

Hotel Business®

www.hotelbusiness.com

B & W RATES

AD Size	1X	6X	12X	18X	21X	27X
Tab Page	9835	8840	7930	7050	6150	5095
Junior Page	6135	5530	5110	4510	3875	3270
Strip	4110	3720	3150	2850	2425	2060
1/4 Page	3720	3360	2860	2595	2200	1870
1/6 Page	3255	2950	2505	2275	1950	--
1/8 Page	2195	1985	1700	1550	1350	--
1/10 Page	1670	1505	1275	1175	1050	--

Special positions: Add 15% of space and color charge.

COLOR PREMIUM

	1X	6X	12X	18X	21&27X
2 Color Standard	565	510	460	410	375
2 Color Matched	1020	920	830	750	675
3 or 4 Color	1640	1475	1330	1195	1080

Spreads: Double earned color premium; 5th Color PMS: \$500

INSERTS, BLEED OR OVERSIZED

Black and White space cost plus insert charge of \$1,500.
For multi-page insert space cost contact publisher.
No charge for bleed or oversized.

RATE POLICY

Rate based on a non-cancellable contract. If cancelled, ads run would be short-rated to the nearest earned frequency based on the rate card. Special positions are non-cancellable within 90 days of ad space closing.

15% Agency Commissions given when ad materials are supplied.

TERMS AND CONDITIONS - Net due fifteen (15) days from invoice date. No cash discount. After thirty (30) days, the gross amount will be due and we will no longer honor the fifteen (15%) discount. Advertiser agrees to accept additional expenses of Attorney fees and Collections Agency charges should ICD require them to collect late payments.

CLASSIFIED RATES

PER WORD RATES

\$4.00 per word
\$4.20 per word for **BOLD & CAPS**
\$100 for border - with free color
\$100 for Blind Box Number
(one time charge)
Minimum charge for an insertion = \$200

ICD Publications can change the dimensions of a per word ad without prior notification.

DISPLAY RATES

1 COLUMN (2 5/16" x 1")	2 COLUMN (4 3/16" x 1")	FREQUENCY
\$240 gross	\$480 gross	1X
\$230 gross	\$460 gross	3X
\$225 gross	\$450 gross	6X
\$220 gross	\$440 gross	12X
\$200 gross	\$400 gross	24X

Color is an additional 15%
Color ads have to be done in 4-color CMYK.

For information or pricing, contact Hope Rosenzweig at
HopeR@hotelbusiness.com or (631) 246-9300 ext. 224
or fax your ad to (631) 246-9496

SALES OFFICES

NEW YORK	CHICAGO	LOS ANGELES
45 Research Way, Suite 106 East Setauket, New York 11733 Phone: (631) 246-9300 Fax: (631) 246-9496 AllenR@hotelbusiness.com	175 Olde Half Day Road, Suite 240 Lincolnshire, Illinois 60069 Phone: (847) 913-8295 Fax: (847) 913-9202 MikeR@hotelbusiness.com	755 La Mirada Ave. San Marino, CA 91108 Phone: (626)-799-3610 Fax: (626)-766-5853 JonH@hotelbusiness.com PatriciaH@hotelbusiness.com

hotelbusiness.com®
the hospitality portal by *Hotel Business*

Contact Your Hotel Business Sales Manager for details on an intergrated media strategy including print, digital and Roundtable sponsorship packages.

PUBLICATION AD SIZES

LIVE AREA: Keep live matter 1/2" away from all bleed edges.

Tabloid - Live area 9 1/2" x 12 1/2"
Tab Page - Full Bleed 11 1/8" x 13 1/2"
Tab Page - Trim 10 7/8" x 13 1/4"

Junior Vertical - Live area 7" x 10"
Vertical Junior - Bleed 8 5/8" x 10 3/4"
Vertical Junior - Trim 8 3/8" x 10 1/2"

Junior Horizontal - Live area 10" x 7"
Horizontal Junior - Bleed 11 1/8" x 7 5/8"
Horizontal Junior - Trim 10 7/8" x 7 3/8"

Quarter Vertical - Non bleed only 4 7/8" x 6 1/2"

Quarter Horizontal - Non bleed only 7 3/8" x 4 1/2"

Strip Vertical - Live area 3" x 10"
Strip Vertical - Bleed 3 7/8" x 10 3/4"
Strip Vertical - Trim 3 5/8" x 10 1/2"

Strip Horizontal - Live area 10" x 3"
Strip Horizontal - Bleed 11 1/8" x 3 5/8"
Strip Horizontal - Trim 10 7/8" x 3 3/8"

Spreads: Call the Production Department for specs.

ELECTRONIC SPECS

ACCEPTABLE DIGITAL FILE FORMATS:

The original ad layout document, fonts and images accompanied by PDF file.

Preferred Applications: Adobe InDesign CS5.
Others: Adobe Illustrator CS5; Photoshop CS5; Adobe Acrobat Distiller 7.0; Quark XPress 7.0. (Illustrator and Photoshop are not recommended for creating layout files.)

PDF format: Submitted ads should be in PDF or PDF/X1-A format prepared for press in CMYK with embedded fonts. Please contact Production for the job options files that should be used when creating PDFs. PDF files can not be edited or altered in any way. Please include all native files, including supporting graphics and fonts.

UNACCEPTABLE DIGITAL FILE FORMATS:

All digital Microsoft files: Word, Excel, Powerpoint, etc.

COLOR SPECS:

- All images, backgrounds & copy must be CMYK. Ads received in RGB format will be converted to CMYK. To avoid over-saturation, the combined value of CMYK values should not exceed 300%. (ie. C=100, M=100, Y=50, K=50)

- Save all files and images without ICC profiles.

IMAGE SPECS:

- Photos should be 300dpi at their actual size, in CMYK.
- Set transparency flattener to at least 300 dpi where applicable:
 - 1200 dpi for Line Art. 300 dpi for Gradients.
 - Set the vector balance to 100% vector.
- Make sure OPI is turned OFF in Quark when exporting files to PDF.
- Ad files with embedded images must be sent with original artwork to ensure trouble-free output of your files. Embedded files cannot be corrected or adjusted.

GENERAL SPECS:

- Please include crop marks on all bleed ads.
- Label all documents and digital layout files with your advertiser's name and issue date, NOT "HOTEL BUSINESS."
- All Digital files MUST be sent complete. If any files are incomplete you will be contacted. ICD assumes no responsibility for files that are sent incorrectly.
- MACINTOSH platform preferred. HOTEL BUSINESS is not responsible for the final outcome of digital files created on PC.

ACCEPTABLE COLOR PROOFS:

A valid supplied SWOP color proof that is representative of the ad is suggested. All supplied color proofs MUST meet SWOP specifications. Publisher is not responsible for color variation on press if ad is not accompanied by the proof.

PRODUCTION WORK: If publisher performs production work to existing or new ads, then the rate will revert back to gross pricing. If any work needs to be done you will be contacted for your approval prior to processing. No Charge for publisher to create a PDF. All supplied ad materials will be held by publisher for a period of no longer than one year from the issue date in which the ad last ran. Thereafter, materials will be destroyed.

FILE TRANSFER

Send all digital ad disks to:

Attn: Diane Costanza - Hotel Business - ICD Publications
45 Research Way, Suite 106, East Setauket, NY 11733
Phone: (631)246-9300, ext 240

To send via E-mail (files less than 10 mb):

Attn: Diane Costanza: production@hotelbusiness.com

To upload digital files: http://ads.icdnet.com
accessible via your web browser

No ID & password needed.

ICD must be notified once ad has completed uploading.