

CELEBRATE WITH US! VENUES TODAY TURNS

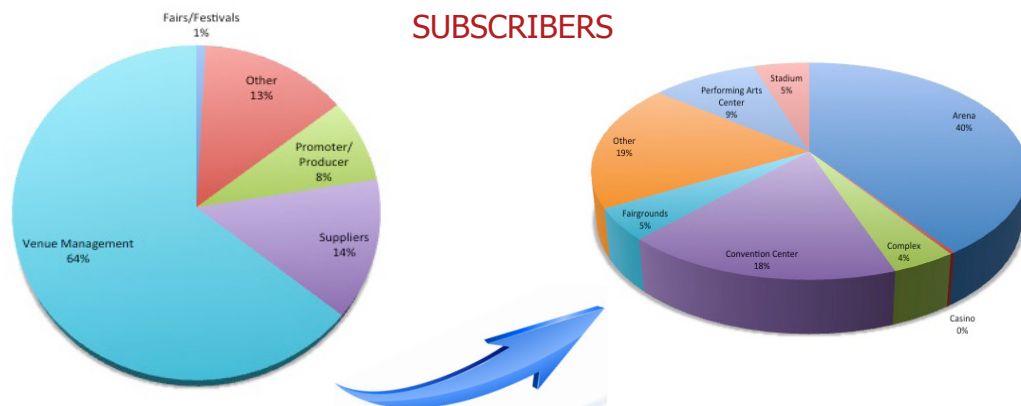


Thank you, we couldn't have done it without you!

venues TODAY **V15** 2002-2017 **2017**
Media Planner

UNMATCHED IN MONTHLY ANALYSIS

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 2017, we are publishing our 8th annual Fairs & Festivals Resource Guide in March and our 8th 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



JULY 12-14 LOS ANGELES, CA

The VenuesNow Conference is designed to provide industry leaders of live entertainment facilities with a forum to promote innovation by exploring and analyzing current trends and strategies within sports, music, technology, sponsorship, security, and beyond.

[Info at venuesnowconference.com](http://venuesnowconference.com)

SUBSCRIPTION

| Length | Price | Description |
|--------|-------|--|
| 1 year | \$249 | Includes 12 monthly issues of Venues Today magazine, 39 weekly e-newsletters, and online archive access |
| 2 year | \$449 | Includes 24 monthly issues of Venues Today magazine, 78 weekly e-newsletters, and online archive access |
| 3 year | \$639 | Includes 36 monthly issues of Venues Today magazine, 117 weekly e-newsletters, and online archive access |

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| ISSUE | SPECIAL FEATURES | AD DEADLINE | BONUS DISTRIBUTION |
|---|---|------------------------|---|
| JANUARY | SPOTLIGHT: Feld Entertainment 50th Anniversary SPOTLIGHT: Pacific Northwest (AB, AK, BC, ID, MT, OR, WA, WY) 2017 Venues Today Box Office Stars INTIX Convention Quarterly CHART: Stadium construction & renovation update Destination: New Orleans, La. | Jan. 9, 2017 | INTIX members, INTIX Convention in New Orleans, La. Jan. 24-26, 2017; PacNet '17, Newport Beach, Feb. ; Stadium Managers Association, Huntington Beach, Calif. Feb. 5-9, 2017 |
| FEBRUARY | SPOTLIGHT: University Venues SPOTLIGHT: Kentucky & Tennessee Venues SEVT (Sport, Entertainment & Venues Tomorrow) 20th year anniversary CHARTS: Social Media Power 100 Quarterly; Performing Arts Centers Construction & Renovation Update | Jan. 27, 2017 | IAVM Performing Arts Managers Conference, Chicago, Ill., Feb. 27-March 1, 2017; SEVT, Columbia, S.C., March 22-24, 2017 |
| MARCH | SPOTLIGHT: California Venues SPOTLIGHT: Texas Venues SPOTLIGHT: PACNet '17 SPOTLIGHT: Smart Financial Centre | Mar. 10, 2017 | SEVT, Columbia, S.C., March 22-24, 2017; PACnet '17 attendees |
| TENTH ANNUAL 2017 VENUES TODAY FAIRS & FESTIVALS RESOURCE GUIDE PUBLISHES IN APRIL | | March 10, 2017 | |
| APRIL | INTIX Quarterly SPOTLIGHT: Australia & New Zealand SPOTLIGHT: Midwest VOS (Venue Operation Summit) Pre-Conference Issue | March 24, 2017 | Venue Operations Summit, Nashville, April 30-May 2, 2017; Venue Management Association Congress and Showcase, Sydney, Australia, May 21-24, 2017; INTIX members |
| MAY | 2017 Venues Today Generation Next Awards SPOTLIGHT: Deep South (La., Miss., Ala.) SPOTLIGHT: Sprint Center 10th Anniversary SPOTLIGHT: Mid-Atlantic (D.C., Del., Md., N.J., N.Y. & Pa.) Focus: Family shows CHART: Social Media Power 100 Quarterly | April 28, 2017 | Event & Arena Marketing Association, Tulsa, Okla. June 14-17, 2017; IAVM's VenueConnect, Nashville, Tenn. Aug. 7-9, 2017. |
| JUNE | SPOTLIGHT: SMG 40th Anniversary SPOTLIGHT: Florida Venues SPOTLIGHT: Historic Theatres SPOTLIGHT: VIP/Premium Hospitality/Concessions CHART: VT's Concessions Company Chart | May 26, 2017 | Florida Facility Managers Association, Palm Beach, Fla., June 18-20, 2017; Association of Luxury Suite Directors, Miami, July 10-13, 2017; National Association of Concessionaires, Scottsdale, Ariz., July 11-14, 2017; League of Historic American Theatres, Los Angeles, July 16-19, 2017; IAVM's VenueConnect, Nashville, Tenn. Aug. 7-9, 2017. |
| JULY | Venues Today 15th Anniversary Issue SPOTLIGHT: Chesapeake Energy Arena IAVM CONVENTION ISSUE Mid-Year Box Office Reports INTIX Quarterly 2017 Venues Today Women of Influence Awards | June 30, 2017 | National Association of Concessionaires, Scottsdale, Ariz., July 11-14, 2017; IAVM's VenueConnect, Nashville, Tenn. Aug. 7-9, 2017 and INTIX members. |
| AUGUST | The Green Issue SPOTLIGHT: Southwest (AZ, NM, NV, UT, CO) SPOTLIGHT: Talking Stick Resort Arena 25th Anniversary SPOTLIGHT: Crowd management & Security SPOTLIGHT: Comedy CHART: Social Media Power 100 Quarterly | August 14, 2017 | Attendees of IAVM's VenueConnect convention. |
| VENUES TODAY 2017/2018 INTERNATIONAL VENUE RESOURCE GUIDE PUBLISHES IN AUGUST. | | July 21, 2017 | |
| SEPTEMBER | SPOTLIGHT: Arenas SPOTLIGHT: Barclays Center 5th Anniversary SPOTLIGHT: Prudential Center 10th Anniversary SPOTLIGHT: Canadian venues Focus: Technology, Security & Stage Production CHART: Arena Construction & Renovation Update | Aug. 31, 2017 | International Entertainment Buyers Association, Nashville, Oct. 15-17, 2017. |
| OCTOBER | 2017 Silver Spoon Awards INTIX Quarterly SPOTLIGHT: US Bank Stadium Anniversary SPOTLIGHT: North & South Carolina and Georgia Venues SPOTLIGHT: Convention Centers CHART: Conv. Center Construction & Renovation Focus: Meeting Planners | Sept. 29, 2017 | The International Entertainment Buyers Association attendees; INTIX members |
| NOVEMBER | Profile: Barbara Hubbard, ACTS SPOTLIGHT: Target Center SPOTLIGHT: Dirt Shows & Rodeos SPOTLIGHT: Va., W.Va., Md. & D.C. Venues Focus: Festivals & Mega Events CHART: Social Media Power 100 Quarterly CHART: Construction & Renovation at Fairgrounds & Equestrian Centers | Oct. 27, 2017 | The International Association of Fairs & Expositions, Nov. 26-29, 2017, Las Vegas, Nev. |
| DECEMBER | 17th Annual Year-End Issue and 2017 Hall of Headlines Awards CHART: 2017 Top 50 Fairs in North America CHART: Year-End Top Stops CHART: Year-End Hot Tickets | Dec. 1, 2017 | Attendees at Western Fairs Association, Reno, Calif. Jan. 2018 |

E-NEWSLETTER SCHEDULE 2017

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



A WEEKLY PUBLICATION FROM VENUES TODAY

2017 ADVERTISING RATES & SIZES

EFFECTIVE 01/01/2017

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 | \$3,262 | \$3,145 | \$3,031 | \$2,921 | \$2,814 |
| Inside Front | \$3,201 | \$3,025 | \$2,916 | \$2,810 | \$2,709 |
| Inside Back | \$3,201 | \$3,025 | \$2,916 | \$2,810 | \$2,709 |
| Full page | \$2,950 | \$2,843 | \$2,741 | \$2,642 | \$2,547 |
| 2/3 page | \$2,721 | \$2,618 | \$2,519 | \$2,424 | \$2,332 |
| 1/2 page | \$1,881 | \$1,810 | \$1,742 | \$1,676 | \$1,613 |
| 1/3 page | \$1,334 | \$1,284 | \$1,236 | \$1,189 | \$1,143 |
| 1/6 page | \$942 | \$906 | \$872 | \$839 | \$808 |

COLOR RATES ADDITIONAL CHARGE

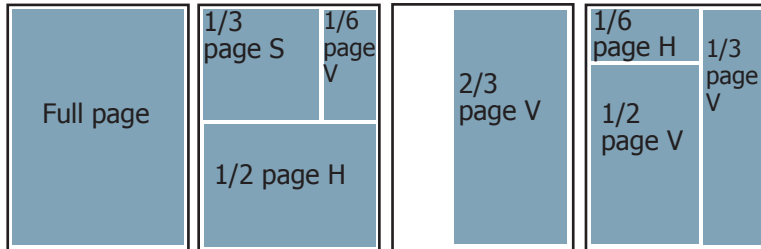
Four color process per ad: \$500; spot color: \$250, spread color: \$1000

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 Front | \$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

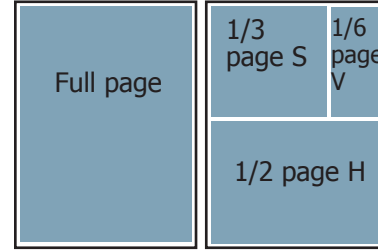
Four color process per ad: \$500; spot color: \$250, spread color: \$1000

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 | 1x | 3x | 6x | 9x | 12x |
|--------------------|-------|-------|-------|-------|-------|
| (300x250) | \$800 | \$776 | \$753 | \$730 | \$708 |

| Banner ad | 1x | 3x | 6x | 9x | 12x |
|--------------|--------|-------|-------|-------|-------|
| (620x100 px) | \$1000 | \$970 | \$941 | \$913 | \$885 |

VT PULSE E-NEWSLETTER

ADVERTISING WEEKLY RATES & SIZES

| W x H (pixels) | 1x | 8x | 16x | 24x | 32x | 39x |
|----------------|-------|-------|-------|-------|-------|-------|
| Top Banner | \$600 | \$582 | \$565 | \$548 | \$531 | \$515 |
| 560x110px | | | | | | |

| | | | | | | |
|-----------|-------|-------|-------|-------|-------|-------|
| Feature | \$600 | \$582 | \$565 | \$548 | \$531 | \$515 |
| 560x210px | | | | | | |

| | | | | | | |
|---------------|-------|-------|-------|-------|-------|-------|
| Side (Middle) | \$450 | \$437 | \$423 | \$411 | \$398 | \$386 |
| 260x195px | | | | | | |

| | | | | | | |
|---------------|-------|-------|-------|-------|-------|-------|
| Bottom Banner | \$450 | \$437 | \$423 | \$411 | \$398 | \$386 |
| 560x110 | | | | | | |

ARTWORK SUBMISSION

Submit artwork to production@venuestoday.com.