

Hospitality Upgrade

Hospitality Upgrade produces three print and digital magazines per year- Spring, Summer and Fall. Take advantage of the special *3x rates to share your company's message with technology industry readers for 12-months – at no additional charge!

2019 PRINT RATE CARD

DOUBLE-PAGE DISPLAY AD



Live Area: 16.125 x 10.50 inches
Bleed Size: 17.25 x 11.25 inches

1X: \$7,300 3X*: \$5,950

FULL-PAGE DISPLAY AD



Live Area: 7.875 x 10.50 inches
Bleed Size: 8.625 x 11.25 inches

1X: \$3,830 3X*: \$3,275

1/3-PAGE DISPLAY AD



Vertical:

Live Area: 2.3 x 9.875 in
No Bleed

1X: \$2,310

Horizontal:

Live Area: 7.5 x 3.25 in
No Bleed

3X*: \$2,025

HALF-PAGE DISPLAY AD



Vertical:

Live Area: 3.50 x 9.875 inches
No Bleed

Price:

1X: \$2,680 3X*: \$2,295

Horizontal:

Live Area: 7.25 x 5 inches
Bleed Size: 8.625 x 5.625 inches

Price:

1X: \$2,680 3X*: \$2,295

Publication Trim Size:

8.25 x 10.875 inches

Live Area:

7.875 x 10.5 inches

Bleed Size:

8.625 x 11.25 inches

Binding:

Perfect Bound

PREMIUM POSITIONS

Make a statement with one of our premium positions – Back Cover (Cover 4), Inside Front Cover (Cover 2), Inside Back Cover (Cover 3) or Page 1.

Back Cover (Cover 4)
Price: \$6,550

Inside Back Cover (Cover 3)
Price: \$4,550

Inside Front Cover (Cover 2)
Price: \$5,550

Page 1
Price: \$5,550

EXCLUSIVE PREMIUM OPPORTUNITIES:

Contact for exclusive print advertising additions including belly bands, postcards, inserts, gatefolds, false cover options and more.

PRINT VALUE ADDS

- Unlimited press release postings on HospitalityUpgrade.com and e-Newsletter
- Tech Provider Profile on HospitalityUpgrade.com
- Whitepaper and Case Study submission
- Post up to 5 recent projects & installations

White Papers

Case Studies

Welcome to the case study section of HospitalityUpgrade.com. If you're looking for a new product for your property or just researching and interested in learning more, please register to explore the case studies available under each topic.

Enterprise Systems
Smart Enterprise Trends: 10 Strategic HUC Components of Success | Networking Competing Today's Business to Increase More than 20 Years of Confidence in Tech Business with Superior Customer Service

Analytics
Eldorado Hotel Casino & Silver Legacy Resort Casino
HUC COMPONENT OF SUCCESS | Gamewatch Technology, Gamewatch Telephony, Telecom
While each property has its own analytics, both include HUC's 2015 STRATFOR SYSTEM OF Communications Servers and UCaaS2015 Microsoft Connect. The STRATFOR provides both properties component redundancy, IP failover for stations and handsets and power failure transfer, ensuring high availability and operational continuity. Because the STRATFOR supports open standards, the properties were able to easily integrate its existing call center application as well as its current, single-line, guest-room phones.

500-WORD VENDOR UPDATE

Share your company news and products across many media channels. It includes 500 words of advertorial copy and your logo. The following is included:

Pipeline: Company listing in the Pipeline Index by category with a 500-word advertorial plus logo. Appears in both the print and digital editions.

Reference Guide: 75-word company description that appears in the digital edition, and online under the unique company profile page in the Technology Providers section.

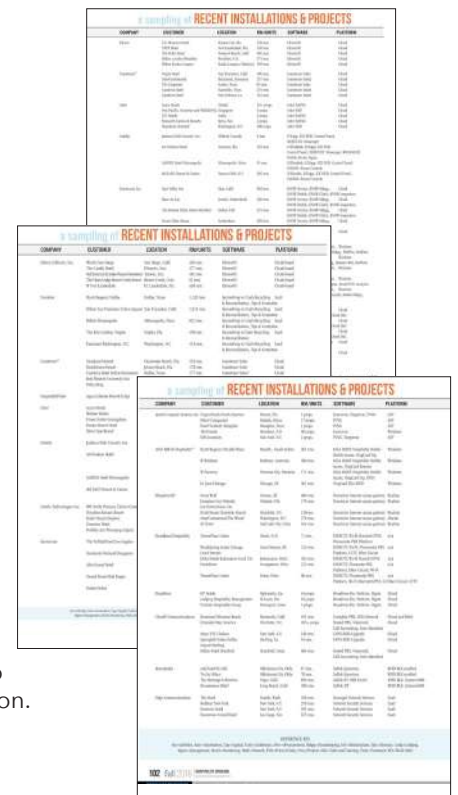
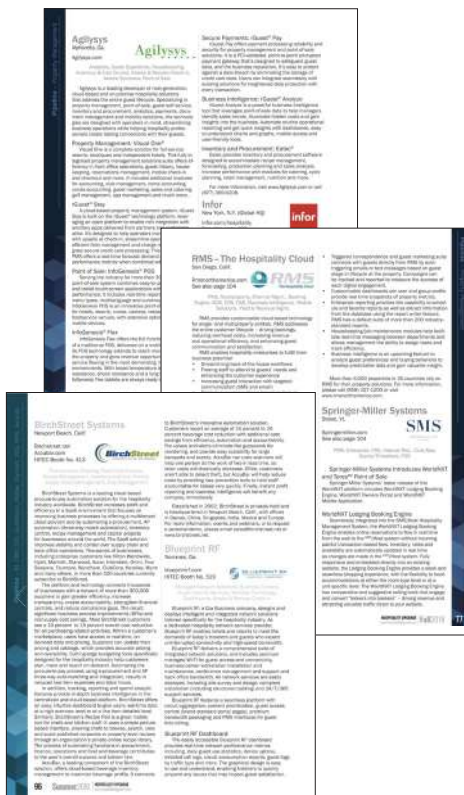
Recent Projects & Installs: Promote your most recent projects or installations within this section, exclusive to print advertisers. Projects added to the online database.

1X: \$1,500 3X: \$3,900*

*prepaid rate for three consecutive issues

Writing of Vendor Updates: For those partners who would like an HU editor to write content for each edition.

Price: \$250 per issue



ELECTRONIC MATERIALS SPECS:

Line Screen: 133

Density: Maximum tone density 280%

E-Ads: Electronic files are accepted as PDFX-1a:2001 files. 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. Ads NOT conforming to Hospitality Upgrade's digital ad specs may be charged up to \$250 per placement: 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. Please email PDFX-1a:2001 ad files to geneva@hospitalityupgrade.com or visit our website (hospitalityupgrade.com) for material shipping instructions and address. Call (678) 802-5304 with questions.



CONTENT MARKETING OPPORTUNITIES

NEW!



FEATURETTE ARTICLE (EDITORIAL SPONSORSHIP)

Our new featurettes combine a full-page print ad with an adjacent page of compelling content written by *Hospitality Upgrade's* editorial staff. Your 650-word message can address the topic of your choice - perhaps an innovative new product or service, an industry honor or a company milestone. You select the subject matter, and we'll work with you to create the story.

Studies show that relevant branded content not only results in increased interest from consumers but also boosts revenue. Our featurettes provide an opportunity to engage your target audience with the unbeatable combination of custom content and traditional print advertising.

Price: \$5,900



FEATURE LENGTH ARTICLE (EDITORIAL SPONSORSHIP)

In conjunction with a full package, you'll receive a 2,500-word feature-length article. This longer format allows you to go into depth about your products or services and complements your traditional advertising by expanding on its main themes with detailed messaging.

Written by HU's editorial staff, the feature is crafted in a highly readable and relevant format and covers your choice of topics - from company news to changes in the industry. The magazine limits the number of feature-length articles each year, giving you a rare opportunity to convey your message to our highly targeted readership.

Price: \$12,500 *part of a print campaign only

SPACE CLOSE DEADLINES FOR FEATURETTE ARTICLE AND FEATURE LENGTH ARTICLE

Spring (March)

1/21/19

Summer (June)

4/19/19

Fall (October)

8/19/19

E-BOOK

Provide your audience with informative content to further your company's message. The e-book is distributed through the following channels:

- Sent out to all *Hospitality Upgrade* digital subscribers (more than 10,000 subscribers)
- Sent out as a designated exclusive message to the subscriber list (email push through the digital edition experience; special section in Watercooler newsletter)
- Placed on *Hospitality Upgrade* homepage for 90 days as a featured story
- Two message alerts sent to *Hospitality Upgrade* social media channels
- Sent out one time to Hotel-Online subscribers in a dedicated e-blast and one message in the email newsletter. (more than 23,000 opt-in subscribers)

Tiered pricing: \$2,500 distribution only/ \$3,500 e-book production and distribution/ \$4,500 creation, production and distribution

INFOGRAPHICS

Executive summary from your company's industry research, HU will summarize, create infographics and provide distribution through various media outlets including social.

Price: \$2,500

INDUSTRY SURVEYS SPONSORSHIP

- Industry survey fulfillment and post survey executive summary report. HU will create the survey in Survey Monkey and push the survey through our exclusive list of hotel technology leaders.
- Limited number available

Price: \$7,500 - \$12,500

UPGRADE TO INTERACTIVE DISPLAY ADS

Digital Edition Multimedia Upgrade:

Bring your display ad to life with a multimedia upgrade in the digital edition. A multimedia upgrade takes the place of a print advertisement in the digital edition and adds moving images, video animated text, etc.

594 x 793 pixels; HTML 5
1X: \$750 net 3X: \$1,500 total

Augmented Reality:

Augmented Reality (AR) displays a superimposed image on a reader's smartphone or tablet that prompts the reader to choose an action item: view a video, social media channel, website or to click to buy.

1X: \$450 net 3X: \$900 total



2019 PRINT DEADLINES

Issue	Vendor Updates Due	Partial Page Ads Due	Full Page Ads Due
Spring (March) <i>Bonus Distribution: HU's Executive Vendor Summit, HITEC EUROPE, HTNG, Hunter Investment Conference, AAHOA, Tribal Casino & Hotel Development Conference</i>	1/31/2019	2/7/2019	2/14/2019
Summer (June) <i>Bonus Distribution: HITEC, HSMIAI ROC, CIO Summit, G2E</i>	4/30/2019	5/8/2019	5/15/2019
Fall (October) <i>Bonus Distribution: HFTP Annual Convention, HX: The Hotel Experience, Lodging Conference, HUG, HOSPACE</i>	8/29/2019	9/10/2019	9/18/2019

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 us with questions or to make
Hospitality Upgrade part of your 2019 marketing campaign.

sales@hospitalityupgrade.com
(678) 802-5304

