



# Lodging Hospitality / Print

Black & White Gross Rates 2008  
(Effective January 1, 2010)

## Lodging Hospitality Magazine

Rate	1x	4x	6x	12x	16x
1 page	\$9,410	\$9,020	\$8,650	\$7,860	\$7,530
2/3 page	6,650	6,450	6,170	5,610	5,330
1/2 pg. Island	6,030	5,860	5,590	5,120	4,860
1/2 page	5,330	5,120	4,890	4,470	4,260
1/3 page	3,800	3,650	3,490	3,200	3,020
1/4 page	3,020	2,930	2,790	2,550	2,450

**Gross Rates:** 15% Agency Commissionable. Spread counts as 2 insertions toward frequency.

### Color

**2-Color:**  
\$650 per page or \$850 per spread

**Matched Color:**  
\$750 per page or \$950 per spread

**3 & 4 Color Process:**  
\$1,400 per page or \$2,000 per spread

### Special Premium Positions Rates

**Regular Issue:** 10% Premium  
**Cover Positions:** Subject to availability and publisher's approval. Non-Cancelable. The premium is based on earned rate, including color.

**Additional Rate Information:**  
Contact publisher for special rates on supplied inserts. Literature Showcase and LHonline.com advertising. Separate classified/recruitment/real estate advertising rates available on request.

**Issue and Closing Dates:** Published seventeen times annually. Cancellations are not accepted after closing date. 2010 LH Almanac published December 2010 (delivery of Dec. 30, 2010. Closing date Nov. 17, 2010

**Printing Process:** Web

### Mechanical requirements

**Trim Size:** 7 3/4" x 10 3/4"  
Essential material must be kept 1/4" from all trim edges. Bleed Ads must be kept 3/8" from gutter and trim edges.

Display Ads (W x D)	Non-Bleed	Bleed
2-page Spread	15 1/2" x 10 3/4"	15 3/4" x 11"
2-page Spread (gutter bleed only)		14 3/4" x 10"
Full Page	7" x 10"	8" x 11"
2/3 Page Vertical	4 1/2" x 10"	5 1/8" x 11"
1/2 Island	4 1/2" x 7 1/2"	
1/2 Vertical	3 1/4" x 10"	
1/2 Horizontal	7 x 4 3/4"	
1/3 Square	4 1/2" x 4 3/4"	
1/3 Vertical	2 1/4" x 10 1/4"	
1/4 Page	3 1/4" x 4 3/4"	

### Digital Ad Specifications (Only electronic files accepted)

**Platform:** Macintosh or PC accepted

**Media Accepted:** PDF (Prepress high resolution), or Postscript files only

**Embedded images:** MINIMUM Resolution: 300 dpi for full color artwork or grayscale; 1200 dpi for Bitmap (B&W/Line Art) Images and logos from Websites are NOT usable for print ads.

**Color:** color images should be saved in CMYK format unless a Pantone color is running. Please indicate all colors, including Pantone colors, on the checklist.

**Proof:** SWOP certified proofs for all ads must be provided. Contact production manager for list of recommended SWOP certified proofs. Penton Media, Inc. will not be held liable for the responsible of any ad submitted without a SWOP certified proof.

### Sending Disk Files:

**Attention:** Beth Manley  
Group Production Manager  
Lodging Hospitality Magazine  
Penton Media  
9800 Metcalf Avenue  
Overland Park, KS 66212  
913.967.1831 fax: 913.514.6831  
Beth.Manley@penton.com

**Instructions on creating or submitting electronic files:** visit our website at [www.PentonDigitalAds.com](http://www.PentonDigitalAds.com) For further technical assistance call 1.800.321.7003

**Storage:** Penton Media, Inc. does not keep a copy of electronic files. Advertisers must retain the original copy.

### Sales

Gary Dietz  
Midwest Sales/Publisher  
[IN, KY, GA, OH, TN](#)  
216.931.9270  
fax: 216.931.9706  
Gary.Dietz@penton.com

Corey McCarthy  
Associate Publisher  
[IL, TX, CA, AZ, WI, MN](#)  
415.495.5082  
fax: 415.495.5083  
Corey.McCarthy@penton.com

Cynthia Zucker  
Eastern Sales Manager  
[NY, NJ, VA, FL, NC, SC](#)  
732.845.0011  
fax: 732.845.0022  
Cynthia.Zucker@penton.com

Nick Diligente  
Classified Advertising  
216.931.9659  
Nick.Diligente@penton.com

# Website / LHonline.com

## Lodging Hospitality Banner Ads

Sponsorship Opportunity	Size
Leaderboard	728 x 90
Small Rectangle	125 x 125
Medium Rectangle	180 x 150
Boom Box	336 x 280

### Banner Formats

**Currently Accepted:**  
GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyebalster, Enliven, Bluestreak, Motif

**Will accept for testing:**  
DHTML, Audio, Real, Shoskeles

### Non-accepted formats:

Java, Java Applet, Video  
All Rich Media must be accompanied by a standard gif for use as fall back for non-rich media enabled browsers. Standard turnaround time for Banners is 2 business days for non-Rich Media and 5 business days for Rich media. More may be required for testing of new media formats.

ALL Rich Media must include a target=blank command that will launch a new browser; this is especially important for any file with JavaScript language.

All enhanced content rich Media (expanding window, audio, etc. must be user-initiated. Automatic play or pre-expand are not allowed.

### HTML

**The following guidelines must be observed:**  
Penton Media utilizes Javascript ad tags on its pages. HTML banners must be constructed to work with these tags. HTML banners may either call to the client's server for component images or the component images may be submitted along with the HTML code directly to Penton Media. All component images must observe file size restriction and total combined file size of component images should not exceed maximum specified file sizes for the appropriate banner size.

### Flash

**The following guidelines must be observed:**  
If submitting a Macromedia Flash banner you must supply both the compiled swf file and backup gif. Penton Media uses DoubleClick DART to serve its ads. DART is not able to track clicks on Flash banners without modification to the code before the swf file is compiled. If you wish Penton Media to be able to report on front-end clicks you must contact your trafficker at Penton media for the proper modification instructions before you submit the Flash banner.

**Eyebalster:** Eyebalster Creative must have a visible close button.

**PointRoll:** Testing period may be longer than stated 5 days. PointRoll banners require a file to be uploaded to our servers and production considerations my delay implementation. Expanded window should be a maximum of 2.5x the original dimensions. Banners should expand only in one direction (either vertical or horizontal.) Pre-expand or auto-initiate audio banners are not allowed. All enhanced content must be on mouse-over or click only, and must discontinue on mouse-off.

**Motif:** Penton Media accepts DoubleClick Motif and will traffic it as internal redirect for DFP. Expanding ad formats should be a maximum of 2.5x the original dimensions. Banners should expand only in one direction (either vertical or horizontal). Any enhanced content (audio, expanding banner, etc.) must be user-initiated only.

### Unicast:

- 2 MB maximum file size
- 30 seconds maximum play time
- Must have visible close button

**File Sizes and Looping (File Size applies to direct upload/initial load only, not redirect or polite down-loads. Polite downloads may be up to 100K after initial load. Looping and frames do not apply to Flash):**

**Max File Size =** 468x60, 180x150, 120x240, 125x125; 15K; 120x600, 240x400, 250x250: 25K; 728x90, 300x250, 336x280, 160x600: 35K; 120x60: 8K

**Max Frames = 4      Looping = 3 times**

**3rd Party Ad Serving:** Penton Media will accept most 3rd Party Ad tags including DART, Atlas, Bluestreak, and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.

### Enewsletters

Newsletters text sponsorships include 50 words of text, including headline, plus linking URL. Logo and banner specs are as follows...

### Banner Dimensions:

Top Position	300	x	250
Second Position	300	x	250
Third Position	300	x	250
Fourth Position	468	x	60

**Banner Format:** GIF or Jpeg files only. No Rich Media.

# LODGING HOSPITALITY