

ISSUE	SPECIAL FEATURES	AD DEADLINE	BONUS DISTRIBUTION
<b>JANUARY</b>	<b>INTIX Convention Quarterly</b> <b>2012 Venues Today Box Office Stars</b> <b>SPOTLIGHT: Pacific Northwest Venues</b> <b>FOCUS: Ten Years In Ticketing</b> <b>CHART: 2011 Top 50 Fairs in North America</b>	<b>Dec. 16, 2011</b>	INTIX members, INTIX Convention, San Antonio, Texas, Jan. 17-19; Ticket Summit, New York, Jan. 18-20; Western Fairs Assoc. Convention, Anaheim, Calif., Jan. 8-11; Digital Signage Expo, Las Vegas, Feb. 22-25; top-attended fairs and carnivals per the VT Fairs & Festivals Resource Guide database.
<b>FEBRUARY</b>	<b>SPOTLIGHT: Kentucky &amp; Tennessee</b> <b>FOCUS: Social Media</b> <b>CHART: Stadium Construction Update</b> <b>CHART: Perf. Arts Centers Construction Update</b>	<b>Jan. 20, 2012</b>	Stadium Managers Assoc., Feb. 5-9, Palm Springs, Calif.; 400 stadium managers and decision-makers worldwide from VT International Venue Resource Guide database; IAVM Perf. Arts Managers Conference, Feb. 10-14, New York; INTIX attendees
<b>MARCH</b>	<b>SPOTLIGHT: California Venues</b> <b>SPOTLIGHT: Texas Venues</b>	<b>Feb. 17, 2012</b>	Top promoters and arena managers from VT 2011-12 International Venue Resource Guide database; IAVM Region 5 Conference, New Orleans, April 17-20; Region 4 Conference, Edmonton, Alberta May 4-7.
<b>SIXTH ANNUAL 2012 VENUES TODAY FAIRS &amp; FESTIVALS RESOURCE GUIDE PUBLISHES IN MARCH</b>		<b>Feb. 17, 2012</b>	
<b>APRIL</b>	<b>INTIX Quarterly</b> <b>SPOTLIGHT: Australia &amp; New Zealand</b> <b>SPOTLIGHT: The Class of 2002 – A look at the venues that opened for business a decade ago</b> <b>FOCUS: AEG Ogden: Harvey Lister &amp; Rod Pilbeam</b>	<b>March 19, 2012</b>	INTIX members; 2012 Venue Management Association Congress and Showcase, May 15-17, Hunter Valley, NSW, Australia; IAVM Region 4 Conference, Edmonton, Alberta May 4-7.
<b>MAY</b>	<b>SPOTLIGHT: Midwest Venues</b> <b>SPOTLIGHT: Concessions</b> <b>FOCUS: China and Asia Venues</b> <b>CHART: Concessions Company Update</b>	<b>April 20, 2012</b>	IAVM Region 2-3 Meeting, Grand Rapids, Mich., May 21-23; National Assoc. of Concessionaires, August; IAVM VenueConnect. Ft. Lauderdale, Fla., July 20-24; Association of Luxury Suite Directors annual meeting, June 30-July 3, Minneapolis.
<b>JUNE</b>	<b>2012 Venues Today Generation Next Awards</b> <b>SPOTLIGHT: Florida Venues</b> <b>FOCUS: Family Shows</b> <b>FOCUS: 2012 Summer Olympics – London</b>	<b>May 23, 2012</b>	Florida Facility Managers Assoc., June 17-19, Palm Beach, FL.; Event and Arena Marketing Conference, Vancouver, B.C., June; Association of Luxury Suite Directors, June 30-July 3, Minneapolis; IAVM VenueConnect, Ft. Lauderdale, Fla., July 20-24.
<b>JULY</b>	<b>INTIX Quarterly</b> <b>Venues Today 10th Anniversary Issue</b> <b>IAVM Convention Issue</b> <b>2012 Venues Today Women of Influence Awards</b> <b>REPORT: Mid-Year Box Office</b>	<b>June 22, 2012</b>	IAVM VenueConnect Convention, Ft. Lauderdale, Fla., July 20-24; INTIX members.
<b>VENUES TODAY 2012-13 INTERNATIONAL VENUE RESOURCE GUIDE PUBLISHES IN JULY</b>		<b>June 15, 2012</b>	Top promoters and meeting planners worldwide. For sale online and in our booth at the IAVM trade show.
<b>AUGUST</b>	<b>The Green Issue</b> <b>FOCUS: Networks: ArenaNetwork, Venue Coalition Group and more</b> <b>FOCUS: Animals Live: Appassionata, Lipizzaners, Circuses, Dog Shows</b>	<b>July 27, 2012</b>	IAVM Convention, Ft. Lauderdale, Fla.; select list of major venues in Europe from our International Venue Resource Guide.
<b>SEPTEMBER</b>	<b>SPOTLIGHT: Arenas</b> <b>SPOTLIGHT: Canada</b> <b>CHART: Convention Center Construction Update</b> <b>CHART: Arena Construction Update</b>	<b>Aug. 24, 2012</b>	IAVM Arena Management Conference; IAVM International Convention Center Conference.
<b>OCTOBER</b>	<b>INTIX Quarterly</b> <b>SEVT Pre-Conference Issue</b> <b>SPOTLIGHT: North &amp; South Carolina Venues</b> <b>SPOTLIGHT: University Venues</b> <b>FOCUS: Meeting Planners</b>	<b>Sept. 21, 2012</b>	International Entertainment Buyers Association meeting, Nashville, Oct. 7-9; IAVM International Convention Centers Conference attendees; INTIX members.
<b>NOVEMBER</b>	<b>SEVT Conference Issue</b> <b>SPOTLIGHT: Dirt Shows &amp; Rodeos</b> <b>CHART: Fairgrounds &amp; Equestrian Centers Construction Update</b>	<b>Oct. 19, 2012</b>	SEVT, Sport, Entertainment & Venues Tomorrow, Nov. 16-18, Columbia, S.C.; International Association of Fairs & Expositions, Las Vegas Nov., 26-29.
<b>DECEMBER</b>	<b>11th Annual Year-End Issue</b> <b>2012 Venues Today Hall of Headlines Awards</b> <b>CHART: Year-End Top Stops</b> <b>CHART: Year-End Hot Tickets</b>	<b>Nov. 21, 2012</b>	



## E-NEWSLETTER SCHEDULE 2012

<b>JANUARY</b>	4	11	18	-	<b>JULY</b>	4	11	18	25
<b>FEBRUARY</b>	1	8	15	29	<b>AUGUST</b>	-	8	15	22
<b>MARCH</b>	7	14	28	-	<b>SEPTEMBER</b>	5	12	19	-
<b>APRIL</b>	4	11	18	-	<b>OCTOBER</b>	3	10	17	31
<b>MAY</b>	2	9	16	30	<b>NOVEMBER</b>	7	14	21	-
<b>JUNE</b>	6	13	20	-	<b>DECEMBER</b>	5	12	19	-



# 2012 ADVERTISING RATES & SIZES

EFFECTIVE 01/01/2012

venues  
TODAY

## VENUES TODAY MAGAZINE

### BLACK & WHITE RATES

Rates apply to price per ad insertion. Frequency discounts apply to ads run within a 12-month period from signing of contract. Group rates apply for all ads run within a 12-month period from initial date.

	1x	3x	6x	9x	12x
Back Cover	\$2,707	\$2,610	\$2,515	\$2,424	\$2,336
Inside Front	\$2,682	\$2,585	\$2,491	\$2,401	\$2,315
Inside Back	\$2,682	\$2,585	\$2,491	\$2,401	\$2,315
Full page	\$2,448	\$2,360	\$2,275	\$2,193	\$2,114
2/3 page	\$2,258	\$2,173	\$2,091	\$2,012	\$1,935
1/2 page	\$1,561	\$1,502	\$1,446	\$1,391	\$1,338
1/3 page	\$1,107	\$1,065	\$1,025	\$987	\$949
1/6 page	\$782	\$752	\$724	\$697	\$670

### COLOR RATES ADDITIONAL CHARGE

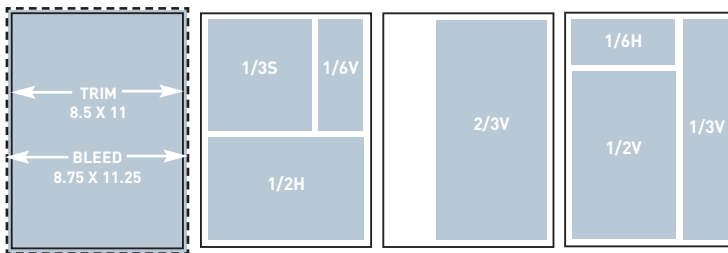
Four color process per ad: \$500; spot color: \$250, spread color: \$1000

### SPECIAL POSITION REQUESTS

Advertisers requesting special positioning for ads will be charged an additional 10 percent over rate card or contract rates for the specific ad.

### MAGAZINE ARTWORK SIZES

	WIDTH	HEIGHT
Full page bleed (trim size)	8-1/2" (21.59cm)	11" (27.94cm)
Double spread bleed (trim size)	17" (43.18cm)	11" (27.94cm)
**Add 1/8" (.32cm) of bleed to each side of trim size**		
Full page, no bleed	7-1/2" (19.05cm)	10" (25.4cm)
1/2 pageV	4-11/16" (11.91cm)	7" (17.78cm)
1/2 pageH	7-1/2" (19.05cm)	4-11/16" (11.91cm)
2/3 pageV	5" (12.7cm)	9-1/2" (18.1cm)
1/3 pageV	2-3/8" (6.03cm)	9-1/2" (24.13cm)
1/3 pageS	5" (12.7cm)	4-11/16" (11.91cm)
1/6 pageH	5" (12.7cm)	2-1/4" (5.72cm)
1/6 pageV	2-3/8" (6.03cm)	4-11/16" (11.91cm)



## INTERNATIONAL VENUE RESOURCE GUIDE

### BLACK & WHITE RATES

Rates apply to price per ad insertion. Frequency discounts apply to ads run within a 12-month period from signing of contract. Group rates apply for all ads run within a 12-month period from initial date.

	1x	3x	6x	9x	12x
Back Cover	\$2,641	\$2,546	\$2,454	\$2,365	\$2,279
Inside Front	\$2,617	\$2,522	\$2,430	\$2,342	\$2,258
Inside Back	\$2,617	\$2,522	\$2,430	\$2,342	\$2,258
Full page	\$2,388	\$2,302	\$2,219	\$2,139	\$2,062
1/2 page	\$1,523	\$1,466	\$1,410	\$1,357	\$1,306
1/3 page	\$1,080	\$1,039	\$1,000	\$962	\$926
1/6 page	\$763	\$734	\$706	\$680	\$654

### COLOR RATES ADDITIONAL CHARGE

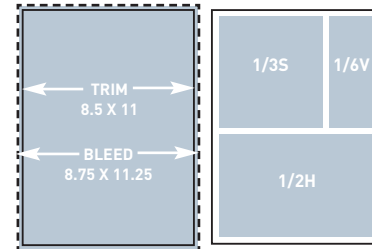
Four color process per page: \$500; Spot color: \$250; Spread color: \$750

### SPECIAL POSITION REQUESTS

Advertisers requesting special positioning for ads will be charged an additional 10 percent over rate card or contract rates for the specific ad.

## RESOURCE GUIDE ARTWORK SIZES

	WIDTH	HEIGHT
Full page bleed (trim size)	8-1/2" (21.59cm)	11" (27.94cm)
Double spread bleed (trim size)	17" (43.18cm)	11" (27.94cm)
**Add 1/8" (.32cm) of bleed to each side of trim size**		
Full page, no bleed	7-1/2" (19.05cm)	10" (25.4cm)
1/2 pageH	7-1/2" (19.05cm)	4-11/16" (11.91cm)
1/3 pageS	4-1/2" (11.43cm)	4-3/4" (12.07cm)
1/6 pageV	2-7/8" (7.30cm)	4-3/4" (12.07cm)



## MAGAZINE AND RESOURCE GUIDE ARTWORK REQUIREMENTS

Advertising must be submitted in electronic format. Mac format accepted. File must be created in either QuarkXpress 6.0 or earlier, Adobe Illustrator or Adobe Photoshop. We accept PDF files, but they must be at least 300 dpi and all fonts must be embedded. Materials cannot be accepted in the following formats: Microsoft Word, Microsoft Publisher, Corel DRAW, Adobe InDesign. All graphics must be **300 DPI**, at the size used in the layout and saved as EPS or TIFF files. Four-color files must be in CMYK. Material may be submitted on CD or DVD or via e-mail. A high-quality color proof is required with all media.

## VENUES TODAY WEBSITE

### ADVERTISING MONTHLY RATES & SIZES

	1x	3x	6x	9x	12x
Feature W: 648px x H: 418px (W: 648px x H: 358px of text area)					
1st Position	\$1,400	\$1,358	\$1,317	\$1,278	\$1,239
2nd Position	\$1,300	\$1,261	\$1,223	\$1,186	\$1,151
3rd Position	\$1,200	\$1,164	\$1,129	\$1,095	\$1,062
4th Position	\$1,100	\$1,067	\$1,035	\$1,004	\$974
5th Position	\$1,000	\$970	\$941	\$913	\$885
Impression Side W: 300px x H: 250px					
1st Position	\$800	\$776	\$753	\$730	\$708
2nd Position	\$750	\$728	\$706	\$685	\$664
3rd Position	\$700	\$679	\$659	\$639	\$620
4th Position	\$650	\$631	\$612	\$593	\$575
5th Position	\$600	\$582	\$565	\$548	\$531
Banner (VT Charts, Management, Help Wanted) W: 600px x H: 100px					
1st Position	\$1,000	\$970	\$941	\$913	\$885
2nd Position	\$900	\$873	\$847	\$821	\$797
3rd Position	\$800	\$776	\$753	\$730	\$708

## VT PULSE E-NEWSLETTER

### ADVERTISING WEEKLY RATES & SIZES

	1x	8x	16x	24x	32x	39x
Feature W: 560px x H: 210px	\$600	\$582	\$565	\$548	\$531	\$515
Side W: 260px x H: 195px	\$400	\$388	\$376	\$365	\$354	\$343
Top Banner W: 560px x H: 110px	\$450	\$437	\$423	\$411	\$398	\$386
Bot. Banner W: 560px x H: 110px	\$450	\$437	\$423	\$411	\$398	\$386

## WEBSITE & E-NEWSLETTER ARTWORK REQUIREMENTS

E-Newsletter advertising must be submitted as JPGs or GIFs. Ads must be 100% size at 72 dpi. No animated GIFs. Ads will be linked to a client's website.