

# venues TODAY

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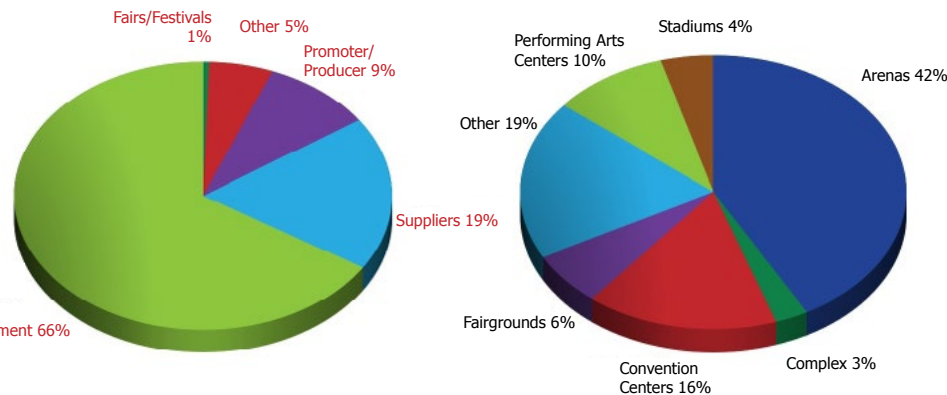


**2015  
Media  
Planner**



**WE HAVE ISSUES**

Venues Today delivers 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.



**RESOURCE GUIDES**

In 2015, we are publishing our 7th annual Fairs & Festivals Resource Guide in March and our 7th annual International Venue Resource Guide in August. These comprehensive guides have over 4,000 contacts to help you reach the right contacts in business.

**CONFERENCES**



August 28, 2015  
Long Beach, Calif. [Register at VTRISE.com](http://Register at VTRISE.com)

**VT RISE (RAISING THE INDUSTRY IN SPORTS & ENTERTAINMENT) CONFERENCE**

This interactive one-day workshop will bring Women of Influence and Generation Next award recipients together to mentor and share ideas with industry professionals through a series of panels, round-table discussions and a speed mentoring session.



**SEVT (SPORT ENTERTAINMENT & VENUES TOMORROW) CONFERENCE**

March 16-18, 2016 [Register at sevt.org](http://Register at sevt.org)  
Bringing together sport and entertainment industry leaders, students and those teaching future leaders of our industry.



May 8-10, 2016  
Nashville, Tenn. [Register at venueoperationssummit.com](http://Register at venueoperationssummit.com)

Venue Operations Summit fills a special need for shared knowledge and best practices, recognizing an integral workforce element in sports, entertainment, performing arts and convention facilities. Venue Solutions Group and Venues Today joined forces to present this summit dedicated to venue operations and engineering professionals.

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**ISSUE SPECIAL FEATURES AD DEADLINE BONUS DISTRIBUTION**

<b>JANUARY</b>	<b>SPOTLIGHT:</b> Ray Cammack Shows <b>SPOTLIGHT:</b> Pacific Northwest 2015 Venues Today Box Office Stars <b>INTIX Convention Quarterly</b> Chart: 2014 Top 50 Fairs in North America <b>DESTINATION:</b> Denver, Colo.	<b>Jan. 2, 2015</b>	INTIX members, the INTIX Convention in Denver, Jan 13-15; Western Fairs Association convention in Reno, Nev. Jan 11-14, and the top-attended fairs and carnivals per the Venues Today Fairs & Festivals Resource Guide database.
<b>FEBRUARY</b>	<b>SPOTLIGHT:</b> University Venues <b>SPOTLIGHT:</b> Kentucky & Tennessee Venues Focus On Social Media IEBA on Stage <b>CHARTS:</b> Social Media Power 100 Quarterly; Stadium Construction and Renovation Update; Performing Arts Centers Construction & Renovation Update	<b>Jan. 23, 2015</b>	Stadium Managers Association meeting in Los Angeles, Calif., Feb. 1-4; 400 stadium managers and decision-makers worldwide from our International Venue Resource Guide database; the IAVM Performing Arts Managers Conference, Feb. 15-17, in San Francisco, Calif.; INTIX Attendees
<b>MARCH</b>	<b>SPOTLIGHT:</b> California Venues <b>SPOTLIGHT:</b> Texas Venues <b>SPOTLIGHT:</b> PACNet '15	<b>Feb. 20, 2015</b>	PacNet '15 attendees; top promoters and arena managers from our 2015/16 International Venue Resource Guide database.
<b>NINTH ANNUAL 2015 VENUES TODAY FAIRS &amp; FESTIVALS RESOURCE GUIDE PUBLISHES IN MARCH</b>		<b>Feb. 27, 2015</b>	
<b>APRIL</b>	<b>INTIX Quarterly</b> <b>SPOTLIGHT:</b> Australia & New Zealand <b>SPOTLIGHT:</b> Midwest <b>DESTINATION:</b> Saint Paul, Minn.	<b>March 20, 2015</b>	INTIX members; The 2015 Venue Management Association Congress and Showcase, Adelaide, Australia, May 17-20; IAVM Region 4, Tacoma, Wash.
<b>MAY</b>	<b>SPOTLIGHT:</b> Mid-Atlantic Venues (Md., D.C., Del., N.J., Pa., N.Y.) <b>SPOTLIGHT:</b> Deep South (La., Miss., Ala.) <b>SPOTLIGHT:</b> Concessions <b>CHART:</b> VT's Concessions Company Chart; Social Media Power 100 Quarterly <b>DESTINATION:</b> Birmingham, Ala.	<b>April 24, 2015</b>	IAVM Region 1, 2 and 3 meeting, Saint Charles, MO, May 17-20; National Association of Concessionaires; IAVM's VenueConnect in Baltimore, Md. Aug. 1-4, 2015 and the Association of Luxury Suite Directors annual gathering July 6-9, 2015 in San Francisco, Calif.
<b>JUNE</b>	Venues Today Generation Next Awards <b>SPOTLIGHT:</b> Florida Venues <b>SPOTLIGHT:</b> Historic Theatres Focus: Family Shows, IEBA On Stage <b>DESTINATION:</b> Los Angeles, Calif.	<b>May 22, 2015</b>	Florida Facility Managers Association, Palm Beach, Fla.; Event & Arena Marketing Conference, June 11-14, Los Angeles; Association of Luxury Suite Directors, July 6-9, 2015 in San Francisco, Calif.; IAVM's VenueConnect, Baltimore, Md. Aug. 1-4, 2015
<b>JULY</b>	IAVM CONVENTION ISSUE Mid-Year Box Office Reports <b>INTIX Quarterly</b> 2015 Venues Today Women of Influence Awards <b>DESTINATION:</b> Baltimore, Md.	<b>June 19, 2015</b>	IAVM's VenueConnect Convention in Baltimore, Md. Aug. 1-4, 2015, and INTIX members.
<b>VENUES TODAY 2015/2016 INTERNATIONAL VENUE RESOURCE GUIDE PUBLISHES IN AUGUST</b>		<b>July 15, 2015</b>	
<b>AUGUST</b>	The Green Issue <b>SPOTLIGHT:</b> Studio City Entertainment Center <b>SPOTLIGHT:</b> Festivals & Mega Events <b>SPOTLIGHT:</b> Asia Venues <b>SPOTLIGHT:</b> Southwest (AZ, NM, NV, UT, CO) <b>CHARTS:</b> Social Media Power 100 Quarterly	<b>July 24, 2015</b>	Attendees of the IAVM convention Baltimore, Md., and a select list of major venues from our International Venue Resource Guide.
<b>SEPTEMBER</b>	<b>SPOTLIGHT:</b> Arenas <b>SPOTLIGHT:</b> Canadian Venues & Videotron Centre <b>SPOTLIGHT:</b> Spokane Veterans Memorial Arena 20th Anniv. <b>SPOTLIGHT:</b> Xcel Energy Center 15th Anniversary IEBA on Stage <b>CHARTS:</b> Arena Construction & Renovation Update	<b>Aug. 21, 2015</b>	IAVM's Arena Management Conference in St. Louis, Sept. 20-22, International Entertainment Buyers Association in Nashville Oct. 10-13; and IAVM's International Convention Center Conference in Atlanta Oct. 1-3.
<b>OCTOBER</b>	2015 Silver Spoon Awards <b>INTIX Quarterly</b> <b>SPOTLIGHT:</b> Oregon Convention Center 25th Anniv. <b>SPOTLIGHT:</b> Rogers Arena 20th Anniv. <b>SPOTLIGHT:</b> Carolinas and Georgia Venues <b>SPOTLIGHT:</b> Convention Centers <b>SPOTLIGHT:</b> Tessitura <b>CHARTS:</b> Conv. Center Construction & Renovation Our Sixth Annual Focus: Meeting Planners <b>DESTINATION:</b> Atlanta, Ga.	<b>Sept. 25, 2015</b>	The International Entertainment Buyers Association attendees; IAVM's International Convention Centers Conference attendees and INTIX members
<b>NOVEMBER</b>	<b>SPOTLIGHT:</b> Dirt Shows & Rodeos <b>SPOTLIGHT:</b> Mexico Social Media Power 100 Quarterly Construction & Renovation at Fairgrounds & Equestrian Centers	<b>Oct. 23, 2015</b>	The International Association of Fairs & Expositions, Las Vegas, Nov. 29-Dec. 3
<b>DECEMBER</b>	<b>SPOTLIGHT:</b> Va., W.V. Venues <b>SPOTLIGHT:</b> Europe 14th Annual Year-End Issue and Hall of Headlines Awards <b>CHART:</b> Year-End Top Stops <b>CHART:</b> Year-End Hot Tickets	<b>Nov. 20, 2015</b>	



**E-NEWSLETTER SCHEDULE 2015**

JANUARY	-	7	14	21	28	JULY	-	8	15	22	29
FEBRUARY	-	11	18	25	-	AUGUST	-	12	19	26	-
MARCH	-	11	18	25	-	SEPTEMBER	-	9	16	23	-
APRIL	-	8	15	22	29	OCTOBER	-	7	14	21	-
MAY	-	-	13	20	27	NOVEMBER	4	11	18	-	-
JUNE	-	10	17	24	-	DECEMBER	2	9	16	-	-

# 2015 ADVERTISING RATES & SIZES

EFFECTIVE 01/01/2015

## VENUES TODAY MAGAZINE

### BLACK AND WHITE RATES

Rates apply to price per ad insertion. Frequency discounts apply to ads run within a 12-month period from signing of contract.

	1x	3x	6x	9x	12x
Back Cover	\$3016	\$2907	\$2802	\$2700	\$2602
Inside Front	\$2959	\$2824	\$2722	\$2623	\$2529
Inside Back	\$2959	\$2824	\$2722	\$2623	\$2529
Full page	\$2727	\$2629	\$2534	\$2443	\$2355
2/3 page	\$2515	\$2420	\$2329	\$2241	\$2156
1/2 page	\$1739	\$1674	\$1611	\$1550	\$1491
1/3 page	\$1234	\$1187	\$1142	\$1099	\$1057
1/6 page	\$871	\$838	\$806	\$776	\$747

### COLOR RATES ADDITIONAL CHARGE

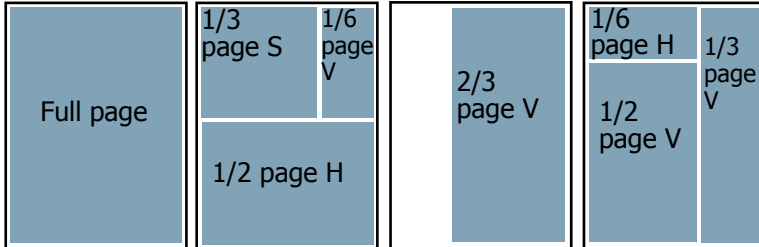
Four color process per ad: \$500; spot color: \$250, spread color: \$1000

### 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	8.75" (21.91cm)	11.25" (28.26cm)
Double spread bleed	17.25" (43.5cm)	11.25" (28.26cm)
*Full bleed sizes will trim .125" (.32cm) on each side of artwork		
Full page, no bleed	7.5" (19.05cm)	10" (25.4cm)
1/2 page V	4.688" (11.91cm)	7" (17.78cm)
1/2 page H	7.5" (19.05cm)	4.688" (11.91cm)
2/3 page V	5" (12.7cm)	9.5" (18.1cm)
1/3 page S	5" (12.7cm)	4.688" (11.91cm)
1/6 page H	5" (12.7cm)	2.25" (5.72cm)
1/6 page V	2.375 (6.03cm)	4.688" (11.91cm)



## INTERNATIONAL VENUE RESOURCE GUIDE

### BLACK AND WHITE RATES

Rates apply to price per ad insertion. Frequency discounts apply to ads run within a 12-month period from signing of contract.

	1x	3x	6x	9x	12x
Back Cover	\$2,641	\$2,546	\$2,454	\$2,365	\$2,279
Inside Font	\$2,617	\$2,522	\$2,371	\$2,342	\$2,258
Inside Back	\$2,617	\$2,522	\$2,371	\$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

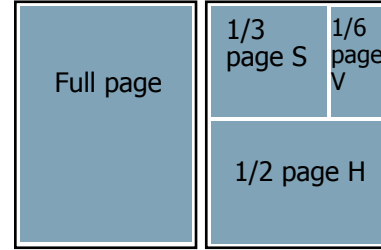
Four color process per ad: \$500; spot color: \$250, spread color: \$1000

### SPECIAL POSITION REQUESTS

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

## RESOURCE GUIDE ARTWORK SIZES

	WIDTH	HEIGHT
Full page bleed	8.75" (21.91cm)	11.25" (28.26cm)
Double spread bleed	17.25" (43.5cm)	11.25" (28.26cm)
*Full bleed sizes will trim .125" (.32cm) on each side of artwork		
Full page, no bleed	7.5" (19.05cm)	10" (25.4cm)
1/2 page H	7.5" (19.05cm)	4.688" (11.91cm)
1/3 page S	5" (12.7cm)	4.688" (11.91cm)
1/6 page V	2.375 (6.03cm)	4.688" (11.91cm)



## MAGAZINE & RESOURCE GUIDE ARTWORK REQUIREMENTS

Advertising must be submitted in electronic format. Mac format accepted. File must be created in Adobe Illustrator, InDesign or Photoshop. We accept PDF files but they must be at least 300dpi 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

W x H (pixels)	1x	3x	6x	9x	12x
Feature Ad (Homepage) (648x418 px)	\$1400	\$1358	\$1317	\$1278	\$1239
Impression Side Ad (300x250 px)	\$800	\$776	\$753	\$730	\$708
Banner Ad (620x100)	\$1000	\$970	\$941	\$913	\$885

## VT PULSE E-NEWSLETTER

### ADVERTISING MONTHLY RATES & SIZES

W x H (pixels)	1x	8x	16x	24x	32x	39x
Top Banner 560x110px	\$450	\$437	\$423	\$411	\$398	\$386
Feature 560x210px	\$600	\$582	\$565	\$548	\$531	\$515
Side (Middle) 260x195px	\$400	\$388	\$376	\$365	\$354	\$343
Bottom Banner 260x110	\$450	\$437	\$423	\$411	\$398	\$386

## ARTWORK SUBMISSION

Submit artwork to [production@venuestoday.com](mailto:production@venuestoday.com).

## ARTWORK UPLOAD

For files larger than 10MB, please upload to:  
[www.dropitome.com/venuestoday](http://www.dropitome.com/venuestoday)  
Password: vtupload

\*Please send an email to [production@venuestoday.com](mailto:production@venuestoday.com) to confirm once your file is uploaded