

## 2024 PRINT RATE CARD

# Hospitality Upgrade

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.

### 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

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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).

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

## EXCLUSIVE PREMIUM OPPORTUNITIES:

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

## 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 & 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: \$950 per issue

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

\*prepaid rate for three consecutive issues

## (\* ) PRINT VALUE ADDS

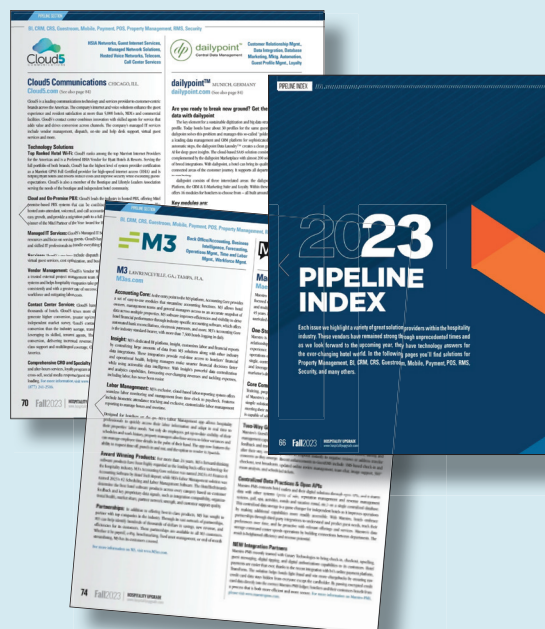
- Unlimited press release postings on HospitalityUpgrade.com, Watercooler and Siegel Sez e-newsletters
- Tech Provider company profile on HospitalityUpgrade.com
- Whitepaper and Case Study submissions
- Post up to 5 recent projects & Industry Installations

## ELECTRONIC MATERIALS SPECS:

Line Screen: 133

Density: Maximum tone density 280%

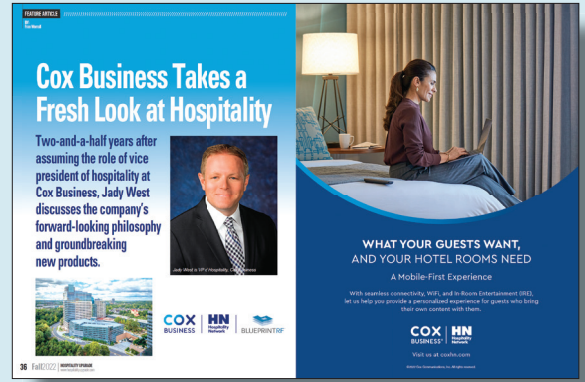
**E-Ads:** Electronic files are accepted as PDFX-1a:2001 files. All supporting files, fonts and graphics must be supplied or embedded in high resolution (300 dpi). All colors must be CMYK prior to submission. True Type fonts are a potential problem that may incur charges or delays in production. Advertisers 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](mailto:materials@hospitalityupgrade.com) or visit our website ([hospitalityupgrade.com](http://hospitalityupgrade.com)) for material shipping instructions and address. Call (678) 802-5304 with questions.





# CONTENT MARKETING OPPORTUNITIES

**EDITORIAL SPONSORSHIPS!**



## FEATURETTE ARTICLE

Our 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: \$6,595**

## FEATURE LENGTH ARTICLE

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: \$13,500 part of a print campaign only**

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

\*Featurettes -- reserved after this date may have an additional \$175 rush charge

**Spring (March)**

**1/24/24**

**Summer (June)**

**4/19/24**

**Fall (October)**

**8/23/24**

## 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: \$3,500 distribution only/ \$4,900 e-book production and distribution/ \$6,650 creation, production and distribution**

## THOUGHT LEADERSHIP + VIDEO

Share your expertise with the industry through thought-leadership columns with an accompanied short (3-4 minute) video to summarize the key article takeaways and engage through social outlets.

**Must be part of a two-issue minimum package.**

## INDUSTRY SURVEYS SPONSORSHIP

- 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 - \$14,950**

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## 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

### Video Upgrade:

Enhance your digital edition full page ad by supplying a video to be played upon viewing your ad. Must be under 5 minutes and supplied as an MP4 file.

Starting at \$500 for supplied videos.



## 2024 PRINT DEADLINES

(2024 deadlines might change but any changes will be communicated to contact listed on insertion order reservation form.)

Issue	Vendor Updates Due	Partial Page Ads Due	Full Page Ads Due
Spring (March)	1/26/2024	2/8/2024	2/15/2024
Bonus Distribution: Hunter Investment Conference, ITB Berlin, AAHOACON, The Executive Vendor Summit			
Summer (June)	4/28/2024	5/8/2024	5/14/2024
Bonus Distribution: HITEC, HSMAI ROC, The CIO Summit, G2E, Lodging Conference			
Fall (October)	8/29/2024	9/9/2024	9/16/2024
Bonus Distribution: HFTP Annual Convention, The Hospitality Show, Gaming and Hospitality Security Conference			

## 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 2024 marketing campaign.

[sales@hospitalityupgrade.com](mailto:sales@hospitalityupgrade.com)  
(678) 802-5304

# HospitalityUpgrade