

RESOURCE GUIDES

2011 ADVERTISING RATES & SIZES

Venues Today is a leading international trade publication that covers the business side of entertainment and sports, particularly as it relates to venues. We publish directories, such as the annual Fairs & Festivals Resource Guide and the Venues Resource Guide, that aid the industry's ability to network and reach the right decision makers.

EFFECTIVE 01/01/2011

FAIRS & FESTIVALS 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 contract date. All prices are in U. S. dollars.

Back Cover	\$1,500
Inside Front	\$1,320
Inside Back	\$1,320
Full page	\$1,200
1/2 page	\$765
1/3 page	\$435
1/6 page	\$225
Vendor Listing (40 word limit)	\$200

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.

BLEEDS: Bleed costs included in all full page ad prices.

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.

BLEEDS: Bleed costs included in all full page ad prices.

PRODUCTION

DIRECTORY ARTWORK SPECIFICATIONS & 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.

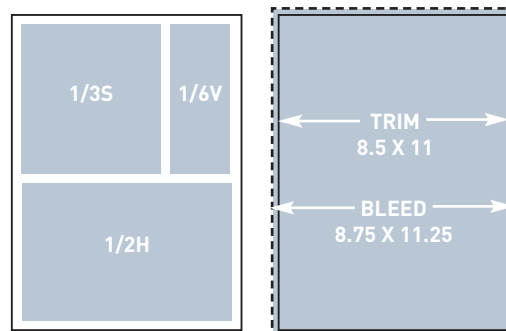
All graphics must be **300 DPI**, at the size used in the layout and saved as EPS or TIFF files. Four-color files must be in CMYK. Venues Today requires type one PostScript fonts, preferably Adobe, screen and printer fonts must be included on disks. We cannot accept RGB and Indexed colors. TrueType fonts cannot be used. Full page bleed artwork must include a 1/8 inch bleed around trim line (see diagram below).

Material may be submitted on CD or DVD or via e-mail. A high-quality color proof is required with all media.

If submissions do not adhere to our guidelines, we cannot guarantee final print production quality. We are not responsible for color quality when a color proof is not provided. Deviations from guidelines may require additional time, cost, and may sacrifice production quality. Publisher is not responsible for quality of reproduction and materials received after the published materials due date.

PRODUCTION CHANGES/CHARGES: Advertising submitted in any form other than stated format will be subject to a non-commissionable production charge. Production charges will also be billed for alterations made on materials received at the request of the advertiser. Production charges will be billed at an hourly rate and due upon receipt.

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)



MAIL ARTWORK TO:
Venues Today, 18350 Mt. Langley, Suite 201, Fountain Valley, CA 92708

E-MAIL ARTWORK TO:
production@venuestoday.com.