

## DISPLAY ADS

Four-color rates	1X	3X*
Double-page spread	\$7,250	\$5,900
Full page	\$3,780	\$3,225
2/3 page	\$3,350	\$2,785
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.

## NEW FOR 2010 SAME PRICE, MORE EXPOSURE

### Option A:

- 3 Full Page Ads in Print & Digital Magazine
- 3 Vendor Updates
- Unlimited Whitepaper postings all year
- Unlimited Case Study postings all year
- Weekly reporting of leads for case studies

Investment for 2010:  
\$13,500

### Option B:

- 3 Full Page Ads in Print & Digital Magazine
- 1 Whitepaper posting for 6 months
- 1 Case Study for 6 months, weekly reporting of leads for case studies/papers

Investment for 2010:  
\$9,675

### Option C:

- 3 Vendor Updates
- Posting of any Whitepaper or case study for 6 months (Additional \$1,000 fee), weekly reporting of leads for case studies/papers

Investment for 2010:  
\$3,800 + fee

## 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

\$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. Single rate placement - \$1,400 each

## 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
- Depending on your package inclusion of white papers or case studies on [www.hospitalityupgrade.com](http://www.hospitalityupgrade.com)
- Special rates on banner ads or video postings
- Upgrade to a multimedia ad in digital edition for a small fee

## 2010 SCHEDULE

Issue	Vendor Updates Due	Space, Partial Page Ads Due	Full Page Ads Due
Spring (March)	2/3/2010	2/10/2010	2/12/2010
Bonus Distribution: TravelCom, KioskCom, Executive Vendor Summit, TRAVDEX			
Summer (June)	4/29/2010	5/6/2010	5/13/2010
Bonus Distribution: HITEC, CIO Summit, HFTP Annual Convention			
Fall (October)	9/2/2010	9/15/2010	9/17/2010
Bonus Distribution: IH/M&RS, HEDNA			

## 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

	(WxH)LIVE AREA
Double page – (17 x 11 1/4 bleed size)	16.125 x 10.50
Full page – (Bleed 8 1/2 x 11 1/4 inches)	7.875 x 10.50
2/3 pg	4.75 x 9.875
1/2 pg – Vertical, No bleed	3.50 x 9.875
1/2 pg – Horizontal (8 1/2 x 5 5/8 bleed size)	7.25 x 5
1/3 pg – Vertical	2.3 x 9.875
1/3 pg – Island	3.5 x 6.50
1/4 pg	3.5 x 5

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.** 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.

# 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.

2009 Circulation: 32,000+  
 Countries Mailed: 105  
 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%		

  

2010 BONUS CIRCULATION	
• Executive Vendor Summit, April 14-16	
• TRAVDEX, Atlanta, Ga., May 5-7	
• KioskCom, Las Vegas, Nev., May 2010	
• National Restaurant Show, Chicago, Ill., May 22-25	
• HITEC, Orlando, Fla., June 21-24	
• CIO Summit, September 2010	
• HFTP Annual Conv., San Diego, Calif., Oct. 11-14	
• IH/M&RS, New York, N.Y., November 2010	
• HFTP Membership Distribution (additional 2,500)	
• HSMAI Membership Distribution (additional 2,000)	

  

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 our sales department with questions or to make *Hospitality Upgrade* a part of your 2010 marketing campaign.  
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 www.hospitalityupgrade.com • (678)802-5304 / (678)802-5306