

*As of October 2023. Subject to change



LM | LODGING MEDIA 2024

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

 **25,000+** NEWSLETTER SUBSCRIBERS
 **19.6%** OPEN RATE

 **160,000+** MONTHLY SOCIAL IMPRESSIONS



2024 CONTENT CALENDAR (1 OF 2)

ISSUE	THEME	PRODUCT COVERAGE	TOPICS	BONUS DISTRIBUTION
January/February SPACE: 12/1/23 MATERIALS: 12/13/23	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● Artificial Intelligence (AI)	<ul style="list-style-type: none">● 2024 Market Recovery● Corporate Sales & Events Strategies	<ul style="list-style-type: none">○ ALIS
March SPACE: 2/1/24 MATERIALS: 2/15/24	DIVERSITY ISSUE This issue will highlight the latest diversity & inclusion initiatives among major hospitality companies and underscore the impact of this movement. Within these pages, the industry's overall progress in terms of diversity will be assessed and best practices and strategies will be shared.	<ul style="list-style-type: none">● Recycling, Repurposing● Waste Reduction	<ul style="list-style-type: none">● Guestroom Enhancements● Staycations, Bleisure Travel	<ul style="list-style-type: none">○ AAHOA○ Hunter Hotel Conference
April SPACE: 3/1/24 MATERIALS: 3/15/24	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">● Mattresses, Linens, and Bedding● In-room Beverages	<ul style="list-style-type: none">● Parking Solutions● PMS	<ul style="list-style-type: none">○ HD Expo
May SPACE: 4/1/24 MATERIALS: 4/17/24	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">● EV Charging, Energy Management	<ul style="list-style-type: none">● Onboarding and Training● Insurance Considerations● Working with Brokers	<ul style="list-style-type: none">○ NYU Investment Conference
June SPACE: 5/1/24 MATERIALS: 5/16/24	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● Robotics● Tech Showcase	<ul style="list-style-type: none">● Recognition Technology● Contactless Technology● E-tipping	<ul style="list-style-type: none">○ HITEC○ NABHOOD

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2024 CONTENT CALENDAR (2 OF 2)

ISSUE	THEME	PRODUCT COVERAGE	TOPICS	BONUS DISTRIBUTION
July/August SPACE: 6/14/24 MATERIALS: 6/28/24	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">● Soft Brand Report● Procurement	
September SPACE: 8/1/24 MATERIALS: 8/15/24	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">● Guestroom Technology● Fitness	<ul style="list-style-type: none">● Mixed-use Development● Development Pipeline● Health & Wellness● Interest Rates/Debt Coverage	<ul style="list-style-type: none">○ The Lodging Conference
October SPACE: 9/1/24 MATERIALS: 9/16/24	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">● Keyless Locks, Security● Equipment (HVAC, PTAC, Laundry, etc.)	<ul style="list-style-type: none">● F&B Department Revenues and Expenses● Loyalty Programs● Readership Study	<ul style="list-style-type: none">○ The Hospitality Show○ BDNY
November/December SPACE: 11/1/24 MATERIALS: 11/15/24	PERSON OF THE YEAR A profile spotlighting a person who has had a profound impact on the hotel industry in 2024. + Corporate Profiles + Hospitality Innovators and Influencers	<ul style="list-style-type: none">● Point of Sale Systems● Revenue Management	<ul style="list-style-type: none">● Hospitality Market(s) of the Year● Sustainability	

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PRODUCTS & SERVICES



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.

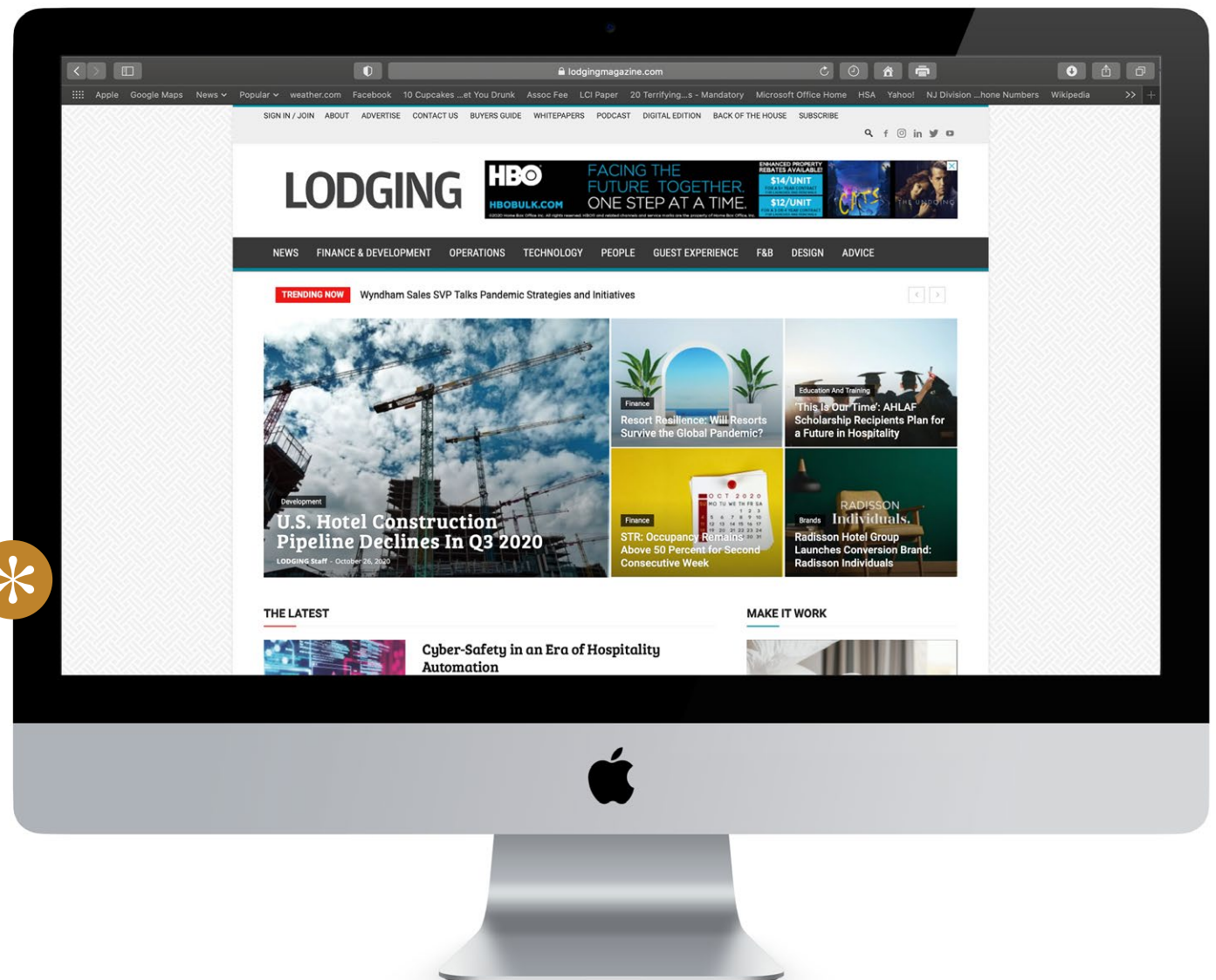
MONTHLY UNIQUE USERS: 52,000+

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. Ralph Hollister, 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



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 Bellisario, senior hotel research analyst and director at Baird. [Read more.](#)



Meeting Planners' Perspective on Recovery

Knowland 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 Bekaert 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 to 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, RGP 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 Away from Home

Coconutmilk Yogurt Alternatives from So Delicious®, the #1 yogurt alternative choice in the Natural Channel®, 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 coconuts 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

[Revisiting COVID's Impact on Meetings and Groups](#)

EPISODE 21

[PMS: A Central Tool as Hoteliers Navigate the Recovery](#)

EPISODE 20

[COVID's Impact on Hotels Around the World](#)

EPISODE 19

[Positioning Your Hotel for Recovery](#)

Top Stories This Week

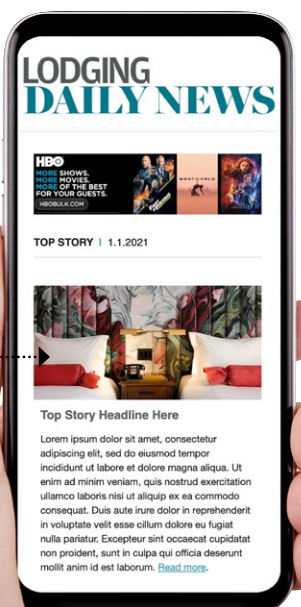
- [Sonesta Adds 102 Hotels, Launches Sonesta Simply Suites](#)
- [STR: U.S. Hotel Profitability Improves in October](#)
- [Accor Enters Into Exclusive Negotiations with Ennismore](#)

[t](#) [f](#) [@](#) [in](#) [v](#) [e](#)
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.

YOUTUBE: bit.ly/3PUJjFn

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.



> 2024 Topics

As of October 2023. Subject to change

JANUARY

Outlook For '24

FEBRUARY

Labor Issues

MARCH

Supply Chain Challenges

APRIL

Operating Strategies

MAY

Assessing The Brand Landscape

JUNE

Transaction Talk

JULY

First-Half Recap

AUGUST

Sustainability Initiatives

SEPTEMBER

Focus On Industry Fundamentals

OCTOBER

View From The C-Suite

NOVEMBER

What's Trending In Purchasing & Design

DECEMBER

A Look Ahead To '25

ROUNDTABLES

In-Person

The *LODGING* Roundtable sponsorships provide 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.

Packages can include:

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

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

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

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

Virtual

These online educational videos will feature a number of hotel leaders discussing key industry issues and sharing best practices and strategies. These high-profile events will also be featured as part of *LODGING*'s editorial coverage.



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.

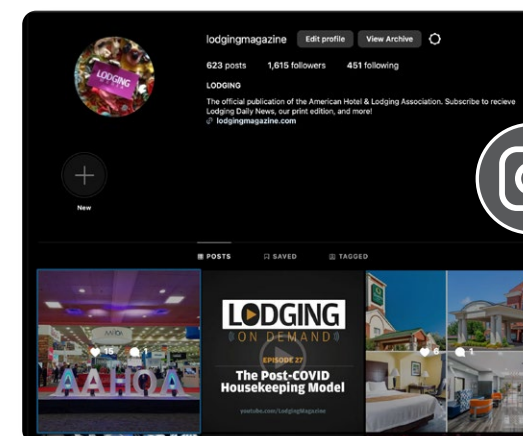
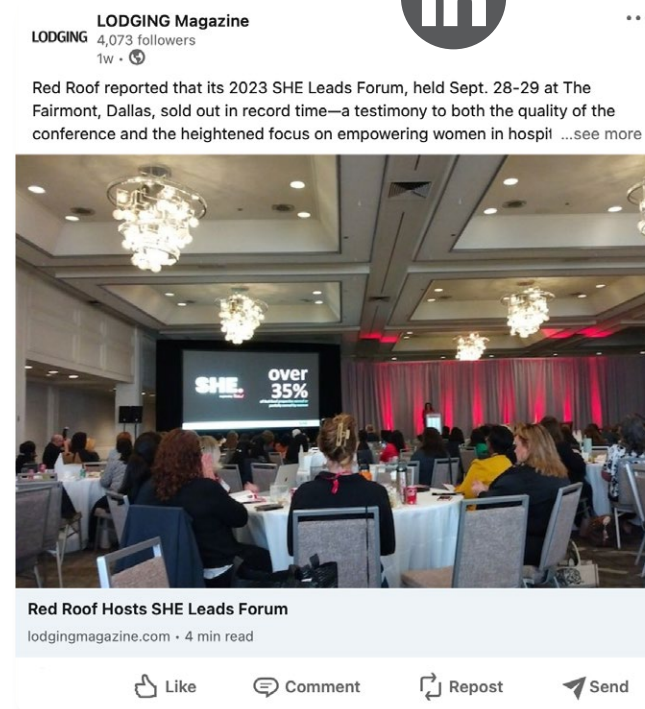
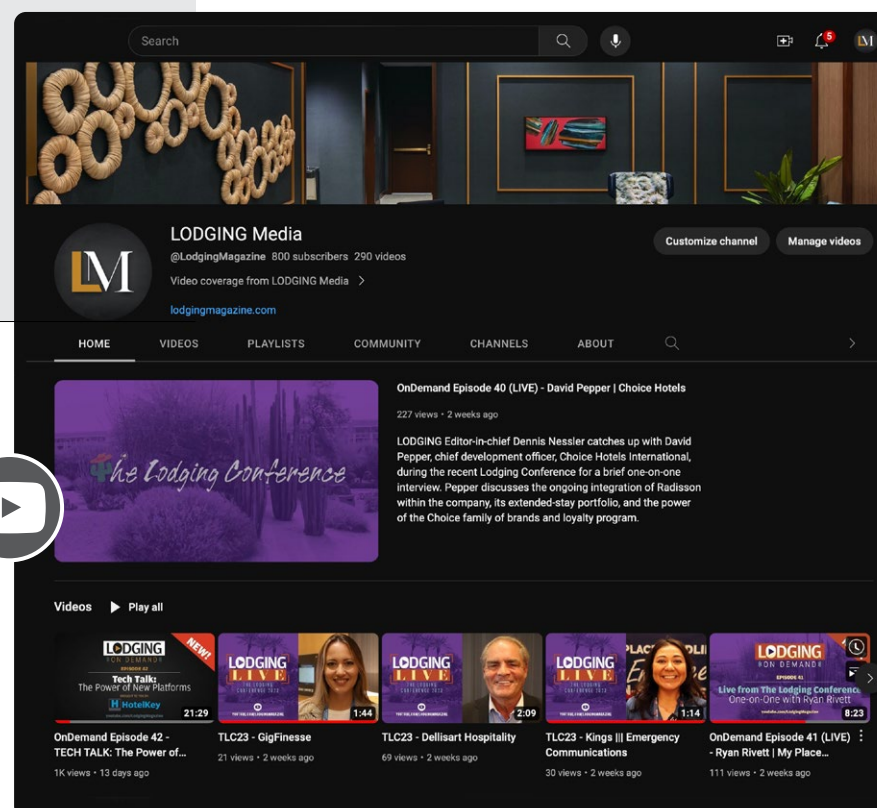
Please speak with your sales representatives for pricing and additional details.

Key Metrics

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

- **15,900+** X/Twitter followers
- **4,000+** LinkedIn followers
- **2,700+** Facebook likes
- **1,600+** Instagram followers
- **800+** YouTube subscribers

SUBSCRIBE
To Our YouTube Channel



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.

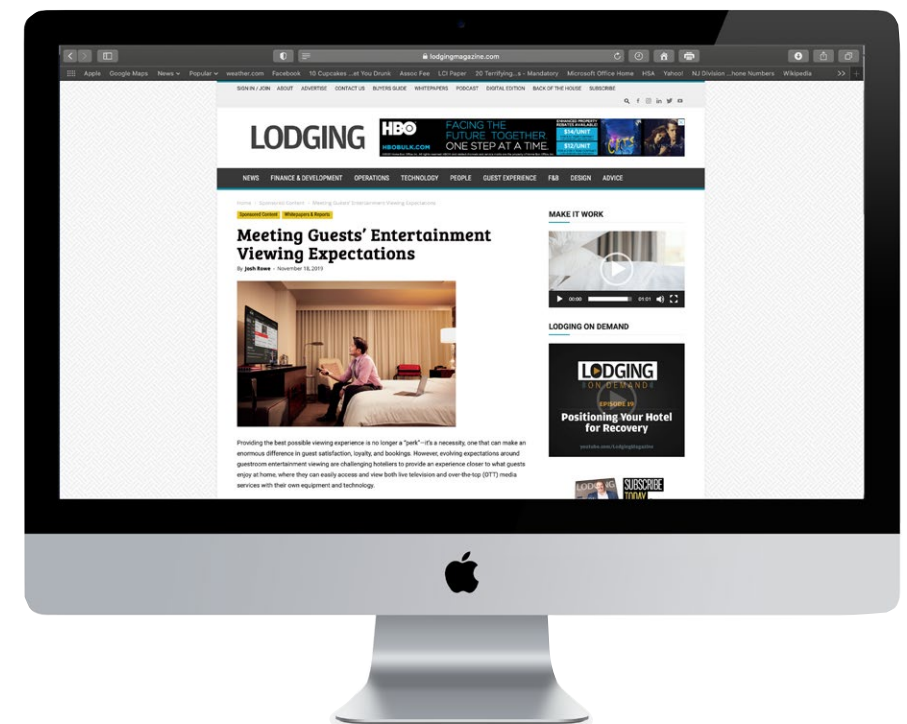
Please speak with your sales representatives for pricing and additional details.



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

LM | **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.*



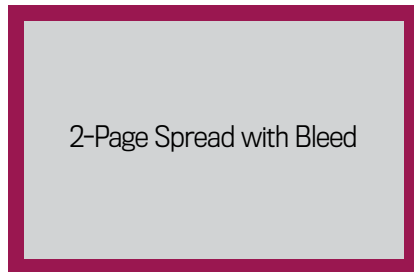
2024 Issue Dates

	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"



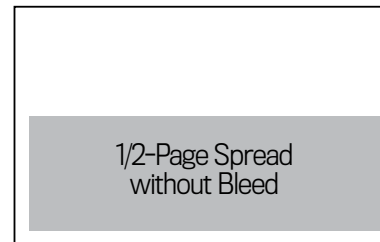
2-Page Spread with Bleed

16.75" x 10.125"



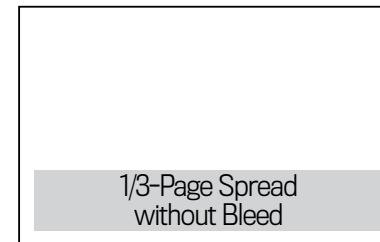
2-Page Spread without Bleed

16.5" x 4.875"



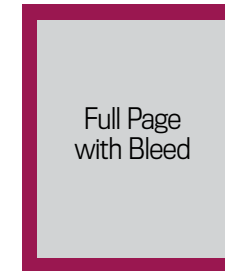
1/2-Page Spread
without Bleed

16.5" x 3.125"



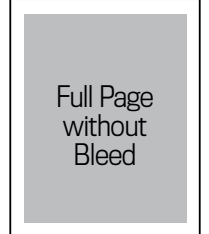
1/3-Page Spread
without Bleed

9" x 11.125"



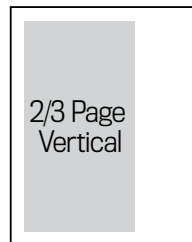
Full Page
with Bleed

8" x 10.125"



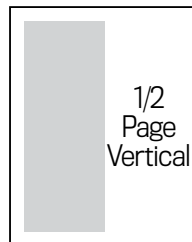
Full Page
without
Bleed

4.937" x 9.75"



2/3 Page
Vertical

3.656" x 9.75"



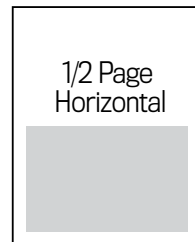
1/2
Page
Vertical

4.937" x 7.25"



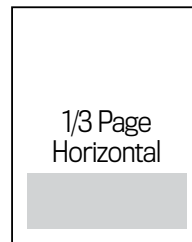
1/2 Page
Island

7.5" x 4.875"



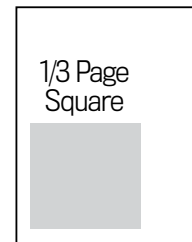
1/2 Page
Horizontal

7.5" x 3.125"



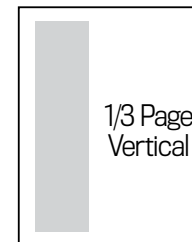
1/3 Page
Horizontal

4.937" x 4.875"



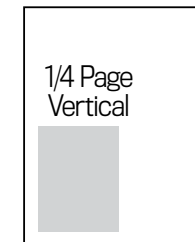
1/3 Page
Square

2.375" x 9.75"



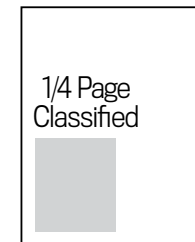
1/3 Page
Vertical

3.656" x 4.875"



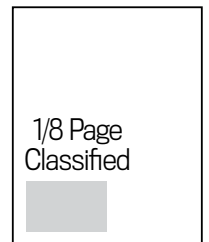
1/4 Page
Vertical

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.

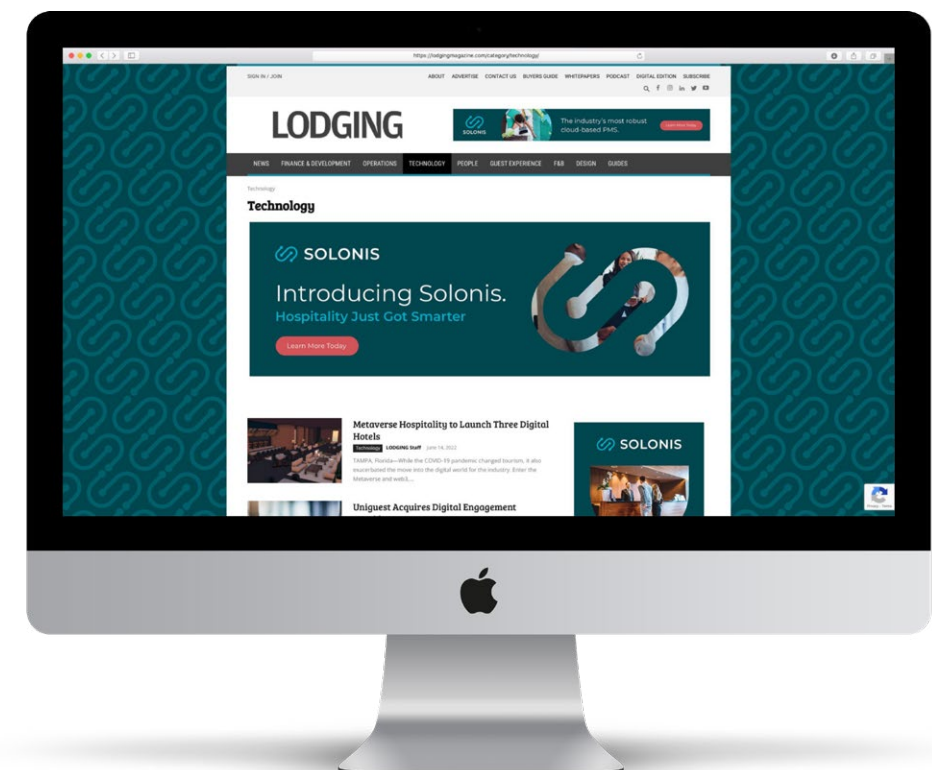
CATEGORY TAKEOVER	DIMENSIONS	RESOLUTION	FILE SIZE	FORMAT
Leaderboard	728 X 90	144 DPI	3 GB	RGB STATIC JPEG, PNG OR GIF
Hero/Intro Image	1200 X 400	144 DPI	3 GB	RGB STATIC JPEG, PNG OR GIF
Half Page*	300 X 600	144 DPI	3 GB	RGB STATIC JPEG, PNG OR GIF
Background/"Bookends"	1600 X 1000	144 DPI	3 GB	RGB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

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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:

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*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

\$3,500



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

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MARKETPLACE

HOTEL BUYERS GUIDE

LODGING has partnered with AHILA 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 AHILA 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, AHILA 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
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"Hospitality is a 24-hours-a-day, seven-days-a-week job. Because we're open all the time, we've seen a lot. We've seen Black Mondays, September 11, 9/11, al crises, and even other pandemics. We endure, brush ourselves off, and move forward." — **G6 Hospitality LLC CEO Rob Palleschi**

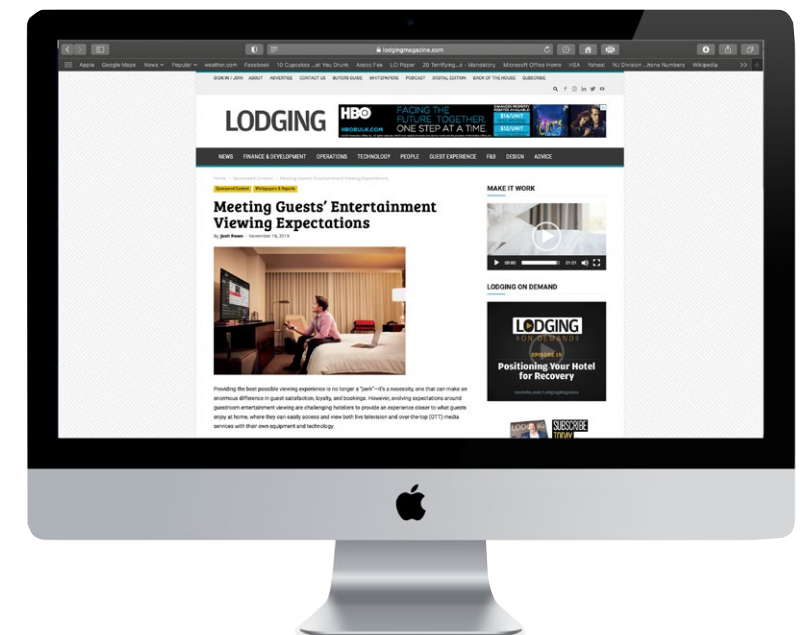
#hospitality #LODGING #hotelindustry #hotelbusiness #hoteliers #hotelmanagement #hoteloperations #hotelier #hotelrecovery #recovery #resilience #hotel

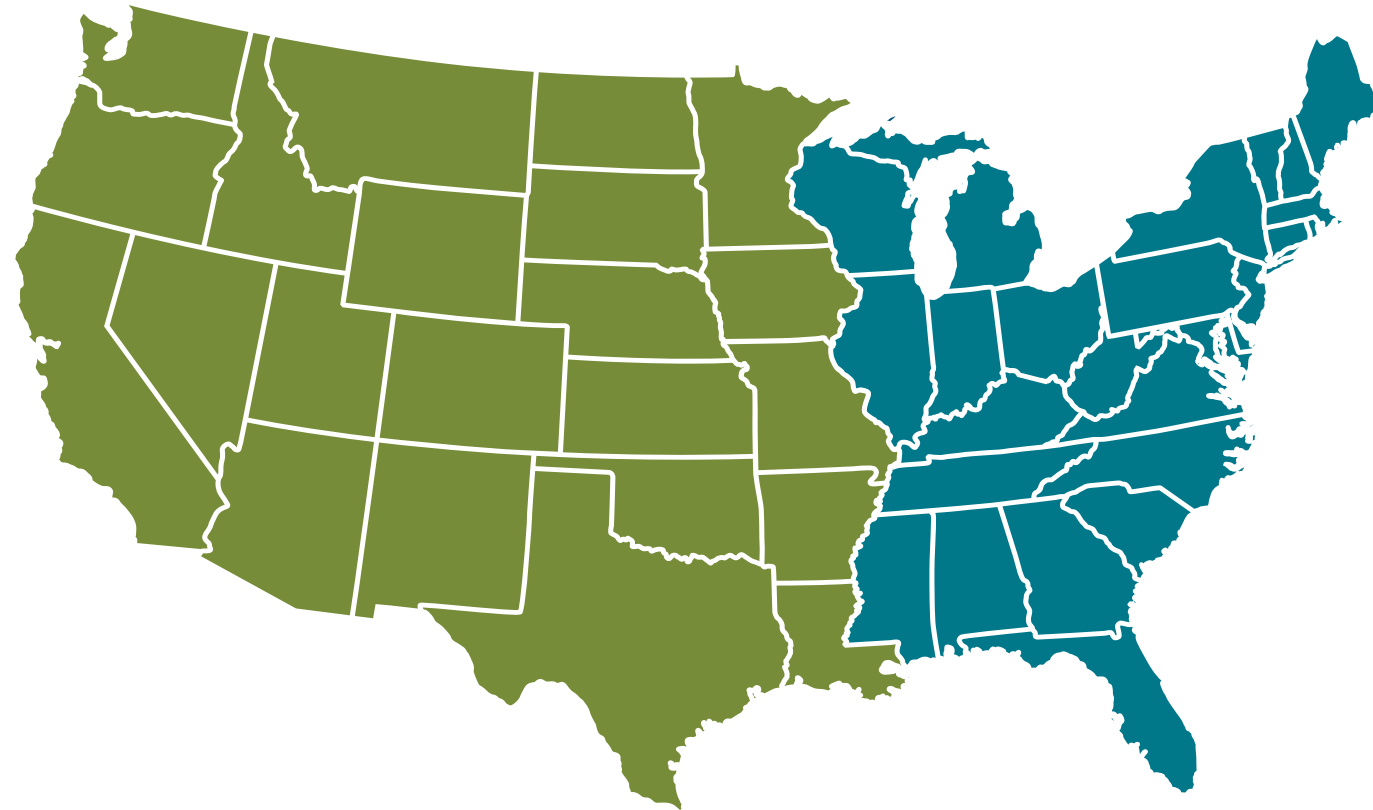


G6 Hospitality CEO Rob Palleschi on Hospitality's Resilience

lodgingmagazine.com • 3 min read

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