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Bookings

China and Asia

2012

MEDIA PLANNER

The class of 2002: A look at the venues

GENERATION NEXT

FAIRS & FESTIVALS RESOURCE CUI

DELIVERING "NEWS BEHIND THE HEADLINES" FOR 10 YEARS!

2012 is *Venues Today's* 10th anniversary and we continue to deliver the "News Behind the Headlines" with in-depth articles covering the business of sports, music, family shows, conventions and fairs. We deliver industry-specific content to the world's facility management and live entertainment community through our monthly magazine and electronic weekly newsletter VT Pulse.

MAGAZINE

Each month, our magazine offers a broad overview of industry trends, along with issue-focused reporting. VT takes an in-depth look at:

- **Venue trends**
- **Construction charts and facility-specific updates**
- **Hot Tickets and Top Stops reports**
- **Regional and company spotlights**
- **INTIX Quarterly Reports & Box Office Stars**
- **Green Building**
- **IAVM Convention**
- **Awards including: Women of Influence, Hall of Headlines, Generation Next**
- **Annual Year End wrap**

For complimentary employment items on our website, send listings to production@venuestoday.com

RESOURCE GUIDES

In 2012, we are publishing our fourth annual International Venue Resource Guide in August and fifth annual Fairs & Festivals Resource Guide in March. We have the most comprehensive, well researched data in the industry.



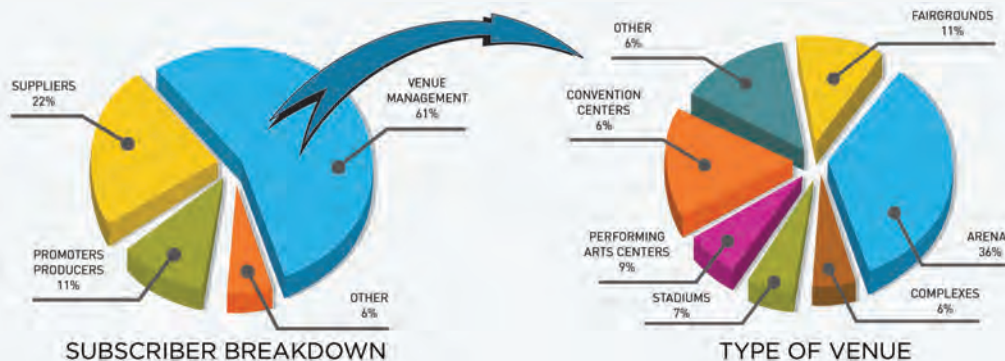
CONFERENCE

SEVT

Sport Entertainment & Venues Tomorrow

And, for the fifth time, we are collaborating with the University of South Carolina to present Sport, Entertainment & Venues Tomorrow in Columbia. This gathering brings together the vision of industry executives and academics in a conference like no other.

Save the Date! SEVT conference Nov. 14-16, 2012.



TO SUBMIT NEWS:

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TO SUBSCRIBE:

The annual subscription rate of \$200 (U.S.) includes 12 monthly issues of the magazine, 39 weekly VT Pulse e-newsletters and archive access. Save and get more! \$360 for two years and \$510 for three. Go online to: www.venuestoday.com or call: (714) 378-5400

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venues

TODAY

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ISSUE	SPECIAL FEATURES	AD DEADLINE	BONUS DISTRIBUTION
JANUARY	INTIX Convention Quarterly 2012 Venues Today Box Office Stars SPOTLIGHTS: Pacific Northwest Venues/ Mercedes-Benz Arena CHART: 2011 Top 50 Fairs in North America	Dec. 16, 2011	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.
FEBRUARY	SPOTLIGHT: Kentucky & Tennessee FOCUS: Social Media CHARTS: Social Media Power 100/Stadium Construction Update/Perf. Arts Centers Construction Update	Jan. 20, 2012	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.
MARCH	SPOTLIGHTS: California Venues/Texas Venues PACnet 12 Wrap	Feb. 17, 2012	Top promoters and arena managers from VT 2011-12 International Venue Resource Guide database; PACnet attendees; Region 4 Conference, Edmonton, Alberta May 4-7.
SIXTH ANNUAL 2012 VENUES TODAY FAIRS & FESTIVALS RESOURCE GUIDE PUBLISHES IN MARCH		Feb. 17, 2012	
APRIL	INTIX Quarterly SPOTLIGHTS: Australia & New Zealand/ The Class of 2002 – Venues that opened a decade ago FOCUS: AEG Ogden: Harvey Lister & Rod Pilbeam	March 19, 2012	INTIX members; 2012 Venue Management Association Congress and Showcase, May 27-30, Royal Pines Resort Gold Coast, Queensland, Australia; IAVM Region 4 Conference, Edmonton, Alberta May 4-7.
MAY	IEBA On Stage SPOTLIGHTS: Midwest Venues/Concessions FOCUS: China and Asia Venues CHART: Concessions Company Update	April 20, 2012	IAVM Region 1, 2, 3 Meeting, Grand Rapids, Mich., May 21-23; National Assoc. of Concessionaires (NAC), Tampa, Fla., June 19-22; IAVM VenueConnect, Ft. Lauderdale, Fla., July 20-24; Association of Luxury Suite Directors annual meeting, Minneapolis, June 30-July 3.
JUNE	2012 Venues Today Generation Next Awards SPOTLIGHT: Florida Venues FOCUS: Family Shows CHART: Social Media Power 100	May 23, 2012	Florida Facility Managers Assoc., Palm Beach, Fla., June 17-19; Event and Arena Marketing Conference, Vancouver, B.C., June 6-9; Association of Luxury Suite Directors, Minneapolis, June 30-July 3; IAVM VenueConnect, Ft. Lauderdale, Fla., July 20-24.
JULY	INTIX Quarterly Venues Today 10th Anniversary Issue IAVM Convention Issue 2012 Venues Today Women of Influence Awards FOCUS: 2012 Summer Olympics - London REPORT: Mid-Year Box Office	June 22, 2012	IAVM VenueConnect Convention, Ft. Lauderdale, Fla., July 20-24; INTIX members.
VENUES TODAY 2012-13 INTERNATIONAL VENUE RESOURCE GUIDE PUBLISHES IN AUGUST		July 27, 2012	Top promoters and meeting planners worldwide. For sale online and in our booth at the IAVM trade show.
AUGUST	The Green Issue SPOTLIGHT: Global Spectrum Marketing Conference FOCUSES: Networks/Animals Live	July 27, 2012	IAVM Convention attendees; select list of major venues from our International Venue Resource Guide.
SEPTEMBER	IEBA On Stage SPOTLIGHTS: Arenas/Canada/BC Place CHARTS: Convention Center Construction Update/ Arena Construction Update	Aug. 24, 2012	IAVM Arena Management Conference; IAVM International Convention Center Conference.
OCTOBER	INTIX Quarterly SEVT Pre-Conference Issue SPOTLIGHTS: North & South Carolina Venues/University Venues/Tessitura Learning & Community Conference FOCUS: Meeting Planners CHART: Social Media Power 100	Sept. 21, 2012	International Entertainment Buyers Association meeting, Nashville, Oct. 7-9; IAVM International Convention Centers Conference attendees; INTIX members.
NOVEMBER	SEVT Conference Issue SPOTLIGHTS: Dirt Shows & Rodeos/Professional Bull Riders CHART: Fairgrounds & Equestrian Centers Construction Update	Oct. 19, 2012	SEVT, Sport, Entertainment & Venues Tomorrow, Columbia, S.C., Nov. 14-16, 2012; International Association of Fairs & Expositions, Las Vegas, Nov. 26-29.
DECEMBER	11th Annual Year-End Issue 2012 Venues Today Hall of Headlines Awards CHARTS: Year-End Top Stops/Year-End Hot Tickets	Nov. 21, 2012	



E-NEWSLETTER SCHEDULE 2012

JANUARY	4	11	18	-	JULY	-	11	18	25
FEBRUARY	1	8	15	29	AUGUST	-	8	15	22
MARCH	7	14	21	-	SEPTEMBER	5	12	19	26
APRIL	4	11	18	-	OCTOBER	-	10	17	24
MAY	2	9	16	23	NOVEMBER	7	14	21	-
JUNE	6	13	20	27	DECEMBER	5	12	-	-



2012 ADVERTISING RATES & SIZES

EFFECTIVE 01/01/2012

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

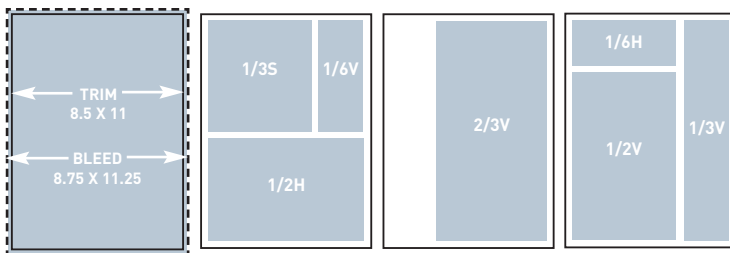
Four color process per ad: \$500; spot color: \$250, spread color: \$1000

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

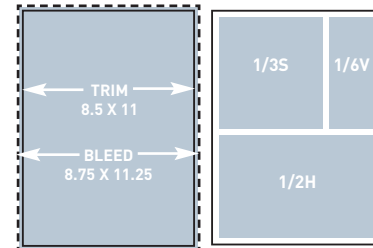
Four color process per page: \$500; Spot color: \$250; Spread color: \$750

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.