

# 2012 RATE CARD

## DISPLAY ADS

Four-color rates	1X	3X*
Double-page spread	\$7,300	\$5,950
Full page	\$3,830	\$3,275
2/3 page	\$3,400	\$2,835
1/2 page	\$2,680	\$2,295
1/3 page	\$2,310	\$2,025
1/4 page	\$1,950	\$1,760

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

## 2012 PACKAGE, MORE EXPOSURE

3X Full Page Ads in Printed edition  
 3X Full Page Ads in Digital edition WITH Multimedia Upgrade  
 3X Insertion of Vendor Update in Printed & Digital Edition  
 - 500 Words plus logo in Pipeline section  
 - 5 Recent Installations in Recent Installs section  
 - 75 Word Reference Guide listing  
 12 Months of Press Release Postings on Hospitalityupgrade.com  
 12 Months of a 'Find a Vendor' Profile on Hospitalityupgrade.com  
 12 Months (Or more if advertising contracts are not broken) of Press Release Archive on your Profile  
 12 Months of Unlimited Whitepaper and Case Study postings on Hospitalityupgrade.com; Lead generation reporting included

**Total 12 Month Cost: \$14,525**

## PREMIUM POSITIONS

Back Cover (Cover 4)	\$6,550
Inside Front Cover (Cover 2)	\$5,550
Inside Back Cover (Cover 3)	\$4,550
Page 1	\$5,550

## VENDOR UPDATES

**\$3,900\***

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 \$4,500 for prepaid, three-time consecutive placements only. Single rate placement - \$1,500 each

## ADD ONS FOR SINGLE PLACEMENT ADVERTISING

- \$450 - Reference Guide listing with purchase of print display advertising
- \$750 - Digital Edition Multimedia Upgrade with purchase of print display advertising.

## 2012 SCHEDULE

Issue	Vendor Updates Due	Space, Partial Page Ads Due	Full Page Ads Due
Spring (March)	2/2/2012	2/8/2012	2/14/2012
Bonus Distribution: CETWorld, Executive Vendor Summit			
Summer (June)	5/2/2012	5/9/2012	5/16/2012
Bonus Distribution: HITEC, CIO Summit, HSMIAI ROC, G2E			
Fall (October)	8/31/2012	9/11/2012	9/18/2012
Bonus Distribution: HFTP Annual Convention, IH/M&RS, CETWorld, 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



## 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 email PDFX-1a ad files and vendor updates to [geneva@hospitalityupgrade.com](mailto:geneva@hospitalityupgrade.com) or visit our website ([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.

2011 Circulation: 32,000+  
 Countries Mailed: 109  
 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, Security	10%	\$50,001 - \$100,000	11%
Consultant	6%	\$10,000 - \$50,000	9%
Student, Instructor, Professor	7%	Less than \$10,000	5%
Owner/Operator, Principal, Partner	4%	No purchase planned	16%
Communications	3%	Not applicable	24%
F&B Management and Support	2%		
Management Support	2%		
Developers/Designers	2%		
Purchasing	1%		
Other	2%		

  

2012 BONUS CIRCULATION	
• Executive Vendor Summit, April 2012	
• CETWorld, San Francisco, Ca., March 28-29, 2012	
• HSMAI Revenue Optimization Conference	
• HITEC, Baltimore, Md., June 25-28	
• CIO Summit, September 2012	
• HFTP Annual Conv., Orlando, Fla., Oct. 17-19	
• IH/M&RS, New York, N.Y., November 2012	
• CETWorld, New York, N.Y., November 2012	
• G2E, Las Vegas, Nev. October 2012	
• HEDNA, December 2012	
• HFTP Membership Distribution (additional 2,500)	
• HSMAI Membership Distribution (additional 2,000)	

  

BY BUSINESS CLASSIFICATION	
Hotel/Motel/Mgmt. Company	34%
Vendor	29%
Consulting	9%
Educational Institution	6%
Restaurant	5%
Club/Spa/Resort	5%
Casino/Cruise Line	2%
Other	10%

## 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 2012 marketing campaign.  
 Kate O'Neil; Kate@hospitalityupgrade.com

www.hospitalityupgrade.com • (678)802-5304