

RATES & SPECS



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.*



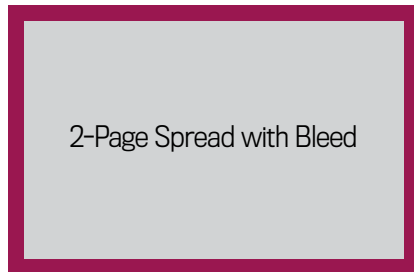
2024 Issue Dates

	SPACE	MATERIALS
JAN/ FEB	12/1/24	12/13/24
MAR	2/1/24	2/15/24
APR	3/1/24	3/15/24
MAY	4/1/24	4/17/24
JUNE	5/1/24	5/16/24
JUL/ AUG	6/14/24	6/28/24
SEP	8/1/24	8/15/24
OCT	9/1/24	9/16/24
NOV/ DEC	11/1/24	11/15/24
DATES AS OF OCTOBER 2023		

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"



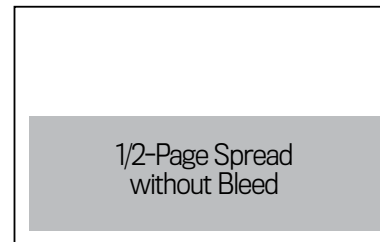
2-Page Spread with Bleed

16.75" x 10.125"



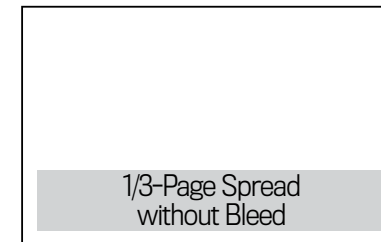
2-Page Spread without Bleed

16.5" x 4.875"



1/2-Page Spread
without Bleed

16.5" x 3.125"



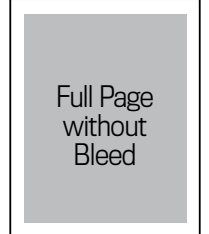
1/3-Page Spread
without Bleed

9" x 11.125"



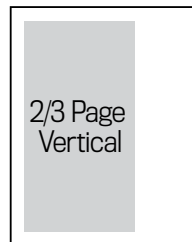
Full Page
with Bleed

8" x 10.125"



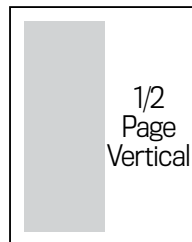
Full Page
without
Bleed

4.937" x 9.75"



2/3 Page
Vertical

3.656" x 9.75"



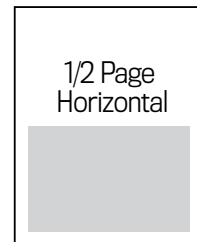
1/2
Page
Vertical

4.937" x 7.25"



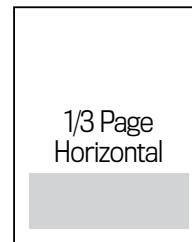
1/2 Page
Island

7.5" x 4.875"



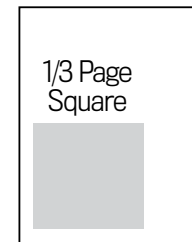
1/2 Page
Horizontal

7.5" x 3.125"



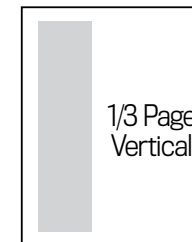
1/3 Page
Horizontal

4.937" x 4.875"



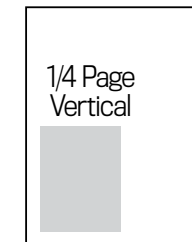
1/3 Page
Square

2.375" x 9.75"



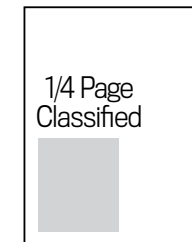
1/3 Page
Vertical

3.656" x 4.875"



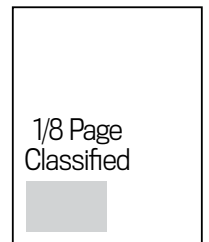
1/4 Page
Vertical

3.75" x 4.5"



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.

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.

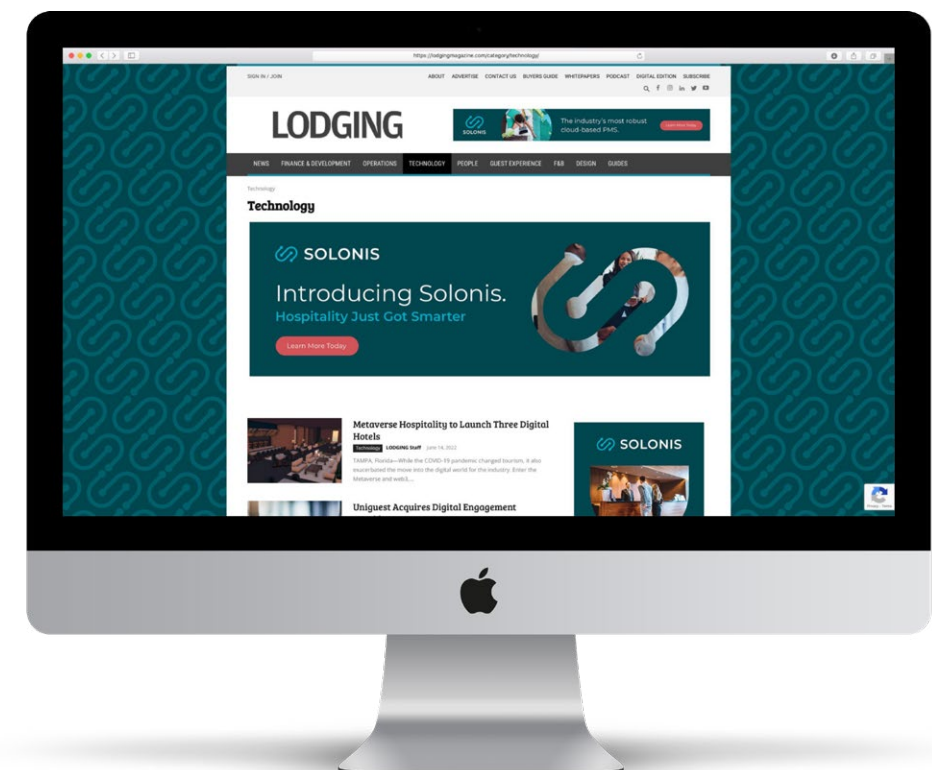
CATEGORY TAKEOVER	DIMENSIONS	RESOLUTION	FILE SIZE	FORMAT
Leaderboard	728 X 90	144 DPI	3 GB	RGB STATIC JPEG, PNG OR GIF
Hero/Intro Image	1200 X 400	144 DPI	3 GB	RGB STATIC JPEG, PNG OR GIF
Half Page*	300 X 600	144 DPI	3 GB	RGB STATIC JPEG, PNG OR GIF
Background/"Bookends"	1600 X 1000	144 DPI	3 GB	RGB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

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 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.

DELIVERY INSTRUCTIONS

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



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)

\$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

\$3,500



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

Please e-mail advertisement, as well as issue date(s) of insertion to:
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	\$1,750	\$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

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



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**

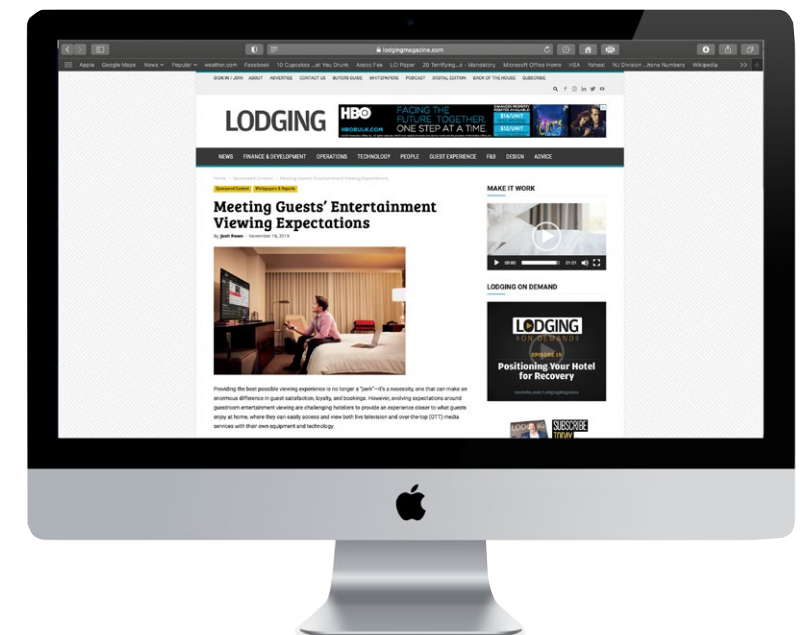
s #hospitality #LODGING #hotelindustry #hotelbusiness #hoteliers
#resilience #hotel

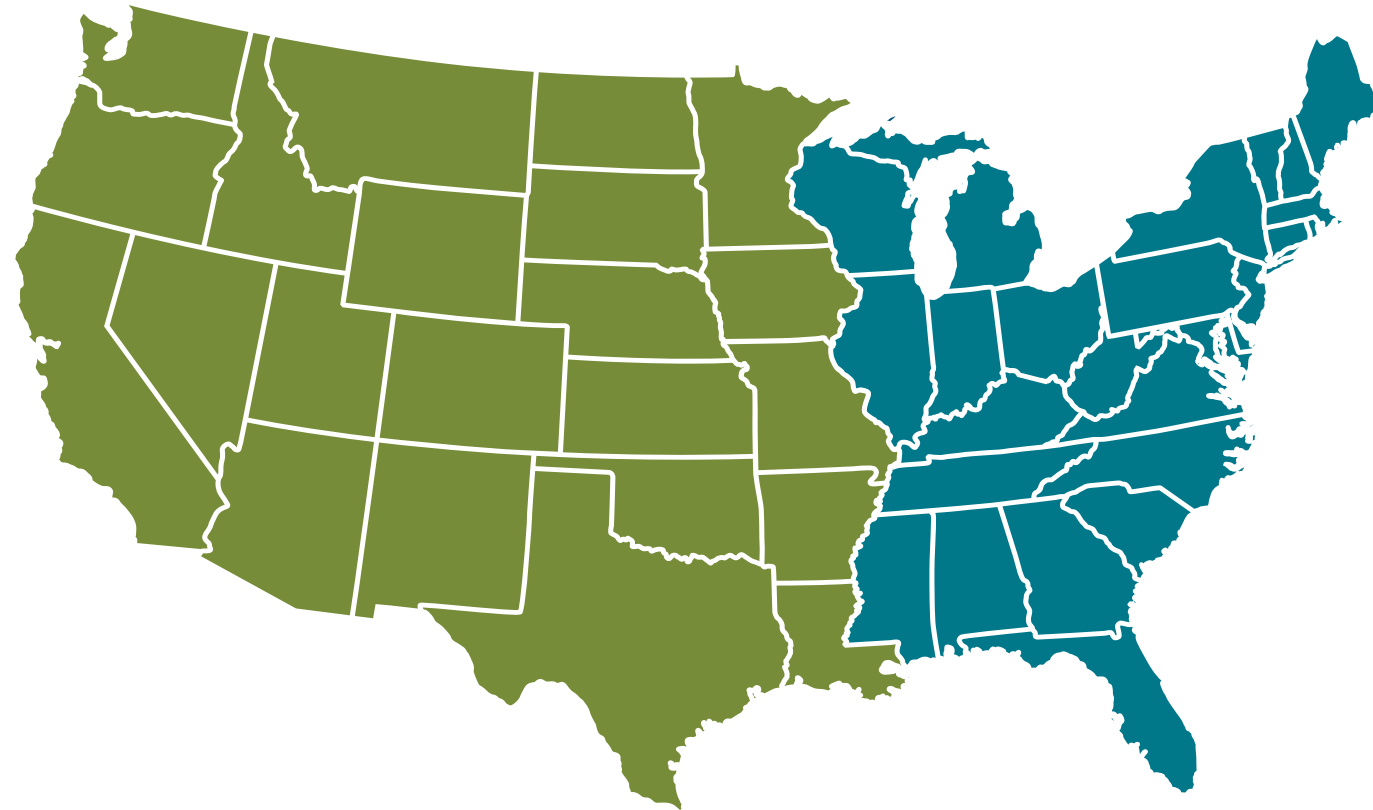


G6 Hospitality CEO Rob Palleschi on Hospitality's Resilience

lodgingmagazine.com • 3 min read

👍❤️🗨️ 275 · 25 Comments





WEST

DON SERFASS

OFFICE: 215-321-9662, ext. 164
DSERFASS@LODGINGMAGAZINE.COM

EAST/PUBLISHER

HOLLY KAYE

MOBILE: 440-465-0468
HKAYE@LODGINGMAGAZINE.COM

PRESIDENT

ED MCNEILL

215-321-9662, ext. 117
EMCNEILL@LODGINGMAGAZINE.COM

EDITORIAL

215-321-9662, EXT. 112
EDITOR@LODGINGMAGAZINE.COM

ADVERTISING MATERIALS

215-321-9662, ext. 158
PRODUCTION@LODGINGMAGAZINE.COM

