

# RATE CARD

## RATE CARD NO. 9



### ADVERTISING RATES EFFECTIVE: NOVEMBER 2009

France Publications, Inc.  
Two Securities Centre • 3500 Piedmont Rd., Suite 415 • Atlanta, GA • 30305  
Tel (404) 832-8262 • Fax (404) 832-8260

#### A. DISPLAY ADVERTISING RATES

1. Number of ads within 12 months from date of first insertion in contract period determines frequency rate.

DISPLAY UNITS	1x	4x	6x	12x
Full Page	\$4405	\$4182	\$3739	\$3285
2/3 Page	3950	3760	3345	2930
1/2 Page Island	3270	3015	2785	2467
1/2 Page	3080	2925	2616	2328
1/3 Page	2812	2671	2390	2141
1/4 Page	2218	2105	1882	1600

2. **Cover Rates:** Only available for companies advertising in all issues and with full page, four-color ads. Please add 15% on space, color and bleed. (Covers 2, 3 & 4).

Cover Rates:	1x	4x	6x	12x
Covers 2 and 3	\$4921	\$4705	\$4218	\$3893
Cover 4	5380	5030	4697	4218

3. Cover rates are for space only and do not include color and/or bleed charge. **Cover positions are non-cancelable.**

4. **Premium positions within the magazine (cancelable only on 90 days notice):** 10% extra on space, color and bleed.

5. **Color Rates, Per Page or Fraction:** Black ink included in rate as first color. AAAA or process colors, each (i.e. 2-color ad) \$450  
Matched colors, each (matched PMS) \$550  
4-color (process colors only) \$950

6. **Rates for Special Inks:** Submit sample for quotation.

7. **Bleed or Oversize Advertisement:** 10% extra on space and color. Available for spreads and full page units only. No extra charge for gutter bleed in spreads.

8. **Short Rates and Rebates:** Advertisers will be short-rated if, within a 12-month period from date of first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed based on their initial contract.

9. **Rate Protective:** If, as and when new rates are announced, advertisers will be protected at their contract rates for at least three months. Orders may be cancelled at the time the change in rates becomes effective without incurring a short rate adjustment on space already run, provided the contract rate has been earned up to the date of cancellation.

#### B. CLASSIFIED ADVERTISING

Payable on billing in advance of publication. Not subject to agency commission. Classified ads are 1/8 page (3.5" wide by 2" deep) or Business Card size.

<b>Classified Rates:</b>	Color	\$572
	Black & White	\$468

#### C. CONVENTION GUIDE RATES

The 2009 AAHOA Convention and Annual Tradeshow will be held from June 16-19, 2010, in Chicago, IL.

Spread	\$3,550
Full Page	\$2,200
1/2 Island	\$1,925
1/2 Page Horizontal	\$1,550
1/3 Page Horizontal	\$1,250
1/4 Page Vertical	\$1,060

Rates do not include color and/or bleed charge (See items #5 and #7).

#### D. MECHANICAL REQUIREMENTS

1. **PUBLICATION'S TRIM SIZE:** 7-7/8" x 10-7/8".

2. **Type or Page Size:** Space is available in the following units. Advertisements exceeding type size in any dimension are considered bleed or oversize except for gutter bleed in spreads, and are subject to a 10% surcharge.

Ad Sizes	Width	Depth
Full Page (bleed)	8-1/8"	x 11-1/8"
Full Page	7"	x 10"
2/3 Page	4-1/2"	x 10"
1/2 Page (Island)	4-1/2"	x 7-3/8"
1/2 Page (Horizontal)	7"	x 4-7/8"
1/3 Page (Vertical)	2-1/8"	x 10"
1/3 Page (Horizontal)	4-1/2"	x 4-7/8"
1/4 Page (Vertical)	3-3/8"	x 4-7/8"
1/4 Page (Horizontal)	4-1/2"	x 3-1/4"

3. **Number of Columns to Page:** 3 columns.

4. **Column Width:** 2-1/8".

5. **Column Depth:** 10".

6. **Offset Material:** We prefer ads be sent on disk or CD and accompanied by a color proof. Please see separate document "Guidelines For Submitting Digital Ads to France Publications" for complete specifications for digital ads. Failure to follow these guidelines could result in additional charges to the agency or advertiser. Offset progression is C,M,Y,K.

7. **Printed:** Web offset.

8. Bleed Specifications:	Width	Depth
Single Page		
(Allows for 1/8" trim on 4 sides)	8 1/8"	x 11-1/8"
Spread	16 1/4"	x 11-1/8"

Keep text and illustrations 1/2 inch from binding side (gutter) and at least 1/4 inch from trim edges.

9. **Inserts:**

**Standard Inserts:** Standard inserts are those that conform exactly to the trim size of the publication and do not include folds, attachments, die-cuts, pop-ups, pull-outs or fold-outs.

**Standard Inserts Furnished Ready for Binding:** Earned space rates.

**Non-Standard Inserts:** Submit sample, including stock for quotation.

Non-standard inserts, including all gate-fold inserts, require hand insertion in the binding operation and a charge is made to cover mechanical costs.

**Back-Up Charges:** \$550 per single page; \$825 per spread, net.

**10. Specifications for Inserts:** Consult Publisher for specific sizes.

**11. Binding:** Perfect.

**12. Shipping Instructions:** Space orders, insertion instructions, negatives, correspondence, proofs and copy should be addressed to:  
Production Department, *AAHOA Lodging Business*, Two Securities Centre,  
3500 Piedmont Road, Suite 415, Atlanta, GA, 30305

**13. Storage of Printing Material:** Material will be stored by Publisher for 12 months and then destroyed unless otherwise instructed by advertiser or agency.

**14. Paper Stock:** White machine coated.

**15. Production Charges:** Cost of alterations or necessary repairs to printing material will be charged to advertiser.

### **E. COMMISSION AND CASH DISCOUNT**

**1. Agency Commission:** 15% will be paid to identified agencies that submit black & white camera-ready art, film or disc, and color proof. Cancellation or failure to meet material deadlines will result in full billing.

**2. Terms:** Net 30 days.

### **F. COPY AND CONTRACT REGULATIONS**

**1.** Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising which is not in

keeping with the publication's standards.

**2.** Any deliberate attempt to simulate *AAHOA Lodging Business* format is not permitted and the Publisher reserves the right to place the word "advertisement" with copy which, in the Publisher's opinion, resembles editorial matter.

**3.** Cancellations accepted four weeks prior to space closing date. Cover positions are non-cancelable.

### **G. FREQUENCY AND CLOSING DATES**

**1. Published:** 12 times per year and one Convention Guide (April 2009).

**2. Closing Date:** See sheet marked Advertising Deadlines in media kit.

### **H. CIRCULATION INFORMATION**

**1. Publishers statement.**

**2. Description of Circulation:** *AAHOA Lodging Business* is distributed to hotel owners, management professionals and operators. Primary readership is owners and operators of multiple hotel properties.

**3. Editorial Focus:** *AAHOA Lodging Business* is the official magazine of AAHOA, the Asian American Hotel Owners Association. Editorial concentrates on all facets of hotel management, operations and ownership including maintenance, amenities, technology, human resource, equipment selection, insurance/finance, and industry news.

**4. Subscription:** In the United States \$49, One Year; Outside the United States \$69, One Year.

## **ATLANTA PUBLISHING AND ADVERTISING SALES OFFICE**

**FRANCE PUBLICATIONS, INC.**  
**JERROLD FRANCE**  
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PUBLISHER

TWO SECURITIES CENTRE, 3500 PIEDMONT ROAD, SUITE 415, ATLANTA, GA 30305 • PHONE: (404) 832-8262 • FAX: (404) 832-8260

## **CHICAGO REPRINT & CLASSIFIED AD OFFICE**

**BARBARA SHERER**  
CLASSIFIED ADVERTISING

138 PREAKNESS DRIVE, OSWEGO, IL 60543 • PHONE: (630) 554-6054 • FAX: (630) 554-6059