

Hotel Business® DESIGN

The Business of Hospitality Style®

2012

Advertising Rates

www.hotelbusinessdesign.com

AD SIZES

Full Page Bleed

LIVE: 8" wide x 12 3/8" deep
 TRIM: 10" wide x 13 1/8" deep
 BLEED: 10 1/4" wide x 13 3/8" deep

Full Page

Non-Bleed 8" wide x 12 3/8" deep

Quarter Page - Vertical: 4 1/2" wide x 6" deep

Quarter Page - Horizontal: 6 7/8" wide x 4 1/8" deep

Horizontal Strip Bleed

LIVE: 9 1/4" wide x 2 3/4" deep
 TRIM: 10" wide x 3 1/8" deep
 BLEED: 10 1/4" wide x 3 3/8" deep

Horiz Strip Non-Bleed: 9 1/4" wide x 2 3/4" deep

Full Page Spread

LIVE: 18 3/4" wide x 12 3/8" deep

NOTE: Background CAN go thru gutter, but keep vital matter within live area, out of gutter.

TRIM: 20" wide x 13 1/8" deep
 BLEED: 20 1/4" wide x 13 3/8" deep

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.

SALES OFFICES

NEW YORK

45 Research Way, Suite 106
 East Setauket
 New York 11733
 Phone: (631) 246-9300
 Fax: (631) 246-9496

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CHICAGO

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 Lincolnshire, Illinois 60069
 Phone: (847) 913-8295
 Fax: (847) 913-9202

MikeR@hotelbusinessdesign.com

LOS ANGELES

755 La Mirada Ave.
 San Marino, CA 91108
 Phone: (626) 799-3610
 Fax: (626) 766-5853

JonH@hotelbusinessdesign.com
 PatriciaH@hotelbusinessdesign.com

FOUR COLOR RATES

| AD Size | 1X | 3X | 6X |
|-----------|---------|---------|---------|
| Tab Page | \$6,655 | \$5,445 | \$4,235 |
| Half Page | \$5,990 | \$4,350 | \$3,800 |
| Strip | \$4,235 | \$3,600 | \$3,300 |
| 1/4 Page | \$3,300 | \$2,700 | \$2,400 |

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

INSERTS, BLEED OR OVERSIZED

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

ELECTRONIC SPECS

ACCEPTABLE DIGITAL FILE FORMATS:

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

Preferred Application: 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 .joboptions 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 DESIGN."
- 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 DESIGN 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.

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

Attn: Diane Costanza
 DianeC@hotelbusinessdesign.com

To upload digital files:

http://ads.icdnet.com
 accessible via your web browser
 (ID & password not needed)
 ICD must be notified once ad has
 completed uploading.

Send all digital ad disks to:

Attn: Diane Costanza
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