

\*As of October 2022. 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>	\$16,300	\$13,200	\$11,850	\$11,350	\$10,725	\$9,650
<b>Back Cover</b> (+20%)	\$8,300	\$7,900	\$7,500	\$7,150	\$6,750	\$6,100
<b>Inside Front or Back</b> (+15%)	\$7,950	\$7,600	\$7,150	\$6,875	\$6,500	\$5,800
<b>Full page</b>	\$6,900	\$6,600	\$6,250	\$5,950	\$5,650	\$5,100
<b>2/3 Page</b>	\$5,150	\$4,950	\$4,700	\$4,475	\$4,250	\$3,800
<b>1/2 Island</b>	\$4,500	\$4,300	\$4,050	\$3,850	\$3,675	\$3,350
<b>1/2 Page</b>	\$3,800	\$3,600	\$3,450	\$3,250	\$3,125	\$2,800
<b>1/3 Page</b>	\$2,775	\$2,650	\$2,525	\$2,375	\$2,250	\$2,025
<b>1/4 Page</b>	\$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.*



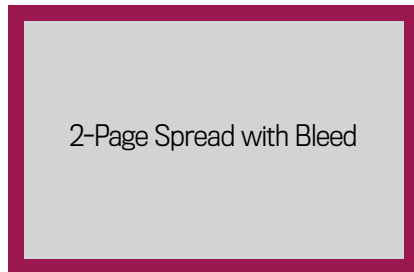
## 2023 Issue Dates

	SPACE	MATERIALS
<b>JAN/ FEB</b>	12/1/22	12/13/22
<b>MAR</b>	2/1/23	2/15/23
<b>APR</b>	3/3/23	3/15/23
<b>MAY</b>	4/3/23	4/17/22
<b>JUNE</b>	5/4/23	5/18/23
<b>JUL/ AUG</b>	6/14/23	6/28/23
<b>SEP</b>	8/4/23	8/18/23
<b>OCT</b>	9/1/23	9/15/23
<b>NOV/ DEC</b>	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"

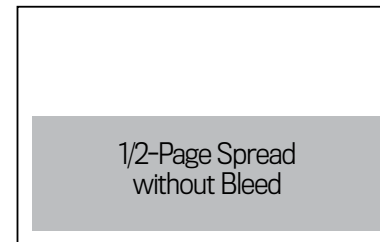
17.75" x 11.125"



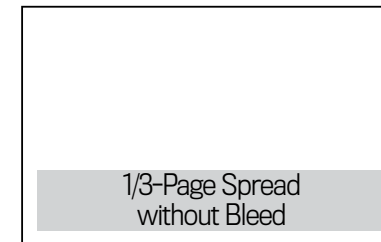
16.75" x 10.125"



16.5" x 4.875"



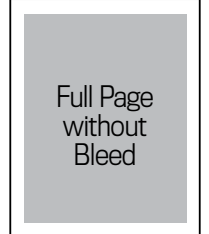
16.5" x 3.125"



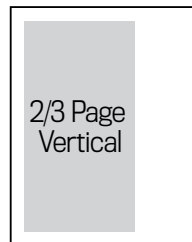
9" x 11.125"



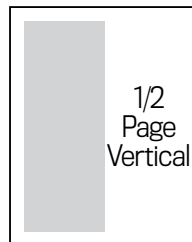
8" x 10.125"



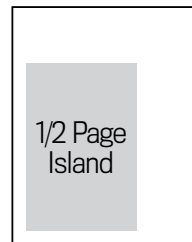
4.937" x 9.75"



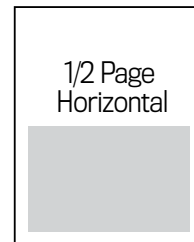
3.656" x 9.75"



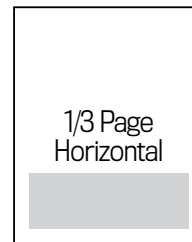
4.937" x 7.25"



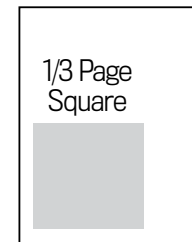
7.5" x 4.875"



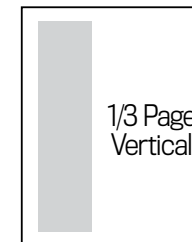
7.5" x 3.125"



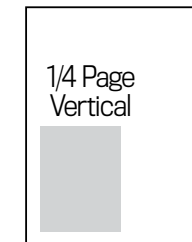
4.937" x 4.875"



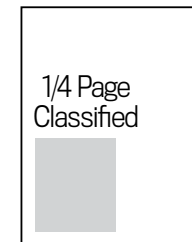
2.375" x 9.75"



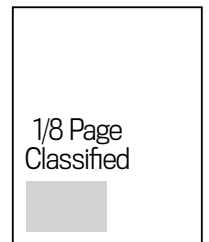
3.656" x 4.875"



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

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# DIGITAL ADVERTISING (CONTINUED)

## CATEGORY TAKEOVER

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

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

## DELIVERY INSTRUCTIONS

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





# DIGITAL EDITION

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

SIZE	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	144 DPI	40K	RGB STATIC JPEG OR GIF
<b>e-blast Leaderboard</b>	728 X 90	144 DPI	40K	RGB STATIC JPEG OR GIF
<b>Pop-up/Interstitial Page</b>	7.5" X 6.5"	300 DPI	N/A	RGB PDF OR JPEG
<b>Pop-up/Interstitial Video*</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 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

DAILY

\$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.

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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 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
<b>1/2 page</b>	\$1,750	\$1,725	\$1,700	\$1,650	\$1,600	\$1,550
<b>1/4 page</b>	\$1,475	\$1,425	\$1,375	\$1,325	\$1,275	\$1,150
<b>1/8 page</b>	\$925	\$875	\$875	\$775	\$725	\$625

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**1/8 PAGE**

3.75" x 2.125"

**1/2 PAGE**

7.75" x 4.5"

**1/4 PAGE**

3.75" x 4.5"



# OTHER RATES & SPECS

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

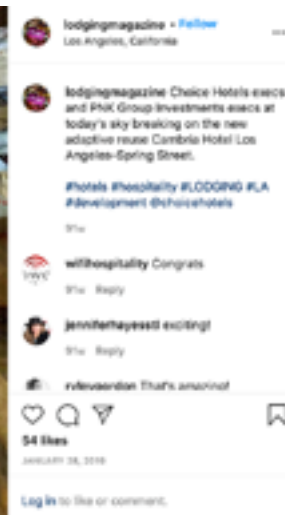
- Newsletter Takeover
- Video Advertising
- Roundtables
- Owner Series
- Category Takeover
- Social Media
- Sponsored Print and/or Digital Content
- LODGING On Demand



**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

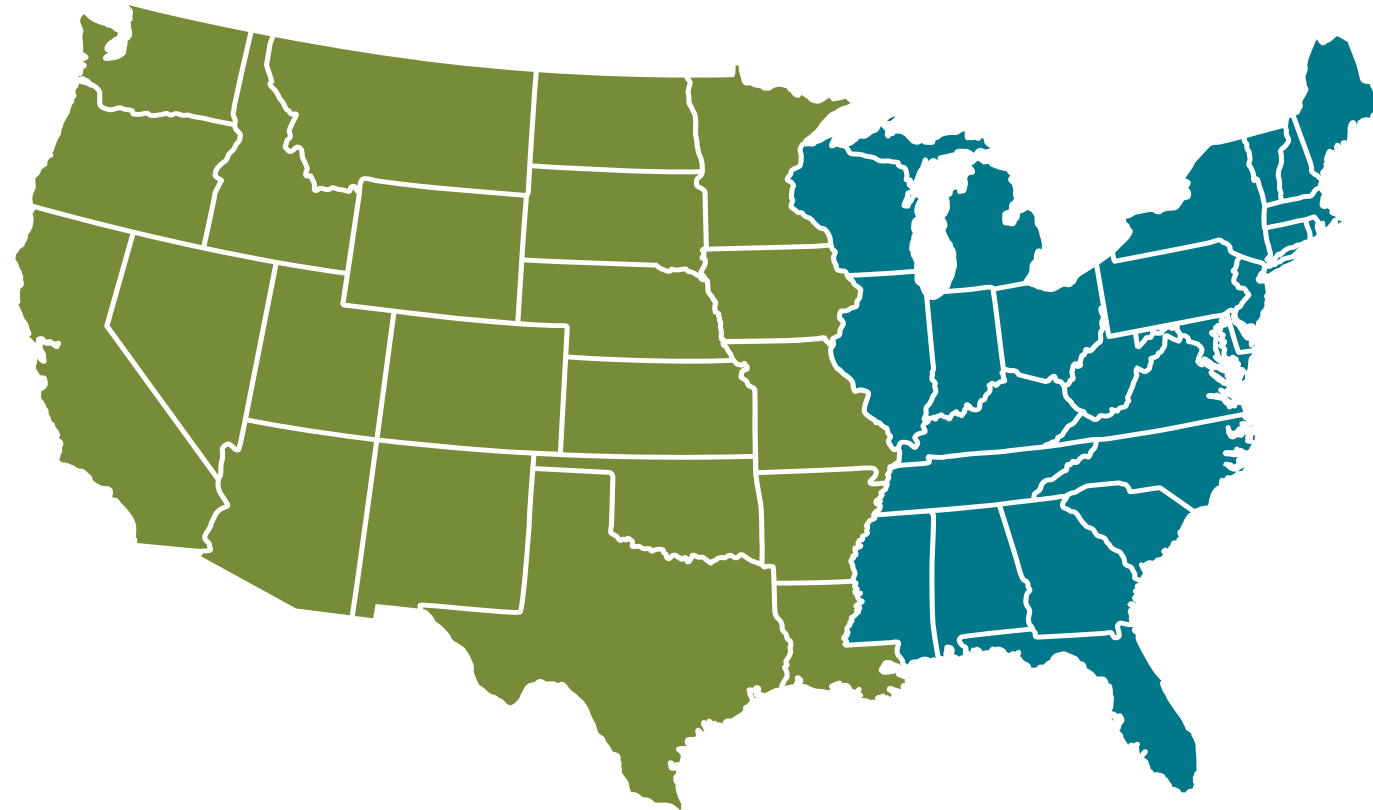


G6 Hospitality CEO Rob Palleschi on Hospitality's Resilience

lodgingmagazine.com • 3 min read

275 • 25 Comments





**WEST**

**DON SERFASS**

OFFICE: 215-321-9662, ext. 164  
[DSERFASS@LODGINGMAGAZINE.COM](mailto:DSERFASS@LODGINGMAGAZINE.COM)

**EAST/PUBLISHER**

**HOLLY KAYE**

MOBILE: 440-465-0468  
[HKAYE@LODGINGMAGAZINE.COM](mailto:HKAYE@LODGINGMAGAZINE.COM)

**PRESIDENT**

**ED MCNEILL**

215-321-9662, ext. 117  
[EMCNEILL@LODGINGMAGAZINE.COM](mailto:EMCNEILL@LODGINGMAGAZINE.COM)

**EDITORIAL**

215-321-9662, EXT. 112  
[EDITOR@LODGINGMAGAZINE.COM](mailto:EDITOR@LODGINGMAGAZINE.COM)

**ADVERTISING MATERIALS**

215-321-9662, ext. 158  
[PRODUCTION@LODGINGMAGAZINE.COM](mailto:PRODUCTION@LODGINGMAGAZINE.COM)

