LODGING MEDIA

LODGING, THE OFFICIAL MAGAZINE OF THE AMERICAN HOTEL + LODGING ASSOCIATION

LODGING MAGAZINE | LODGINGMAGAZINE.COM | ONLINE MARKETPLACE
DIGITAL EDITIONS | E-NEWSLETTER | CUSTOM E-BLAST

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Inside *Lodging*

Lodging is a knowledgeable source of strategic business and management content. Each issue examines critical trends and state-of-the-art solutions being used by leading lodging companies. Our goal: help readers manage their properties to higher levels of productivity and profitability.

Departments

- **FRONT DESK** offers news and analysis of hot-button issues and emerging trends, coverage of industry events, and interviews with industry leaders.
- **INSIDE AH&LA** features news from the association, the Educational Institute, and the American Hotel & Lodging Foundation.
- **FINANCE** monitors fiscal trends and provides in-depth economic analysis of the industry's many sectors.
- **GOVERNMENTAL AFFAIRS** examines legislative and regulatory initiatives affecting the lodging industry.

Columns

- **OWNERSHIP** Strategies for owners including evaluating investments and ROI, site selection, financing, brand affiliation, operations, exit strategies and more.
- **DESIGN + CONSTRUCTION** focuses on emerging design trends, up-and-coming architects and designers, and new techniques.
- **MANAGEMENT** discusses strategies for effective leadership by general and executive management, including HR and talent management.
- **OPERATIONS** helps hoteliers and executives make the best purchasing decisions, and discusses the latest trends in goods and services.
- **TECHNOLOGY** keeps hoteliers up to speed on online developments, hardware advancements, telecommunications, and more.
- **MARKETING** covers PR, electronic media, collateral materials, advertising campaigns, budgeting, and meetings and conventions.

Features

- Vividly photographed and illustrated, features profile CEOs and other industry leaders and explore emerging industry trends and issues in detail.

Comprehensive Coverage

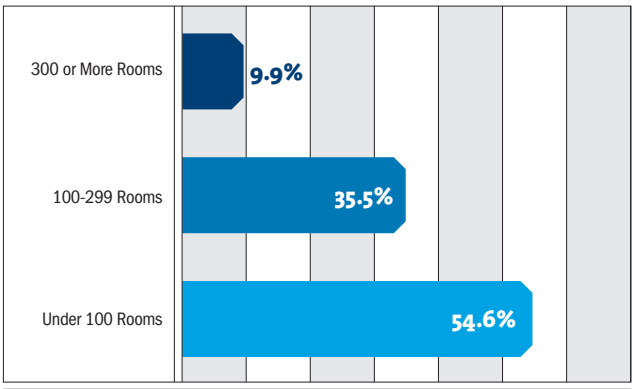
These are the core hospitality topics that Lodging covers in every single issue

- Amenities, in-room entertainment, security, wireless, phone systems
- Property management, staffing, and legal essentials
- Hotel brands, franchising programs, and marketing trends
- Finance issues, investment strategies, and risk management
- Design, construction, and property renovation
- Housekeeping and linen necessities, and pest management
- Technology innovations and products
- Environmental control, HVAC, and energy management

Lodging Circulation

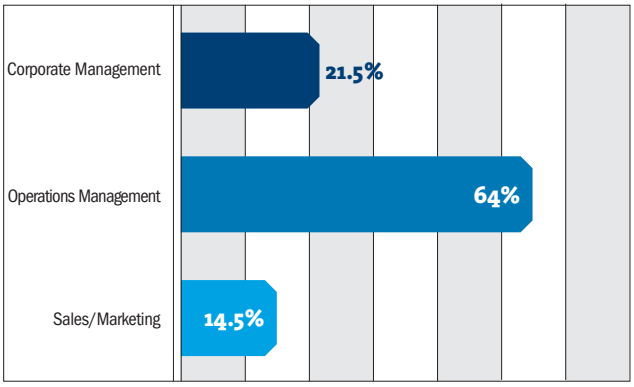
Lodging magazine is distributed monthly to members of AH&LA and other owners, general managers, and executive decision makers at hotel properties throughout the U.S. *Lodging* provides a market-matched approach to reach 40,000+ key decision makers across all industry segments. Compare *Lodging*'s reach to the market mix of the hotel industry.

REACH AT THE PROPERTY LEVEL



Based on % of qualified subscribers who provided room information

BUSINESS/OCCUPATION BREAKOUT



Note 1: Corporate Management includes: Owners, Partners, Presidents, Vice Presidents, Controllers, and Treasurers
Note 2: Operations Management includes General Managers, Operations Managers, Innkeepers, Food and Beverage, Purchasing, Housekeeping, and Maintenance.
Note 3: Sales/Marketing includes Sales, Marketing and others allied to the field.

LODGING READER PROFILE

97% ..... have leadership roles in their organizations

96% ..... are involved in identifying, evaluating, or approving products, equipment & services

97% ..... suggest how new technology can be applied

74%..... have team management responsibilities

65% ..... are sought out by others for advice or opinions regarding lodging/facilities/operations

63% ..... are early adopters of new approaches, technologies, systems or products

63% ..... are members of the American Hotel and Lodging Association

61% ..... rate their companies as more active and aggressive in managing for growth and success than their competitors

Source: "A Buying Power Profile of Senior Executives in the Lodging Market", Martin Akel and Associates.

Business/Occupation Breakout*

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	TOTAL
CORPORATE MANAGEMENT (includes owners)	8,071	20.2%
OPERATIONS MANAGEMENT (includes general managers)	22,231	55.5%
SALES/MARKETING AND OTHERS ALLIED TO THE FIELD	9,748	24.3%
	40,050	**100%**

**Source: December 2011 BPA Circulations*

Media Planning

The 2013 Editorial and Marketing Calendar along with our 2013 Print Advertising Rates listed below, will help you plan your marketing approach for the year. Our advertising consultants will guide you and recommend a plan of action that suits your needs and budget.

Special Value-Added Program

NEW

By running a minimum of 1/2 page display ad, advertisers in the following categories qualify for a **FREE VALUE-ADDED BONUS AD** (1/8 Page in Marketplace worth $1165 in value) in each issue that their display ad appears:

ISSUE	PRODUCT CATEGORIES
JANUARY, MAY, SEPTEMBER	In-room Comfort and Amenities
FEBRUARY, JUNE, OCTOBER	Technology and FF&E
MARCH, JULY, NOVEMBER	Housekeeping/Pest Management
APRIL, AUGUST, DECEMBER	Safety/Security

Editorial/Marketing Calendar

2013 ISSUE DATES	SPECIAL FEATURES	BONUS DISTRIBUTION	SPACE	MATERIALS
JANUARY	State of the Industry	ALIS	12/3/12	12/10/12
FEBRUARY	Smart Renovation	HR in Hospitality	1/2/13	1/9/13
MARCH	Keys to a Successful Opening	AAHOA; Hunter Hospitality Conf.	2/1/13	2/8/13
APRIL	Green Ideas	ARDA	3/1/13	3/08/13
MAY	Effective Design	HD Expo	4/1/13	4/8/13
JUNE	Making Technology Payoff	NYU; AHLA; HITEC; Clean Show	5/1/13	5/8/13
JULY	Creating a Resort Experience	NABHOOD	6/3/13	6/10/13
AUGUST	Guide to Franchise Companies		7/1/13	7/8/13
SEPTEMBER	Investment Planning	Green/Sustainability; HD Boutique	8/1/13	8/8/13
OCTOBER	Marketing Tactics	Lodging Conference; HR+Diversity	9/3/13	9/10/13
NOVEMBER	Property Management Strategy	IHMRS	10/1/13	10/10/13
DECEMBER	Top Innovators of 2013		11/1/13	11/8/13

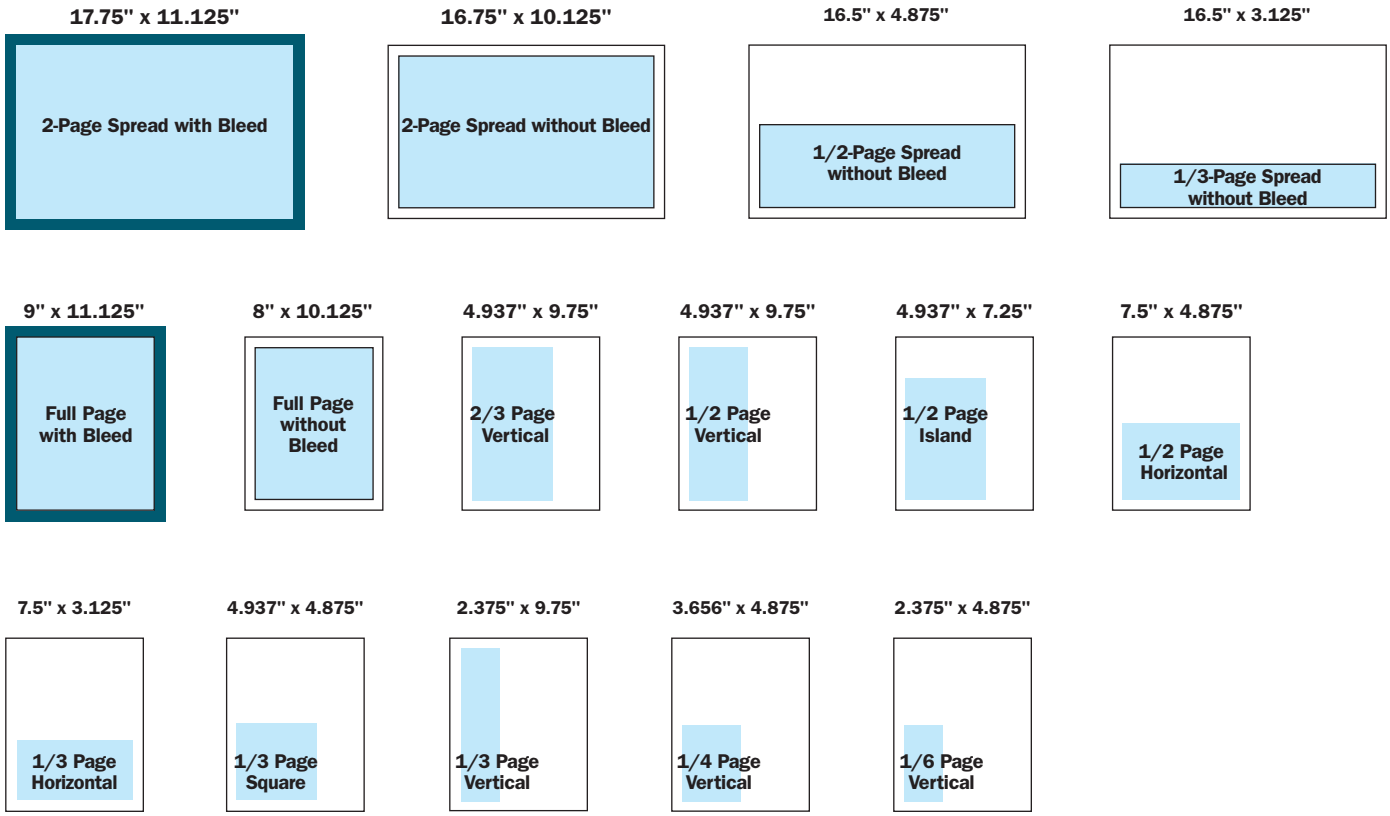
2013 Print Display Rates {rates shown are gross}

4-COLOR	1X	4X	8X	12X	16X	24X	48X
2-PAGE SPREAD	$13,291	$12,626	$11,995	$11,395	$10,825	$10,284	$9,770
FULL PAGE	$6,995	$6,645	$6,313	$5,997	$5,697	$5,413	$5,142
2/3 PAGE	$6,156	$5,848	$5,555	$5,278	$5,014	$4,763	$4,525
1/2 ISLAND	$4,687	$4,452	$4,230	$4,018	$3,817	$3,626	$3,445
I/2 PAGE	$4,477	$4,253	$4,040	$3,838	$3,646	$3,464	$3,291
1/3 PAGE	$3,498	$3,323	$3,156	$2,999	$2,849	$2,706	$2,571
1/4 PAGE	$2,798	$2,658	$2,525	$2,399	$2,279	$2,165	$2,057

Premium Positions: Cover 4 is 20% more than the 4-color rate; Cover 2 and Cover 3 are 15% more than the 4-color rate.
All other guaranteed premium positions carry a 10% premium charge.

Display Advertising Specifications

TRIM SIZE: 8.75" x 10.875"
LIVE AREA: 7.962" x 10.125"
BLEED: Image must extend 1/8" beyond trim. Keep live matter 3/8" from final trim edges.



SPECIFICATIONS:

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 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.

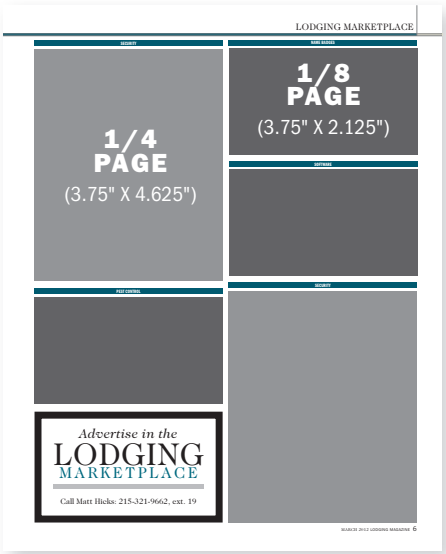
COLOR PROOFS TO ACCOMPANY FILES:
A digital, press or offset proof must accompany the file. Tear sheets from previous insertions cannot be used for color match. Prepress proofs are not available. The publisher reserves the right to assess a production charge for any advertisement that is submitted without a color proof. Without submission of a proof, *Lodging* cannot be held liable for any printing errors.

SHIPPING INSTRUCTIONS:
All ads should be supplied to: production@mcneill-group.com or via our ftp site: ftp.mcneill-group.com | username: ftpads | password: FAC!385

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.

Lodging Classified {Print}



WHY ADVERTISE? | *Lodging* Magazine reaches over 40,000 decision makers within the hospitality industry. Each month, Lodging's editorial covers key issues, trends, and topics specifically related this ever changing industry.

Lodging's Marketplace is a directory of product and service businesses who look to target hoteliers. Marketplace is a cost-effective way of promoting your product or service directly to the key hoteliers and industry decision-makers that subscribe to *Lodging* Magazine. A Marketplace annual buy gives your message the frequency it needs to be in front of a valuable audience all year long.

Lodging is the official publication of the American Hotel & Lodging Association. Visit us on the web at www.lodgingmagazine.com

To advertise contact Tanya Kenevich:
904-377-4669 | tkenevich@lodgingmagazine.com

RATES+SPECS (ALL RATES ARE NET)	1X	4X	8X	12X	16X	24X	48X
1/4 (3.75" WIDE X 4.625" TALL)	$1165	$1107	$1051	$999	$949	$901	$856
1/8 (3.75" X 2.125")	$781	$742	$704	$669	$636	$604	$574

2013 ISSUE DATES	SPECIAL ADVERTISING SECTION AVAILABLE	SPACE	MATERIALS
JANUARY	Hotel Management	12/3/12	12/10/12
FEBRUARY	Environment	1/2/13	1/9/13
MARCH	Education	2/1/13	2/8/13
APRIL	Design/Construction/Renovation	3/1/13	3/8/13
MAY	Hotel Management	4/1/13	4/8/13
JUNE	Technology	5/1/13	5/8/13
JULY	Education	6/3/13	6/10/13
AUGUST	Environment	7/1/13	7/8/13
SEPTEMBER	Hotel Management	8/1/13	8/8/13
OCTOBER	Technology	9/3/13	9/10/13
NOVEMBER	Education	10/1/13	10/10/13
DECEMBER	Design/Construction/Renovation	11/1/13	11/8/13

SPECIFICATIONS:
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SHIPPING INSTRUCTIONS:
Please e-mail digital advertising files with issue date(s) of insertion to: production@lodgingmagazine.com | Phone: 215.321.9662, ext. 20

PRODUCTION CHARGES:
Necessary conversions made by the publisher will be billed as a cost to the advertiser. Production charges are non-commissionable.

LodgingMagazine.com {website}

WHY ADVERTISE? | LodgingMagazine.com is designed for today's— and tomorrow's—Internet user. With a focus on interaction, the website combines Lodging's reporting with web-exclusive content. It also offers an easy way for industry members to interact with each other on a day-to-day, minute-by-minute basis.

*LodgingMagazine.com (rates shown are per month, one of 8 rotations in that position)**

RATES

AD SIZE/POSITION	DIMENSIONS (in pixels)	1X	4X	8X	12X
TOP LEADERBOARD	728 X 90	$1,995	$1,895	$1,800	$1,710
SKYSCRAPER	160 X 600	$1,756	$1,668	$1,584	$1,505
MEDIUM RECTANGLE	300 X 250	$1,337	$1,270	$1,206	$1,146
BOTTOM LEADERBOARD	728 X 90	$1,277	$1,213	$1,152	$1,095
MARKETPLACE BUTTON	125 X 125	$798	$758	$720	$684

** Subject to change. Based on averages of 25,000 page views per month, and 10,000 unique visitors per month*

SPECIFICATIONS:
Lodging requires that advertising materials be sent in digital format as JPG or GIF at 72 dpi. All images must be RGB.

SHIPPING INSTRUCTIONS:
Please e-mail advertisement, as well as issue date(s) of insertion to: production@lodgingmagazine.com | Phone: 215.321.9662, ext. 20

MEDIUM RECTANGLE
(300 X 250)

LEADERBOARD
(728 X 90)

WIDE SKYSCRAPER
(160 X 600)

Lodging Marketplace {on LodgingMagazine.com}

- **ENHANCED LISTING** {**$450**} Includes logo, 200 word corporate profile, and links to your website and e-mail address
- **FEATURED PRODUCT** {**$595**} Showcase a product(s) of your choice
- **PRESS RELEASE** {**$450-$1,350**} Upload press release(s) to your enhanced listing highlighting your company's latest news
- **BROCHURE** {**$450-$1,350**} Upload product brochure(s) to your enhanced listing highlighting your products & services
- **WHITE PAPERS** {**$450-$1,350**} Upload a white paper(s) highlighting your organization's position and/or research

- **PREMIUM PLACEMENTS**

  A. {**$800**} Guarantees your enhanced listing will appear first on the category page(s) of your choice

  B. {**$600**} Guarantees your enhanced listing will appear second on the category page(s) of your choice

  C. {**$450**} Guarantees your enhanced listing will appear third on the category page(s) of your choice

  D. {**$250**} Guarantees your enhanced listing will appear on the first category page(s) of your choice

- **KEYWORD SEARCH**

  Choose keywords to increase your listings searchability
  3 WORDS {**$300**}
  5 WORDS {**$450**}
  10 WORDS {**600**}

e-Newsletter {e-mail}

WHY ADVERTISE? | Lodging e-Newsletters are delivered weekly every Thursday to our audience of more than 12,000 opt in email recipients. Only three sponsor positions are available per newsletter giving you immediate impact in an exclusive environment.

RATES+SPECS

AD SIZE/POSITION	DIMENSIONS	1X	4X	8X	12X	16X	24X	48X
TOP LEADERBOARD	728 X 90	$1,495	$1,420	$1,349	$1,282	$1,218	$1,157	$1,099
SKYSCRAPER	160 X 600	$1316	$1,250	$1,187	$1,128	$1,072	$1,018	$967
BOTTOM LEADERBOARD	728 X 90	$957	$909	$864	$820	$779	$740	$703

SPECIFICATIONS:
Lodging requires that advertising materials be sent in digital format as JPG or GIF at 72 dpi. All images must be RGB.

SHIPPING INSTRUCTIONS:
Please e-mail advertisement, as well as issue date(s) of insertion to: production@lodgingmagazine.com | Phone: 215.321.9662, ext. 20

CUSTOM E-BLASTS | Avaible each Wednesday on a weekly basis. $3,000 per blast.

SPECIFICATIONS:
Lodging requires that materials be sent as an HTML document with linked image fi les (JPG/GIF). The width of the email should be no larger than 600 pixels. All images must be RGB.

LEADERBOARD
(728 X 90)

WIDE SKYSCRAPER
(160 X 600)

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