **35,000** PRINT SUBSCRIBERS

 **100,000+** WEBSITE MONTHLY VIEWS

 **24,000+** NEWSLETTER SUBSCRIBERS
 **19.6%** OPEN RATE

 **160,000+** MONTHLY SOCIAL IMPRESSIONS



2023 CONTENT CALENDAR (1 OF 2)

ISSUE	THEME	PRODUCT COVERAGE	TOPICS	BONUS DISTRIBUTION
January/February SPACE: 12/1/22 MATERIALS: 12/13/22	STATE OF THE INDUSTRY This first issue of 2023 will review what hoteliers can expect in the year ahead and what is top-of-mind for industry leaders.	<ul style="list-style-type: none"> ● In-room Entertainment 	<ul style="list-style-type: none"> ● 2023 Market Recovery 	<ul style="list-style-type: none"> ○ ALIS
March SPACE: 2/1/23 MATERIALS: 2/15/23	LABOR ISSUES AND TRENDS Staffing remains a challenge in the post-pandemic hospitality industry. This issue will delve into best practices for hiring, training, and retention in different sectors of the hotel labor force.	<ul style="list-style-type: none"> ● Recycling, Repurposing, Lost and Found ● Waste Reduction 	<ul style="list-style-type: none"> ● Trends in Labor ● Insurance Considerations ● Working with Brokers 	<ul style="list-style-type: none"> ○ AAHOA ○ Hunter Hotel Conference
April SPACE: 3/2/23 MATERIALS: 3/15/23	GUIDE TO MANAGEMENT COMPANIES This feature will spotlight some of the top U.S. management companies, helping owners to partner with the right firm.	<ul style="list-style-type: none"> ● EV Charging, Energy Management ● Minibars 	<ul style="list-style-type: none"> ● P&L Update ● PMS 	<ul style="list-style-type: none"> ○ HD Expo
May SPACE: 4/3/23 MATERIALS: 4/17/23	GUIDE TO LENDERS AND FINANCIAL SERVICE PROVIDERS Hoteliers rely on seasoned experts to provide sound financial advice and structure loans in a way that maximizes their investment. This issue will showcase some of the top lenders and financial service companies in the industry.	<ul style="list-style-type: none"> ● Mattresses, Linens, and Bedding ● Bathroom Design, Amenities 	<ul style="list-style-type: none"> ● Guestroom Enhancements ● Staycations, Bleisure Travel ● Debt Service Coverage 	<ul style="list-style-type: none"> ○ NYU Investment Conference
June SPACE: 5/4/23 MATERIALS: 5/18/23	ESSENTIAL TECHNOLOGY Tech tools help to streamline operations and enhance the guest experience, which ultimately protects hoteliers' profit margins. This issue will explore the technology that is essential for hotels to stay competitive.	<ul style="list-style-type: none"> ● Software ● Guest Connectivity 	<ul style="list-style-type: none"> ● Recognition Technology ● Contactless Technology ● IT Department Costs 	<ul style="list-style-type: none"> ○ HITEC

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2023 CONTENT CALENDAR (2 OF 2)

ISSUE	THEME	PRODUCT COVERAGE	TOPICS	BONUS DISTRIBUTION
July/August SPACE: 6/14/23 MATERIALS: 6/28/23	GUIDE TO FRANCHISES Our annual Franchise Guide profiles major chains to help hoteliers make smart franchising decisions.	<ul style="list-style-type: none"> ● Pest Control ● Housekeeping Essentials 	<ul style="list-style-type: none"> ● Meeting Room Technology and Design ● Procurement ● Franchise Fees 	
September SPACE: 8/4/23 MATERIALS: 8/18/23	CONVERSIONS VS. NEW BUILDS Determining whether a conversion or a new build makes the most financial sense requires an acute understanding of the costs, opportunities, and demand drivers in the local market. Developers discuss their decision-making process in this feature.	<ul style="list-style-type: none"> ● Equipment (HVAC, PTAC, Laundry, etc.) ● Guestroom Controls and Sensors 	<ul style="list-style-type: none"> ● Mixed-use Development ● Development Pipeline 	<input type="radio"/> The Lodging Conference
October SPACE: 9/1/23 MATERIALS: 9/15/23	HOTEL AND DATA SECURITY Hotel security, including cybersecurity, is a perennially important aspect of operations and technology. This issue focuses on the design of security programs and the latest tools to help keep guests, their possessions, and their data safe.	<ul style="list-style-type: none"> ● Locks, Security 	<ul style="list-style-type: none"> ● F&B Department Revenues and Expenses ● Loyalty Programs 	<input type="radio"/> HX: The Hotel Experience <input type="radio"/> BDNY
November/December SPACE: 11/3/23 MATERIALS: 11/17/23	PERSON OF THE YEAR A profile spotlighting a person who has had a profound impact on the hotel industry in 2023. + Corporate Profiles + Hospitality Innovators and Influencers + LODGING Luminaries	<ul style="list-style-type: none"> ● Dining, Health, and Wellness 	<ul style="list-style-type: none"> ● Hospitality Market(s) of the Year ● Diversity Initiatives 	

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PRODUCTS & SERVICES

LODGING
M E D I A

PRINT

Print makes a strong, lasting impression with seasoned industry veterans in which no form of digital advertising can compete. When executives and decision makers read *LODGING*, they become fully immersed in our content. There are no distractions or outside forces competing for their attention. To them, every page represents something new and interesting to learn about.

DISTRIBUTION: 34,000+ copies sent to AHLA members, hotel owners, hotel operators, hotel investors, hotel developers, management companies, franchise executives and those allied to the trade.

REACH: Each month over 100,000* industry professionals are impacted by *LODGING*

(*Based on an industry average of 3.4 readers per copy)

TOUCH to view
digital editions



DIGITAL ADVERTISING

Digital advertising on **LodgingMagazine.com** is one of the most versatile and rewarding ways to build trust in your brand amongst professionals in the hospitality industry. Our advanced systems let you target your audience by geography, demographics and interests with greater precision.

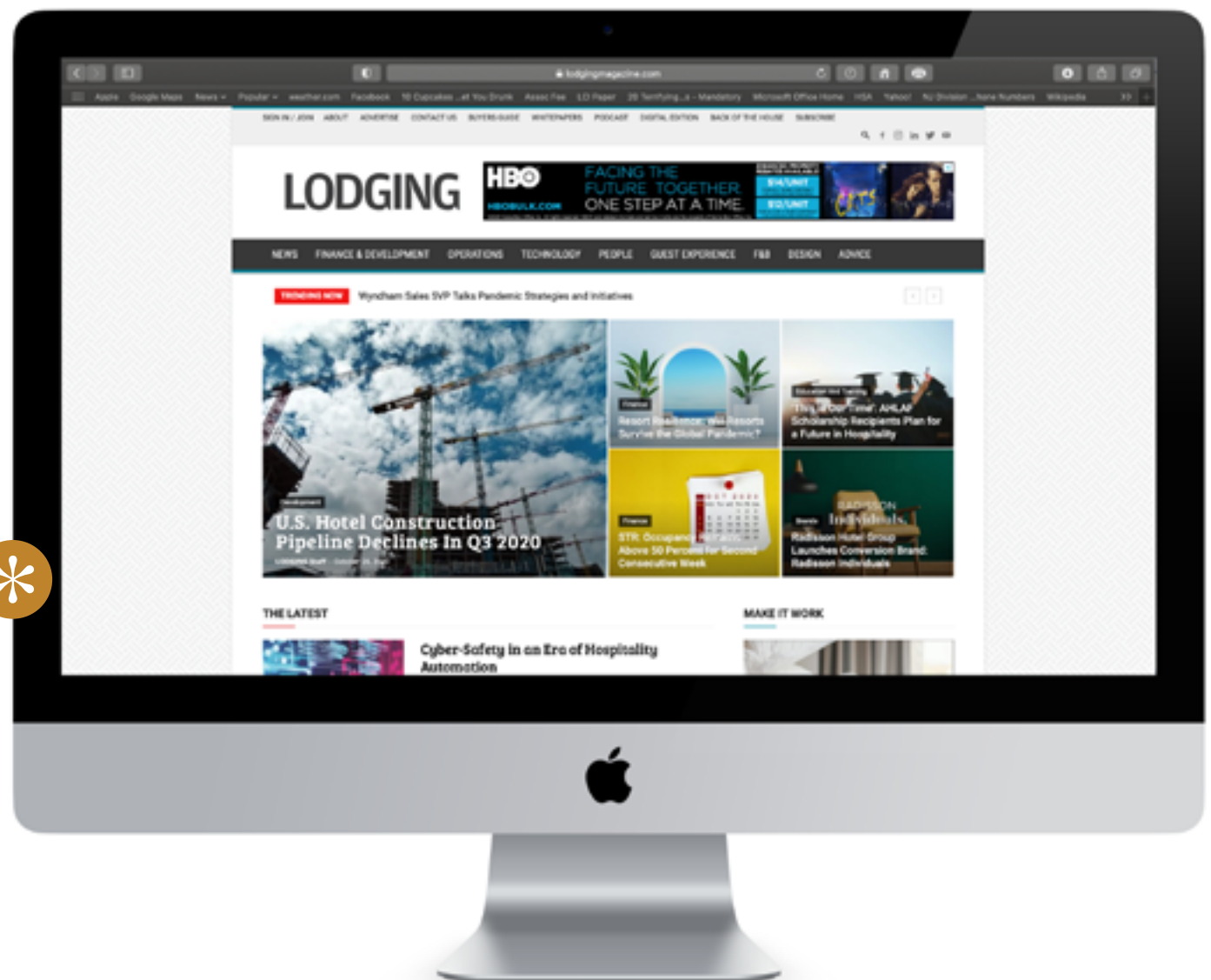
MONTHLY UNIQUE USERS: 52,000+

MONTHLY PAGEVIEWS: 100,000+

DISPLAY AD SIZES:

- 728x90 Top Leaderboard
- 300x250 Small Rectangle
- 550x450 Pop-up
- 1600x1000 Background/"Bookends"
- 300x600 Half Page
- 468x60 Inline Articles

**TOUCH to view
LodgingMagazine.com**



DIGITAL ADVERTISING (CONTINUED)

Target hospitality decision-makers and make an impression with new **Category Takeovers** on LODGING's website! Choose your category (e.g., Finance & Development, Operations, Technology, F&B, Design, etc.) and get four exclusive ad placements on the category page and all associated articles.

INCLUDED AD SIZES:

- 1200x400 Hero/Intro Image
- 728x90 Top Leaderboard
- 300x600 Half Page
- 550x450 Interstitial Video*
- 1600x1000 Background/"Bookends"

Please speak with your sales representatives for pricing and additional details.

**Speak with your sales representative for more details on interstitial videos.*



DIGITAL EDITION

Reach a wider audience by sponsoring LODGING's Digital Edition. Available for each monthly issue, sponsorships include a top leaderboard ad in LODGING's Digital Edition eblast, which is shared with 25,000+ subscribers, and a premium placement ad opposite the issue's cover for maximum visibility and impact across all formats, including desktop, tablet, and mobile. Pop-ups and interstitial pages are also available to appear within an issue for more targeted advertising. Sponsorships run for a minimum of one year.

- Sponsorship
(Includes presentation page, wide skyscraper, and e-blast leaderboard)
- Pop-up/Interstitial Page
- Pop-up/Interstitial Video



EMAIL

Email marketing with Lodging Media offers an opportunity for your company to engage directly with top executives in the best possible location—their inbox. Our daily newsletters, weekly special sections, and exclusive E-Blast promotional announcements are proven to increase traffic, drive sales and build trust in your brand quickly and effectively.

Lodging Daily News

Our e-newsletter, with 24,000+ subscribers, presents the need-to-know list of everything driving the day in the hotel space, whether that's a big merger or the latest industry performance metrics. Published every weekday, Lodging Daily News aggregates, summarizes, and brings context to the latest happenings in the industry.

Lodging Daily News Takeover

Advertisers can “take over” Lodging Daily News via one-day sponsorships. These sponsorships include the top banner ad, two smaller ads, as well as content tailored to a specific topic (e.g., finance or technology). Sponsors can contribute articles for takeovers or, for an additional fee, work with *LODGING*'s editorial team to develop custom content.

Please speak with your sales representatives for pricing and additional details.



EMAIL (CONTINUED)

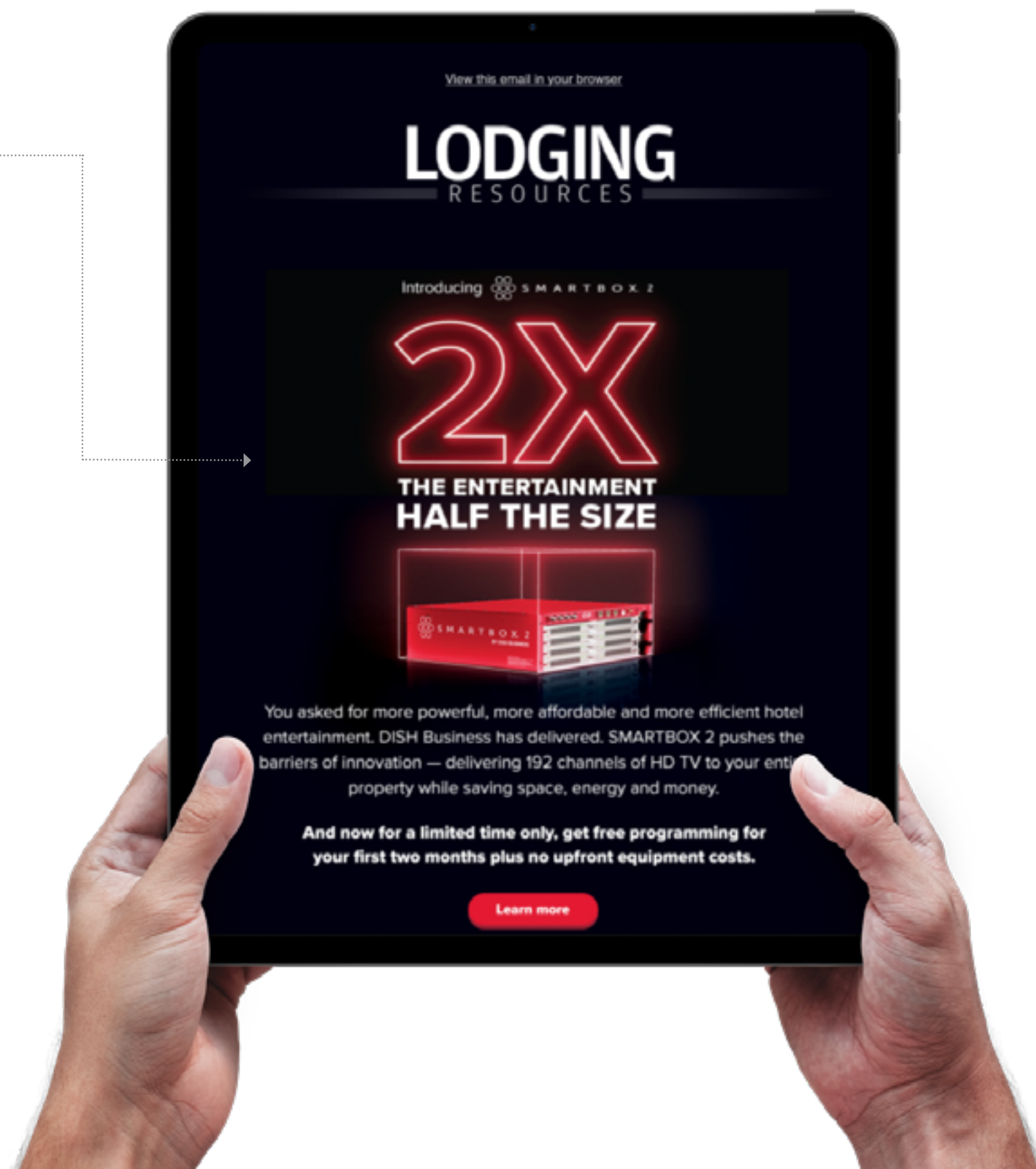
E-Blast

Your unique message delivered as a responsive* HTML document to an email subscriber database of 15,000+. Communicate directly with your target audience of hotel decision makers with a dedicated email that brings your message to prospects' inboxes.

The custom E-Blast is ideal for promoting white papers, special offers, and upcoming events, as well as supporting other digital and print advertising initiatives.

A/B testing of subject line available.

**E-Blast is responsive only when provided HTML document is responsive. Non-responsive HTML documents cannot be made responsive.*



DAILY
NEWS

TOP LEADERBOARD

MEDIUM RECTANGLES

SPONSORED CONTENT

LODGING
DAILY NEWS

TOP STORY | 1.1.2021



Five Trends Expected to Shape the Lodging Industry in 2021

Increased privacy and flexibility are two of the stand-out trends that GlobalData recently noted will shape the lodging industry in 2021, alongside longer stays, improved hygiene procedures, and more no-touch technology. Patch Hultides, travel and tourism analyst, GlobalData, discusses these five trends that the lodging industry can expect to see in the year ahead [here](#).

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Advertisement

News in Brief



Hotel Stock Index Up 5 Percent in December

The Baird/STR Hotel Stock Index was up 5 percent in December, ending the year down 13.2 percent. "Hotel stocks continued their rebound in December as the positive vaccine and reopening sentiment remained front and center for investors," said Michael Bellurino, senior hotel research analyst and director at Baird. [Read more.](#)



Meeting Planners' Perspective on Recovery

Knowledge and ConferenceDirect recently released results from a survey of meeting planners and event managers. Three in four meeting planner respondents reported that they are now rebooking meetings and 60 percent cited flexible, low-risk hotel contracts as extremely important. [Read more insights here.](#)

Hotel R&D Credits for COVID-19 Procedures

Sponsored by Cherry Rebrand LLP

Hotels can claim a tax credit for money spent on COVID-19 safety procedures, staff training, and technologies put in place to provide guests with a safe, healthy environment. The credit can be significant and carried back to recover cash from previously paid taxes. [Learn more about this credit here.](#)

LODGING's Spotlights



RENOVATION

The Marker Key West Completes Renovation

The Marker Key West Harbor Resort has completed a \$3 million renovation, including its Harbor House, a private residence with one- and two-bedroom suites with spacious open-air balconies. [Read more about the transformation here.](#)



MANAGEMENT

Davidson to Manage Two Snowmass Hotels

High Street Real Estate Partners, RSP Partners, and ACRON Real Estate Investments have acquired the Westin Snowmass Resort and Wildwood Snowmass in Colorado and selected Davidson Hotels & Resorts to manage the properties. [Read more.](#)



Dairy-free and oh-SO-Delicious

Sponsored by Danone Ayray from Home

CocoNutmilk Yogurt Alternatives from So Delicious®, the #1 yogurt alternative choice in the National Cholesterol*, are a great way to go plant-based. Whether you need quarts for back of house or cups for guests on-the-go, So Delicious CocoNutmilk Yogurt Alternatives are made with organic coconut and have the delicious taste and flavor variety your customers crave. [Visit our website or talk to a sales representative today.](#)

Advertisement

LODGING On Demand



EPISODE 22

Rebelling COVID's Impact on Meetings and Groups

EPISODE 21

PMU: A Central Tool as Industries Navigate the Recovery

EPISODE 20

COVID's Impact on Hotels Around the World

EPISODE 19

Positioning Your Hotel for Recovery

Top Stories This Week

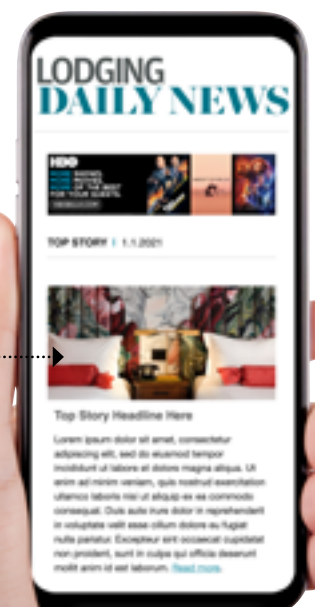
- Sonesta Adds 101 Hotels, Launches Sonesta Slinky Suites
- STR: U.S. Hotel Profitability Improves in October
- Accor Enters Into Exclusive Negotiations with Kimpton

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LODGING
MEDIA

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PRODUCT
SPOTLIGHTRESPONSIVE
MOBILE LAYOUT

LODGING ON DEMAND

LODGING On Demand digital roundtables give hospitality leaders and experts an opportunity to talk through pressing issues in the industry. Episodes are published monthly on YouTube and as a podcast on Apple Podcasts, Google Podcasts, Spotify, and more.

ITUNES/APPLE PODCASTS: apple.co/2xWiVGC

GOOGLE PODCASTS: bit.ly/3c2tkzw

SPOTIFY: spoti.fi/3bWkMtN

TUNEIN: tun.in/pjN39

Contact your sales representative for custom episode and sponsorship opportunities.



> 2023 Topics & Dates

As of October 2022. Subject to change

JANUARY

TOPIC: Hoteliers Weigh in on What's Ahead in 2023

RECORDING DEADLINE: 12/15/22

PUBLICATION DATE: 1/12/23

FEBRUARY

TOPIC: Post-COVID Housekeeping Model

RECORDING DEADLINE: 1/28/23

PUBLICATION DATE: 2/9/23

MARCH

TOPIC: Labor Challenges

RECORDING DEADLINE: 2/25/23

PUBLICATION DATE: 3/9/23

APRIL

TOPIC: Operational Efficiencies

RECORDING DEADLINE: 3/25/23

PUBLICATION DATE: 4/13/23

MAY

TOPIC: Preparing for Summer Travel

RECORDING DEADLINE: 4/29/23

PUBLICATION DATE: 5/11/23

JUNE

TOPIC: Meetings and Group Business

RECORDING DEADLINE: 5/20/23

PUBLICATION DATE: 6/8/23

JULY

TOPIC: Revenue Generation Opportunities

RECORDING DEADLINE: 6/24/23

PUBLICATION DATE: 7/13/23

AUGUST

TOPIC: Fall Travel Demand Trends

RECORDING DEADLINE: 7/29/23

PUBLICATION DATE: 8/10/23

SEPTEMBER

TOPIC: Budgeting Season

RECORDING DEADLINE: 8/26/23

PUBLICATION DATE: 9/14/23

OCTOBER

TOPIC: Corporate and Business Travel

RECORDING DEADLINE: 9/30/23

PUBLICATION DATE: 10/12/23

NOVEMBER

TOPIC: Boutique and Independent Hotels

RECORDING DEADLINE: 10/28/23

PUBLICATION DATE: 11/9/23

DECEMBER

TOPIC: Hoteliers Share What to Expect in 2024

RECORDING DEADLINE: 11/18/23

PUBLICATION DATE: 12/14/23

ROUNDTABLE

The *LODGING* Roundtable sponsorship provides your company an unparalleled opportunity to reach key decision makers while promoting your brand and executives. We invite you to join us in contributing to the success of this industry event, but more importantly, the success of our joint mission in reaching core customers.

2-hour closed event* with sponsorship packages available.

Please speak with your sales representatives for pricing and additional details.

Packages can include:

- (1) One person to be featured on the roundtable**
- Logo on footer of The LODGING Roundtable promotional email
- Company logo featured on round table write-up on lodgingmagazine.com and within *LODGING Magazine*
- (2) Two video posts on lodgingmagazine.com
- Full-page advertisement in *LODGING*
- Post-event dedicated email promotion of the roundtable

*All guests and sponsors to provide their own travel and room.

**LODGING Magazine to collaborate with sponsor on selecting remaining panelists.



OWNER SERIES

The *LODGING* Owner Series provides your company with editorial exposure that is more native in nature than sponsored content. Our editors will write a set number of separate articles based on interviews with company representatives. The articles are non-promotional and provide valuable insights on industry topics. They will be featured in the top news section of lodgingmagazine.com for a period of time; each article runs for a two-week period.

Packages can include:

- 2-3 articles per series
- Follow-up roundtable expanding on topics covered
- Company logo featured lodgingmagazine.com

Please speak with your sales representatives for pricing and additional details.

LODGING OS OWNER SERIES



TOUCH to view article
on LodgingMagazine.com



SOCIAL MEDIA

There is no more effective method of generating sales and improving brand perception than by word of mouth. *LODGING* has sponsored social opportunities so that our advertisers can reach and engage directly with their key audiences.

Please speak with your sales representatives for pricing and additional details.



Key Metrics

Total Monthly Social Impressions: **160,000+**

- **15,800+** Twitter followers
- **2,700+** Facebook likes
- **1,500+** Instagram followers
- **3,500+** LinkedIn followers



Retweets

Followers share our posts

LODGING Magazine
2,189 followers
2mo · 🌐

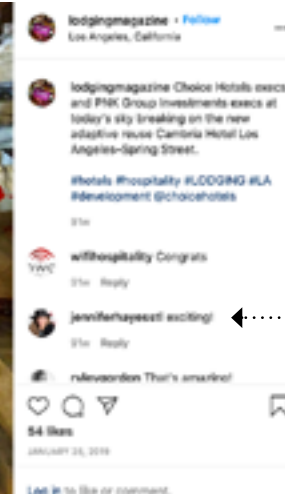
ospitality is a 24-hours-a-day, seven-days-a-week job. Because we're open the time, we've seen a lot. We've seen Black Mondays, September 11, financial crises, and even other pandemics. We endure, brush ourselves off, and move forward." — [G6 Hospitality LLC CEO Rob Palleschi](#)

[#hotels](#) [#hospitality](#) [#LODGING](#) [#hotelindustry](#) [#hotelbusiness](#) [#hoteliers](#) [#hotelmanagement](#) [#hoteloperations](#) [#hotelier](#) [#hotelrecovery](#) [#recovery](#) [#resilience](#) [#hotel](#)



Engagement

Industry professionals engage with our content



Comments

Our coverage sparks conversations

SPONSORED PRINT CONTENT

LODGING's print advertorials were created and designed to be an aesthetically pleasing complement to our traditional editorial content. Advertisers may write their own copy, or work with the *LODGING* team to craft something entirely unique.

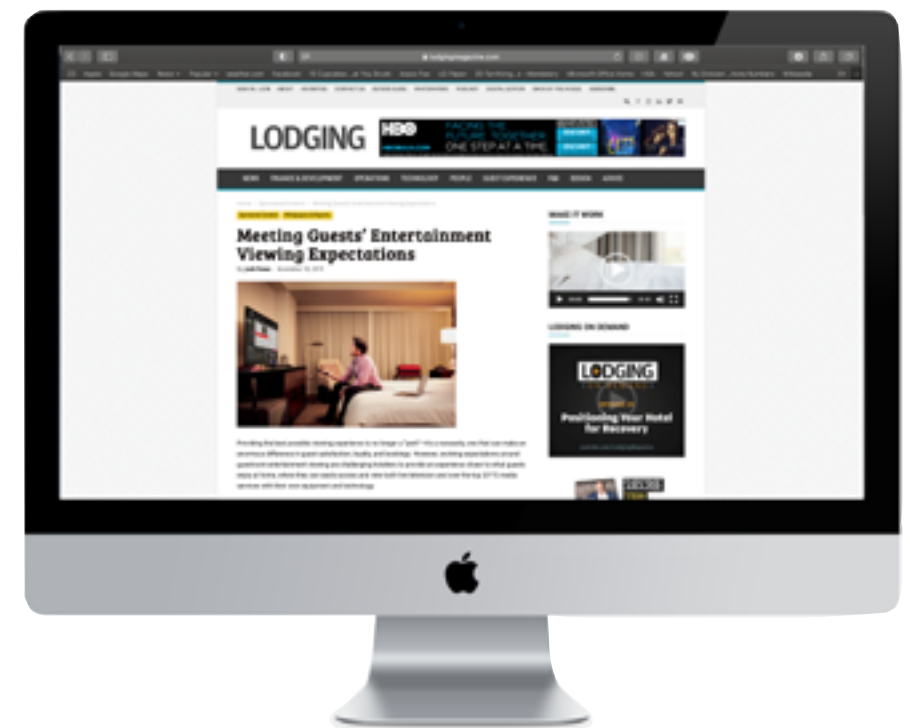
Please speak with your sales representatives for pricing and additional details.



SPONSORED DIGITAL CONTENT

LODGING's sponsored digital content gives advertisers the opportunity to reach industry decision makers with relevant content while promoting their company's expertise. Online sponsored content includes a full-length article and an exclusive feature article position on *LODGING's* homepage. Sponsored content in Lodging Daily News, *LODGING's* daily e-newsletter that is sent to 24,000+ subscribers, is also available.

Please speak with your sales representatives for pricing and additional details.



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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	\$16,300	\$13,200	\$11,850	\$11,350	\$10,725	\$9,650
Back Cover (+20%)	\$8,300	\$7,900	\$7,500	\$7,150	\$6,750	\$6,100
Inside Front or Back (+15%)	\$7,950	\$7,600	\$7,150	\$6,875	\$6,500	\$5,800
Full page	\$6,900	\$6,600	\$6,250	\$5,950	\$5,650	\$5,100
2/3 Page	\$5,150	\$4,950	\$4,700	\$4,475	\$4,250	\$3,800
1/2 Island	\$4,500	\$4,300	\$4,050	\$3,850	\$3,675	\$3,350
1/2 Page	\$3,800	\$3,600	\$3,450	\$3,250	\$3,125	\$2,800
1/3 Page	\$2,775	\$2,650	\$2,525	\$2,375	\$2,250	\$2,025
1/4 Page	\$2,300	\$2,175	\$2,050	\$1,950	\$1,875	\$1,700



**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.*

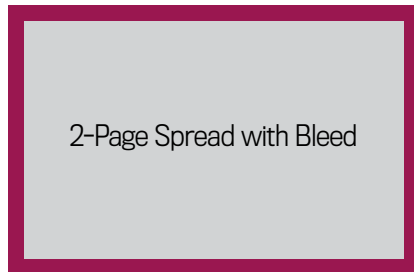
> 2023 Issue Dates

	SPACE	MATERIALS
JAN/ FEB	12/1/22	12/13/22
MAR	2/1/23	2/15/23
APR	3/3/23	3/15/23
MAY	4/3/23	4/17/22
JUNE	5/4/23	5/18/23
JUL/ AUG	6/14/23	6/28/23
SEP	8/4/23	8/18/23
OCT	9/1/23	9/15/23
NOV/ DEC	11/3/23	11/17/23
DATES AS OF OCTOBER 2022		

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"

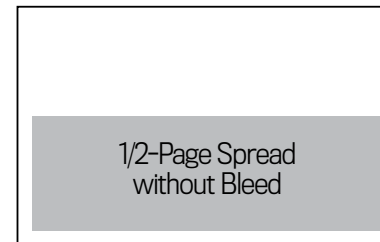
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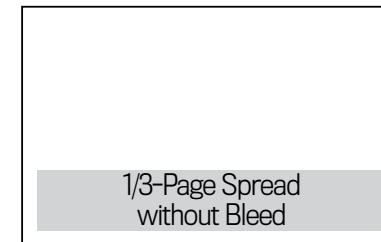
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16.5" x 4.875"



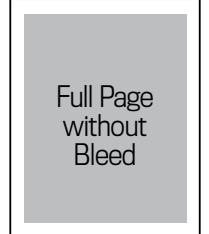
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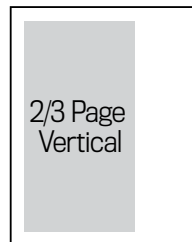
9" x 11.125"



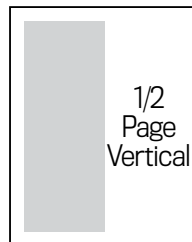
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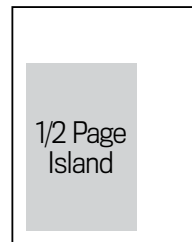
4.937" x 9.75"



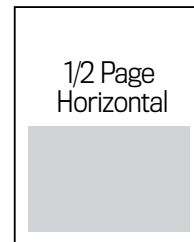
3.656" x 9.75"



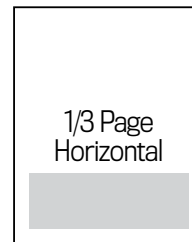
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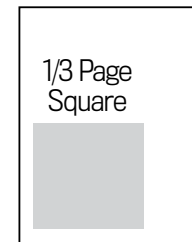
7.5" x 4.875"



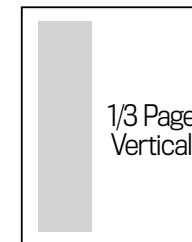
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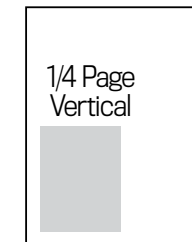
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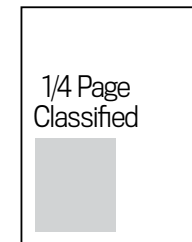
2.375" x 9.75"



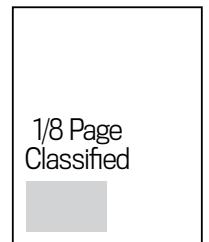
3.656" x 4.875"



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	\$3,850	\$3,575	\$3,300	\$3,125	\$2,950	\$2,800
Leaderboard*	728 X 90	\$2,350	\$2,225	\$2,125	\$2,000	\$1,925	\$1,750
Small Rectangle	300 X 250	\$1,600	\$1,500	\$1,425	\$1,375	\$1,325	\$1,175
Background/"Bookends"	1600 X 1000	\$5,500	\$5,325	\$5,050	\$4,700	\$4,725	\$4,575
Half Page	300 X 600	\$3,300	\$3,125	\$2,975	\$2,800	\$2,650	\$2,475
Inline Articles*	468 X 60	\$2,200	\$2,100	\$2,000	\$1,875	\$1,750	\$1,650

SPECIFICATIONS:

LODGING requires that advertising materials be sent in digital format as JPG or GIF at 144 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

Please e-mail advertisement, as well as issue date(s) of insertion to: production@lodgingmagazine.com | Phone: 215.321.9662, ext. 158



DIGITAL ADVERTISING (CONTINUED)

CATEGORY TAKEOVER

Subject to change. Speak with your sales rep for rates.

CATEGORY TAKEOVER	DIMENSIONS	RESOLUTION	FILE SIZE	FORMAT
Leaderboard	728 X 90	144 DPI	3 GB	RGB STATIC JPEG, PNG OR GIF
Hero/Intro Image	1200 X 400	144 DPI	3 GB	RGB STATIC JPEG, PNG OR GIF
Half Page*	300 X 600	144 DPI	3 GB	RGB STATIC JPEG, PNG OR GIF
Background/"Bookends"	1600 X 1000	144 DPI	3 GB	RGB STATIC JPEG, PNG OR GIF
Pop-up/Interstitial Video	Videos must be in MP4 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 144 dpi. All images must be RGB.

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DIGITAL EDITION

	1X	3X	6X	12X
Sponsorship	\$5,225	\$4,400	\$3,850	\$3,300
Pop-up/Interstitial Page	\$1,100	N/A	N/A	N/A
Pop-up/Interstitial Video	\$1,650	N/A	N/A	N/A

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	144 DPI	40K	RGB STATIC JPEG OR GIF
e-blast Leaderboard	728 X 90	144 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 144 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

\$875

Medium Rectangles

300 X 250

\$650

Leaderboard

600 X 160

\$550

Sponsored Content

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

\$825

Product Spotlight

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

\$825

E-BLAST

E-blast Promotion

600 X 750

\$3,300



SPECIFICATIONS:

LODGING requires that advertising materials be sent in digital format as JPG or GIF at 144 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 AH&LA 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 AH&LA 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, AH&LA 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	\$1,750	\$1,725	\$1,700	\$1,650	\$1,600	\$1,550
1/4 page	\$1,475	\$1,425	\$1,375	\$1,325	\$1,275	\$1,150
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:

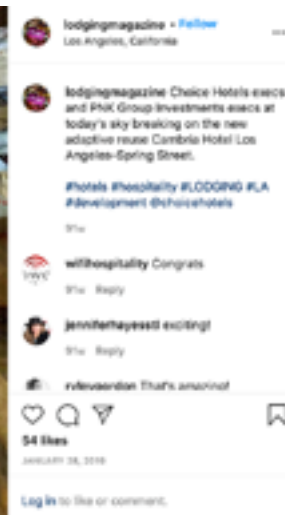
- Newsletter Takeover
- Video Advertising
- Roundtables
- Owner Series
- Category Takeover
- Social Media
- Sponsored Print and/or Digital Content
- LODGING On Demand



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 orward." — G6 Hospitality LLC CEO Rob Palleschi

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

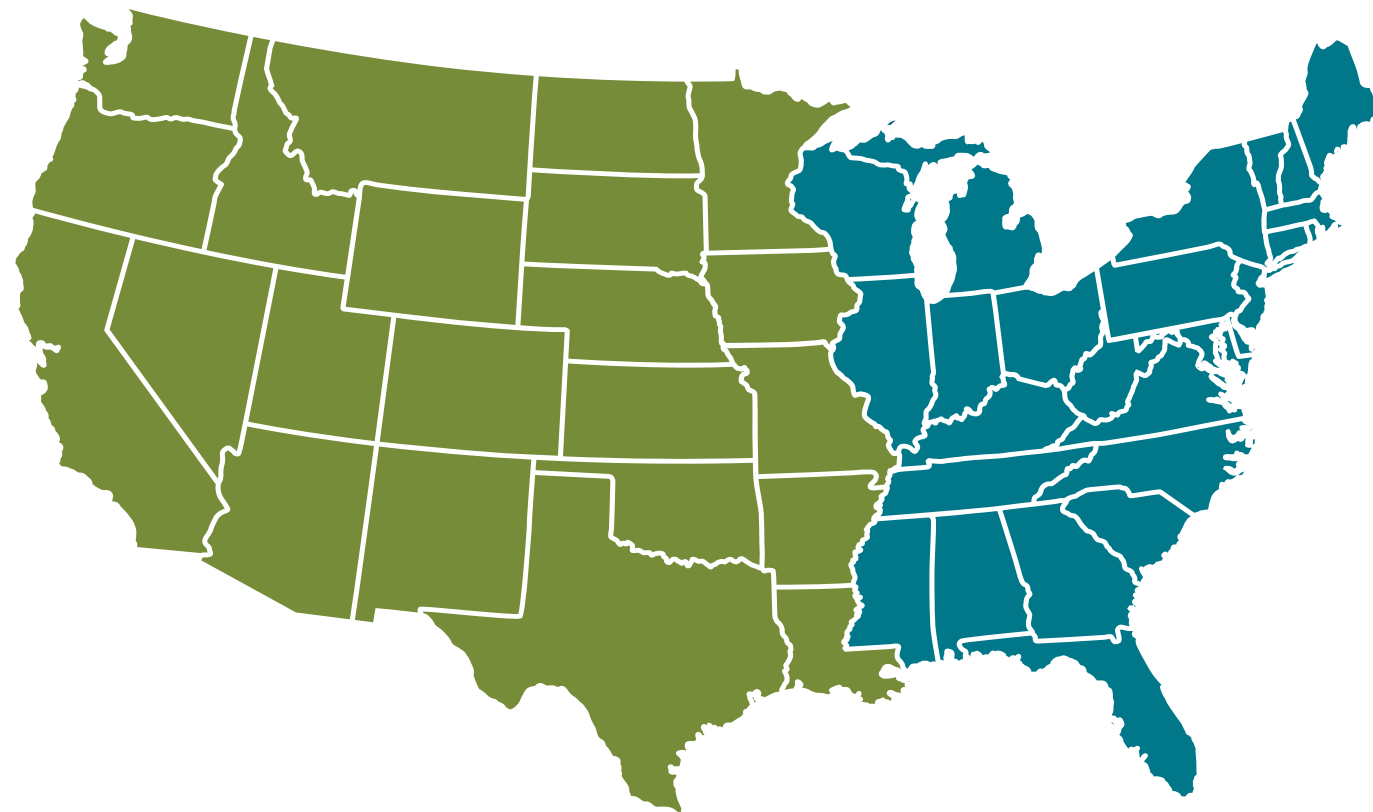


G6 Hospitality CEO Rob Palleschi on Hospitality's Resilience

lodgingmagazine.com • 3 min read

275 • 25 Comments





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