

## DISPLAY ADS

	1X	3X*
Four-color rates		
Double-page spread	\$7,250	\$5,900
Full page + 1/3 vertical	\$4,530	\$3,750
Full page	\$3,780	\$3,225
2/3 page	\$3,350	\$2,785
1/2 page spread	\$3,800	\$3,250
1/2 page	\$2,630	\$2,245
1/3 page	\$2,260	\$1,975
1/4 page	\$1,900	\$1,710

All rates are NET and in U.S. dollars. \*Discounted rate for advertising in three consecutive issues.

**PACKAGE DISCOUNTS:** Leverage a cross-promotional campaign. Special online advertising discounts offered for a one year (three issue) advertising campaign. Both packages include three full page, four-color display ads and your choice of one of these online advertising packages for an annual net total of \$10,500.

**Hotel-Online.com Package:** A one year presence on Hotel Online's Industry Resources section. Six press releases distributed via Hotel Online's daily e-mail service.

**HospitalityUpgrade.com Package:** A small banner ad for 60-days or a large banner ad for one month. (Based on availability.)

## PREMIUM POSITIONS

Back Cover (Cover 4)	\$6,500
Inside Front Cover (Cover 2)	\$5,500
Inside Back Cover (Cover 3)	\$4,500
Page 1	\$5,500

## VENDOR UPDATES

Rates:	1X	2X	3X
	\$1,400	\$2,800	\$3,800**

### Includes:

- 500 words of copy and logo in the Pipeline section
- Listing in the Recent Installations section (limit five listings per issue)
- 1/6-page Reference Guide listing

\*\*Discounted from \$4,200 for prepaid, three-time consecutive placements only. Invoices not paid within 60 days of invoice date will be charged the full rate.

## VALUE ADDS FOR ADVERTISERS

- Listing in the Find-A-Vendor section of [www.HospitalityUpgrade.com](http://www.HospitalityUpgrade.com)
- Priority placement of your company's press releases on the [www.HospitalityUpgrade.com](http://www.HospitalityUpgrade.com) home page
- Additional distribution at leading industry tradeshows, including HITEC where *Hospitality Upgrade* is the exclusive affiliated technology publication for HFTP.

## MECHANICAL SPECIFICATIONS

Publication Trim Size:	8 1/4 x 10 7/8 inches
Live Area:	7 7/8 x 10 1/2 inches
Bleed Size:	8 1/2 x 11 1/4 inches
Binding:	Perfect Bound

## DIMENSIONS

	LIVE AREA
Double page – (17 x 11 1/4 bleed size)	16.125 x 10.50
Full page – Bleed and No bleed	7.875 x 10.50
1/2 pg – Vertical, No bleed	3.50 x 10.25
1/2 pg spread	16.125 x 5.125
1/2 pg – Horizontal, (8 1/2 x 5 5/8 bleed size)	7.50 x 5.125
1/2 pg – Horizontal, No bleed	7.50 x 4.75
1/3 pg – Vertical	2.375 x 10.25
1/3 pg – Horizontal	3.75 x 7.25
1/3 pg – Island	4 x 6.50
1/4 pg – Island	4 x 5.125

Full page bleed 8 1/2 x 11 1/4	Full page without bleed 7 7/8 x 10 1/2	Half page	Half page vert	1/3 pg vert	1/4 page isl	1/3 page isl
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## ELECTRONIC MATERIALS SPECS

Line Screen: 133

Density: Maximum tone density 280%

**E-ADS:** Electronic files are accepted as PDFX-1a files. Ads NOT conforming to *Hospitality Upgrade's* digital ad specs may be charged up to \$250 per placement: All supporting files, fonts and graphics must be supplied or embedded in high resolution (300 dpi). All colors must be CMYK prior to submission. True Type fonts are a potential problem that may incur charges or delays in production. Advertisers should consider using other fonts. Additional charges will be incurred for any file not conforming to other specific requirements such as bleed and trim sizes. *Hospitality Upgrade* will not make changes to any electronic files. **ALL ADVERTISERS ARE ENCOURAGED TO SEND A SWOP PROOF.** Laser proofs accepted as backup for placement and position only. Color cannot be matched from laser proofs.

## CONTACT INFORMATION

Please e-mail PDFX-1a ad files and vendor updates to [geneva@hospitalityupgrade.com](mailto:geneva@hospitalityupgrade.com) or visit our Web site ([hospitalityupgrade.com](http://hospitalityupgrade.com)) for material shipping instructions and address. Call (678) 802-5304 with questions.

## 2009 SCHEDULE

Issue	Vendor Updates Due	Space, Partial Page Ads Due	Full Page Ads Due
<b>Spring (March)</b>	<b>2/2/2009</b>	<b>2/10/2009</b>	<b>2/13/2009</b>
Bonus Distribution: TravelCom, KioskCom, Executive Vendor Summit			
<b>Summer (June)</b>	<b>4/30/2009</b>	<b>5/7/2009</b>	<b>5/11/2009</b>
Bonus Distribution: HITEC, CIO Summit, HFTP Annual Convention			
<b>Fall (October)</b>	<b>9/3/2009</b>	<b>9/15/2009</b>	<b>9/18/2009</b>
Bonus Distribution: IH/M&RS, HEDNA			

# DEMOGRAPHICS

*HOSPITALITY UPGRADE* is published for hotel, travel and foodservice professionals including management, independent operators, executives and chains. Each publication educates hospitality professionals on the latest technology software and hardware solutions. Regular coverage focuses on new industry trends and products, in-depth analyses by leading hospitality consultants, insider news and gossip, interviews with top industry executives, and profiles from many of the industries' solution providers. Specific topics include purchasing and maintenance of the following hospitality systems: point of sale, property management, back office, sales and catering, marketing, Internet, in-room, restaurant management, central reservations, guest response, handheld/wireless technologies, executive information and more.

2008 Circulation: 30,000+  
 Countries Mailed: 102  
 Established: 1992  
 Frequency: 3 issues per year

BY TITLE		PURCHASING POWER	
Mgmt: Admin, Finance, Operations, VP, Director	24%	Over \$500,000	21%
Sales & Marketing	20%	\$250,000 - \$500,000	7%
CEO, COO, CIO, CFO or President	18%	\$100,001 - \$250,000	8%
MIS/IT	8%	\$50,001 - \$100,000	12%
Consultant	7%	\$10,000 - \$50,000	9%
Student, Instructor, Professor	6%	Less than \$10,000	6%
Owner/Operator, Principal, Partner	4%	No purchase planned	16%
Communications	3%	Not applicable	22%
F&B Management and Support	2%		
Management Support	2%		
Developers/Designers	2%		
Purchasing	1%		
Other	4%		

  

2009 BONUS CIRCULATION	
• Executive Vendor Summit, April 15-17	
• TravelCom, Atlanta, Ga., March 31-April 2	
• KioskCom, Las Vegas, Nev., May 6-7	
• National Restaurant Show, Chicago, Ill., May 16-19	
• HITEC, Anaheim, Calif., June 22-25	
• CIO Summit, September 9-11	
• HFTP Annual Conv., Las Vegas, Nev., Sept. 16-19	
• IH/M&RS, New York, N.Y., November 7-10	
• HFTP Membership Distribution (additional 2,500)	
• HSMAI Membership Distribution (additional 3,000)	

  

BY BUSINESS CLASSIFICATION	
Hotel/Motel/Mgmt. Company	35%
Vendor	28%
Consulting	9%
Educational Institute	7%
Restaurant	6%
Club/Spa/Resort	5%
Casino/Cruise Line	2%
Other	8%

## CONTRACTS/CANCELLATIONS/LATE FEES

A signed insertion order is considered a contract for the requested advertising space. Charges may apply for cancellation of ads after the space deadline. A charge of \$50 per day may be applied for materials arriving after the respective due dates. Publisher reserves the right to reject any advertisement.



Please contact Sharon Lee at Sharon@hospitalityupgrade.com with questions or to make *Hospitality Upgrade* a part of your 2009 marketing campaign.

[www.hospitalityupgrade.com](http://www.hospitalityupgrade.com) • (678)802-5304