

TRIM SIZE: 10 13/16" X 13 1/4"

PUBLICATION AD SIZES

LIVE AREA: Keep live matter 1/4" away from all trim edges.

Tabloid - Live area 10" x 12 1/2"
 Tab Page - Trim 10 13/16" x 13 1/4"
 Tab Page - Full Bleed 11 1/16" x 13 1/2"

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

Junior Horizontal - Live area 10" x 7"
 Horizontal Junior - Trim 10 13/16" x 7 3/8"
 Horizontal Junior - Bleed 11 1/16" x 7 5/8"

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

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

Quarter Tabloid - Live area 2 1/2" x 12 1/2"
 Horizontal Junior - Trim 3" x 13 1/4"
 Horizontal Junior - Bleed 3 1/4" x 13 1/2"

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

Strip Horizontal - Live area 10" x 2 7/8"
 Strip Horizontal - Trim 10 13/16" x 3 3/8"
 Strip Horizontal - Bleed 11 1/16" x 3 5/8"

Spreads: Call the Production Department for specs.

B & W RATES

| AD Size | 1X | 6X | 12X | 18X | 21X |
|-------------|------|------|------|------|------|
| Tab Page | 9835 | 8840 | 7930 | 7050 | 6150 |
| Junior Page | 6135 | 5530 | 5110 | 4510 | 3875 |
| Strip | 4110 | 3720 | 3150 | 2850 | 2425 |
| 1/4 Page | 3720 | 3360 | 2860 | 2595 | 2200 |

Spread rates available upon request.

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

COLOR PREMIUM

| | 1X | 6X | 12X | 18X | 21X |
|---------|------|------|------|------|------|
| 4 Color | 1640 | 1475 | 1330 | 1195 | 1080 |

Spreads: Double earned color premium

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 thirty (30) days from invoice date. No cash discount. Advertiser agrees to accept additional expenses of Attorney fees and Collections Agency charges should ICD require them to collect late payments.

FILE TRANSFER (FOR PRINT)

Send files via E-mail (files less than 20 mb):

Attn: Diane Costanza: DianeC@hotelbusiness.com

Upload files: <http://ads.icdnet.com> accessible via your web browser
 No ID & password needed. Please EMAIL Diane once ad has completed uploading.

ELECTRONIC SPECS

ACCEPTABLE DIGITAL FILE FORMATS: The original ad layout document, fonts and images accompanied by a press-ready PDF file.

Preferred Applications: Adobe InDesign CC.

Others: Adobe Illustrator CC; Photoshop CC; Adobe Acrobat Distiller DC (Illustrator and Photoshop are not recommended for creating layout files.)

PDF format: All ads should be in PDF or PDF/X1-A format prepared for press in CMYK with embedded fonts. Please contact Production for the .joboptions files that should be used when creating PDFs. PDF files cannot 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 and spot color 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).

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.
- 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 advertiser's name and issue date, NOT "HOTEL BUSINESS."
- All Digital files MUST be sent complete. If files are incomplete you will be contacted. HOTEL BUSINESS 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.

SALES CONTACTS

NEW YORK

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 AllenR@hotelbusiness.com
 MichelleY@hotelbusiness.com

CHICAGO

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LOS ANGELES

Phone: (626) 799-3610
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 JonH@hotelbusiness.com
 PatriciaH@hotelbusiness.com

PRODUCTION CONTACTS

PRINT ADVERTISING

Phone: (631) 246-9300 ext: 240
 Fax: (631) 246-9696
 DianeC@hotelbusiness.com

DIGITAL ADVERTISING

Phone: (631) 246-9300 ext: 250
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CLASSIFIEDS CONTACT

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 Classifieds@hotelbusiness.com

HOTELBUSINESS.COM

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