Hospitality Upgrade produces three print and digital magazines per year - spring, summer and fall. Take advantage of the frequency discount (*3X rates) to share your company’s message with industry readers for 12-months – at no additional charge! Check out the value adds on the next page.
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 & Installations:** Promote your most recent projects or installations within this section, exclusive to print advertisers. Customer projects are added to the online database as well as company profile.

**Writing of Vendor Updates:** For those partners who would like an HU editor to write content for each edition. *Price: $350 per issue*

1X: $1,500  3X: $3,900*  
*prepaid rate for three consecutive issues

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**EXCLUSIVE PREMIUM OPPORTUNITIES:**
Contact for exclusive print advertising additions including belly bands, postcards, inserts, gatefolds, false cover options and more.

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page 1 Inside Front Cover (Cover 2)</td>
<td>$5,550</td>
</tr>
<tr>
<td>Inside Back Cover (Cover 3)</td>
<td>$4,550</td>
</tr>
<tr>
<td>Back Cover (Cover 4)</td>
<td>$6,550</td>
</tr>
</tbody>
</table>

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**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.

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1X: $1,500  3X: $3,900*  
*prepaid rate for three consecutive issues

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**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 materials@hospitalityupgrade.com or visit our website (hospitalityupgrade.com) for material shipping instructions and address. Call (678) 802-5304 with questions.

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**(*) PRINT VALUE ADDS**

- Unlimited press release postings on HospitalityUpgrade.com, Watercooler and Siegel Sez e-newsletters
- Tech Provider company profile on HospitalityUpgrade.com
- Whitepaper and Case Study submissions
- Post up to 5 recent projects & Industry Installations
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:** $3,500 distribution only/ $4,900 e-book production and distribution/ $6,500 creation, production and distribution

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In conjunction with a full advertising 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

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

**Starting at:** $2,500

**Industry survey fulfillment and post survey executive summary report. HU will create and push the survey to our exclusive list of CIOs. All participants and sponsor will receive a copy of the final report.**

**Limited number available**

**Not sold a la carte, contact sales rep for more info.**

**Starting at:** $7,500 - $12,500

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**SPACE CLOSE DEADLINES FOR FEATURETTE ARTICLE AND FEATURE LENGTH ARTICLE**

<table>
<thead>
<tr>
<th>Spring (March)</th>
<th>Summer (June)</th>
<th>Fall (October)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/21/22</td>
<td>4/21/22</td>
<td>8/23/22</td>
</tr>
</tbody>
</table>

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**E-BOOK**

**INFOGRAPHICS**

**INDUSTRY SURVEYS SPONSORSHIP**
2022 PRINT RATE CARD

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

2022 PRINT DEADLINES
(2022 deadlines might change but any changes will be communicated to contact listed on insertion order reservation form.)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Vendor Updates Due</th>
<th>Partial Page Ads Due</th>
<th>Full Page Ads Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>1/28/2022</td>
<td>2/7/2022</td>
<td>2/14/2022</td>
</tr>
<tr>
<td>Summer</td>
<td>5/4/2022</td>
<td>5/12/2022</td>
<td>5/19/2022</td>
</tr>
<tr>
<td>Fall</td>
<td>8/30/2022</td>
<td>9/8/2022</td>
<td>9/15/2022</td>
</tr>
</tbody>
</table>

Bonus Distribution: Hunter Investment Conference, ITB Berlin, AAHOACON

Bonus Distribution: HITEC, HSMAI ROC, CIO Summit, G2E, Lodging Conference

Bonus Distribution: HFTP Annual Convention, HX: The Hotel Experience

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 2022 marketing campaign.

sales@hospitalityupgrade.com
(678) 802-5304
Hospitality Upgrade’s website offers hospitality industry technology, marketing and revenue strategy professionals a place to find current industry news, a company directory to find Technology Providers under specific categories, archives of digital editions, two exclusive semi-monthly technology industry e-newsletters (Watercooler and Siegel Sez), a video and photo gallery from industry events, an industry Tech Talk blog, plus a collection of white papers and case studies. Banner advertising options and positions are detailed below.

A. TOP RUN-OF-SITE LEADERBOARD BANNERS

728x90 pixels; GIF or static JPEG
Rotates with up to a total of five banners.
Price: $1,250 per month*

B. TOWER RUN-OF-SITE BANNERS

300x600 pixels; GIF or static JPEG
This tower rotates two tower banners.
50% SOV
Price: $1,450 per month*

C. TECHNOLOGY SPOTLIGHT

300x250 pixels; GIF or static JPEG
Exclusive Technology Spotlights are splashed on the HU homepage with a teaser ad and headline. Visitors can click the headline to a secondary page that features additional information such as vendor success stories or case studies in a PDF format. Technology Spotlights are archived for 12 months. This includes distribution on our Watercooler newsletter.
Price: $995 per month*

D. MID AND LOWER BANNER PACKAGE

728x90 pixels; GIF or static JPEG
D1/D2: Appear on home page only. Rotates with 2 banners.
D3: Lower run-of-site banner. Rotates with 2 banners
Price: $595 per month*

*All prices increase by $200 per month (April-June)
Hospitality Upgrade provides professional videos marketed and cross-promoted through the Hospitality Upgrade and HotelOnline websites, social media, as well as the Watercooler e-newsletter.

Please contact your sales representative for more details.

E-BLASTS

Provide a specific message through our dedicated e-blast service to Hospitality Upgrade’s 11,000+ digital subscribers.

Guidelines:
- Completed HTML format
- Test email provided with partners to ensure correct coding and approval
- HU will not be responsible for HTML edits
- Offered to current partners as part of a comprehensive package only, not offered a la carte
- Limited opportunity, contact for availability

Price: $2,200

www.hospitalityupgrade.com
Hospitality Upgrade Magazine’s Digital Edition provides enhancement opportunities for ads, video placement, pop-up messaging, quick search through current issue and archives, exclusive sponsorship messaging and more. Features include the most timely and important issues facing technology, marketing and revenue strategy professionals. Companies and topics can be found throughout multiple issues in an easy-to-use reference manner. Our archived editions continue to see traffic and search growth after the issue publication date, extending the shelf life of your company’s message.

**A. DIGITAL EDITION SPONSORSHIP**

The Digital Edition Sponsor receives:
- Left-of-cover sponsorship page
- Multimedia upgrade
- Bottom run-of-site ticker in the digital edition viewer
- Premium ad placement in the contents view of the digital edition (HTML5 viewer)
- Email push leaderboard banner in the digital edition e-blast

Price: $6,500 net per issue

**B. EMBEDDED TOWER BANNER**

The embedded tower banner appears on the left or right side of the digital edition player and rotates with up to a total of three banners per side.

160x600 pixels; GIF or static JPEG

Price: 3X: $1,750  1X: $750 net

**DIGITAL AD ENHANCEMENTS**

**Interstitial and Popout Barndoor Ad:**
An interstitial ad pops up in a chosen position of the iPad, iPhone and Android versions of the digital edition. The Barndoor digital ad is an ad that looks like a 1/2 page insert, double sided.

iPad: 768x960 pixels; JPEG
iPhone: 320x416 pixels; JPEG
Android: Same size as ad (594x793 pixels); PDF format
Barndoor: Custom size, looks like a 1/2 page ad insert

Price: 3X: $1,750  1X: $750 net

**MULTIMEDIA UPGRADE**

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; HTML5

Price: 3X: $1,750  1X: $750 net

**Digital Tab:**
Take advantage of a Digital Tab to increase visibility of your company’s message in the Digital Edition. For bigger impact, package with an embedded tower banner.

Price: 1X: $995

mag.hospitalityupgrade.com
GET THE MOST VALUE OUT OF YOUR MARKETING EFFORTS WITH AN INTEGRATED MULTIMEDIA CAMPAIGN. LET US CREATE THE IDEAL PACKAGE FOR YOUR COMPANY.

HOSPITALITY UPGRADE AND HOTEL ONLINE
12-MONTH INTEGRATED MARKETING CAMPAIGN

A complete advertising message that is carried through social media, news distribution (PR), augmented reality, online advertising and print.

- Video Talk video (HU produced/distributed, under 5 minutes)
- 3 vendor updates
- 3x full page ad – Spring/Summer/Fall issues (or three consecutive issues)
- 1 dedicated e-blast to HU's digital subscription list
- 1 dedicated e-blast on Hotel Online
- Package of 10 press releases in secondary position with Hotel Online distribution - video to be used/distributed on Hotel Online as well.
- Unlimited press release postings on HospitalityUpgrade.com for 2022
- Article publication (3 educational leadership articles)

TOTAL PACKAGE COST: $22,425

2022 DIGITAL RATE CARD

- 1x e-blast
- 3x Vendor Update
- 3x tower banner in the Digital Edition
- Tech Provider profile page
- Unlimited press release postings on HospitalityUpgrade.com for 2022 and inclusion in the Watercooler e-newsletter
- 60 day ROS banner

TOTAL PACKAGE COST: $9,600
*6 month options also available (email Kim@hospitalityupgrade.com)

ANNUAL PLAN WITH VIDEO ENHANCEMENT

Take advantage of multiple media outlets with this comprehensive promotion opportunity.

- Vendor Talk video (HU produced/ distributed, under 5 minutes)
- 2 Vendor Updates
- 3x full page ad
- Tech Provider profile page
- 1 dedicated e-blast
- Unlimited press release postings on HospitalityUpgrade.com for 2022 and inclusion in the Watercooler e-newsletter
- Article publication (3 educational leadership articles)

TOTAL PACKAGE COST STARTING AT: $16,995

THE ONE-HIT-WONDER / 1 ISSUE

Want to make a BIG splash around an event where the issue will be distributed?

- One full page display ad
- One Vendor Update (500-word advertorial)
- Two social media plugs (one during the event)
- Press release postings and distribution on hospitalityupgrade.com and the Watercooler e-newsletter
- Three month mid and lower banner ad or mobile banner ad

TOTAL PACKAGE COST: $6,270

DIGITAL FOCUSED PLAN

- 1x e-blast
- 3x Vendor Update
- 3x tower banner in the Digital Edition
- Tech Provider profile page
- Unlimited press release postings on HospitalityUpgrade.com for 2022 and inclusion in the Watercooler e-newsletter
- 60 day ROS banner

TOTAL PACKAGE COST: $9,600

We customize packages for every budget.
Call for more options and information.

sales@hospitalityupgrade.com
(404) 386-3700

facebook.com/hospitalityupgrade 
vimeo.com/hospitalityupgrade
linkedin.com/company/hospitality-upgrade 
twitter.com/hospupgrade
Hospitality Upgrade is the only media source dedicated to covering all facets of technology for the hotel and hospitality arena. Producer of the The CIO Summit and the Executive Vendor Summit. Publisher in print, digital, e-newsletter and video production.

2021 MAGAZINE CIRCULATION:
- Countries Mailed: 48
- Established: 1992
- Frequency: 3 issues per year
- Magazine Distribution: 22,000+

WHAT TOPICS ARE COVERED?
Specific topics include purchasing and maintenance of the following hospitality systems: financial and operational improvement, information security and cybersecurity, internet services, revenue management, distribution, marketing, mobile, property technology and guest services and experiences.

READERSHIP BY TITLE:
- More than 45% of our subscribers are VP or higher executives within the hospitality industry that research, purchase or approve technology for their companies.
- More than 20% of subscribers work in MIS, security, development/design, F&B, purchasing or consulting areas.
- 20% of subscribers work in the sales, marketing, guest relations or communications areas of their properties or companies.
- We have a robust subscriber base of more than 150 top CIOs from the industry’s leading brands, chains, management companies and independents.
  
  Source: Proprietary subscriber study

WHAT DO WE DO?
Hospitality Upgrade provides the latest technology trends for the hotel and focuses on new industry trends and products, in-depth analyses by leading hospitality consultants, insider news, interviews with top industry executives and profiles from many of the industry’s solution providers.
- *Hospitality Upgrade* is published in March, June and October.
- *HU* educates hospitality professionals on technology, industry news, trends and new products and innovations.
- *HU* is a resource for industry products and solutions.

WHO IS OUR AUDIENCE?
*Hospitality Upgrade* is read by hotel, casino, resort and foodservice professionals including management, independent operators, executives and chains.

BY BUSINESS CLASSIFICATION:
All recipients of the digital and print editions are subscribers from the hospitality industry with an interest in technology. Professionals from the hotel, motel and management categories, as well as casino, cruise, resort, spa, club, conference, sports arena and restaurant categories are included. Additional categories include hospitality consultants, educational institutions and technology providers with solutions for the hospitality industry.
Hospitality Upgrade has bonus distribution at several industry events throughout the year:

**Spring Issue (March):**
- HU's Executive Vendor Summit
- HITEC EUROPE
- HTNG
- Hunter Investment Conference
- AAHOA
- Tribal Casino & Hotel Development Conference

**Summer Issue (June):**
- HITEC North America
- The Lodging Conference
- HU's CIO Summit
- HSMAI ROC
- Global Gaming Expo (G2E)

**Fall Issue (October):**
- HFTP Annual Convention
- HITEC Dubai
- HX: The Hotel Experience
- HUG
- HOSPACE

Both events offer exclusive sponsorship opportunities that require annual advertising commitments.

The 17th annual Executive Vendor Summit will be held in the spring of 2022. This two-day conference is an invitation-only event limited to presidents and C-level executives (CEO, chairman, owner, founder) of technology providers actively involved in the hospitality industry. The Executive Vendor Summit presents thoughtful discussion topics, quality speakers and a relaxed networking environment. Please visit: [HospitalityUpgrade.com/vendorsummit](http://HospitalityUpgrade.com/vendorsummit)

The 20th annual CIO Summit will be held September 7-9, 2022. This two-day conference offers a unique combination of networking, program and social events for C-level technology executives. It is an exclusive, invitation-only conference with a strong focus on the CIO role. Participation is limited to the “who’s who” of technology leaders at major hotels, casinos, cruise lines, management and timeshare companies, allowing unprecedented peer networking. Please visit: [HospitalityUpgrade.com/ciosummit](http://HospitalityUpgrade.com/ciosummit)

Please contact us with questions or to make Hospitality Upgrade part of your 2022 marketing campaign.

sales@hospitalityupgrade.com | (404) 386-3700