

# WE HAVE ISSUES.

INTRODUCING A NEW MONTHLY SECTION: OPERATIONS. Venues Today will address the issues and best practices as they pertain to operating a venue, from technology to maintenance, security to guest services. At the end of the year, we will introduce our first annual Hall of Headlines Award for Operations, joining our existing awards in News, Bookings, Marketing and Concessions.

## 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](mailto:production@venuestoday.com)

## RESOURCE GUIDES

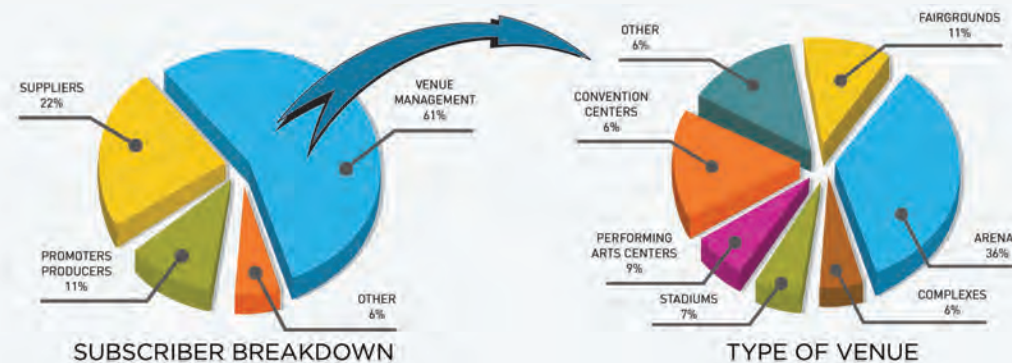
In 2013, we are publishing our fifth annual International Venue Resource Guide in August and fifth annual Fairs & Festivals Resource Guide in March. We have the most comprehensive, well researched data in the industry.



## CONFERENCE

**SEVT** And, for the sixth 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, 2013.**



## 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](http://www.venuestoday.com) or call: (714) 378-5400

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# MAGAZINE EDITORIAL CALENDAR 2013



| ISSUE   | SPECIAL FEATURES   | AD DEADLINE    | BONUS DISTRIBUTION   |
|---|--|----------------|--|
| <b>JANUARY</b>  | <b>SPOTLIGHTS:</b> Pacific Northwest Venues<br>2013 Venues Today Box Office Stars<br>INTIX Convention Quarterly<br>IEBA on Stage<br>CHART: 2012 Top 50 Fairs in North America  | Dec. 28, 2012  | All INTIX members, INTIX Convention, Lake Buena Vista, Fla., Jan. 29-31; Western Fairs Association Convention, Reno, Nev., Jan. 20-23; Digital Signage Expo, Las Vegas, Feb. 26-28; top-attended fairs and carnivals per the Venues Today Fairs & Festivals Resource Guide database. |
| <b>FEBRUARY</b>   | <b>SPOTLIGHTS:</b> University Venues/ Georgia Venues<br>FOCUS: Social Media<br>CHARTS: Social Media Power 100 Quarterly Report/<br>Stadium Construction Update/Perf. Arts Centers<br>Construction & Renovation Update  | Jan. 21, 2013  | Stadium Managers Association meeting, Feb. 3-7, Miami Beach, Fla.; 400 stadium managers and decision-makers worldwide from our International Venue Resource Guide database; IAVM Performing Arts Managers Conference, Feb. 9-12, Las Vegas; INTIX convention attendees.              |
| <b>MARCH</b>  | <b>SPOTLIGHTS:</b> California Venues/Texas Venues/<br>PACnet '13   | Feb. 20, 2013  | PacNet '13 attendees; top promoters and arena managers from our 2012-13 International Venue Resource Guide database; California and Texas venue managers and promoters from our VRG database.  |
| <b>SEVENTH ANNUAL 2013 VENUES TODAY FAIRS &amp; FESTIVALS RESOURCE GUIDE PUBLISHES IN MARCH</b> |  | Feb. 25, 2013  |  |
| <b>APRIL</b>  | <b>SPOTLIGHT:</b> Australia & New Zealand Venues<br>INTIX Quarterly<br>FOCUS: China and Asia Venues<br>WRAP: Audience View   | March 20, 2013 | All INTIX members; 2013 Venue Management Association Congress and Showcase, May 5-8, Perth, Australia.   |
| <b>MAY</b>  | <b>SPOTLIGHTS:</b> Midwest Venues/Concessions<br>IEBA on Stage<br>CHARTS: Social Media Power 100 Quarterly Report/<br>Concessions Company Update   | April 24, 2013 | IAVM's Region 1-2-3 combined meeting, Minneapolis, May 20-22; National Association of Concessionaires, New Orleans, Aug. 6-9; IAVM's VenueConnect, New Orleans, July 26-30; Assoc. of Luxury Suite Directors, June 30-July 3, Orlando/Tampa.   |
| <b>JUNE</b>   | <b>SPOTLIGHT:</b> Florida Venues<br>2013 Venues Today Generation Next Awards<br>FOCUS: Family Shows<br>DESTINATION: Austin   | May 22, 2013   | Florida Facility Managers Association, Palm Beach, Fla.; Event and Arena Marketing Conference, June 12-15, Austin, Texas; Association of Luxury Suite Directors, June 30-July 3, Orlando/Tampa; IAVM's VenueConnect, New Orleans, July 26-30.  |
| <b>VENUES TODAY 2013-14 INTERNATIONAL VENUE RESOURCE GUIDE PUBLISHES IN JULY</b>                |  | June 26, 2013  |  |
| <b>JULY</b>   | IAVM Convention Issue<br>2013 Venues Today Women of Influence Awards<br>INTIX Quarterly<br>REPORT: Mid-Year Box Office   | June 19, 2013  | IAVM's VenueConnect Convention, New Orleans, July 26-30; all INTIX members.  |
| <b>AUGUST</b>   | The Green Issue<br>SPOTLIGHT: Wineries & Entertainment<br>NEW: Venues Today's First Annual Silver Spoon Awards<br>CHART: Social Media Power 100 Quarterly Report   | July 31, 2013  | Attendees of the IAVM convention, New Orleans; a select list of major venues from our International Venue Resource Guide.  |
| <b>SEPTEMBER</b>  | <b>SPOTLIGHTS:</b> Arenas/Canada Venues/Pinnacle Bank<br>Arena/ Century Link Center 10th Anniversary<br>IEBA on Stage<br>CHARTS: Conv. Cntr. Construction/Arena Construction   | Aug. 23, 2013  | International Entertainment Buyers Association, Oct. 19-22, Nashville; IAVM's Arena Management Conference, Toronto; IAVM's International Convention Center Conference.   |
| <b>OCTOBER</b>  | SEVT Pre-Conference Issue<br>SPOTLIGHT: North & South Carolina Venues<br>INTIX Quarterly<br>FOCUS: Meeting Planners<br>DESTINATION: Nashville  | Sept. 25, 2013 | International Entertainment Buyers Association, Oct. 19-22, Nashville; IAVM's International Convention Centers Conference attendees; all INTIX members.  |
| <b>NOVEMBER</b>   | SEVT Conference Issue<br>SPOTLIGHTS: Dirt Shows & Rodeos/Las Vegas Venues/<br>UNLV/Thomas & Mack Center 30th Anniversary<br>CHART: Social Media Power 100 Quarterly Report/<br>Fairgrounds & Equestrian Centers Update | Oct. 25, 2013  | SEVT, Sport, Entertainment & Venues Tomorrow, Nov. 20-22, Columbia, S.C.; International Association of Fairs & Expositions, Dec. 8-12, Las Vegas.  |
| <b>DECEMBER</b>   | 12th Annual Year-End Issue<br>2013 Venues Today Hall of Headlines Awards<br>CHARTS: Year-End Top Stops/Year-End Hot Tickets  | Nov. 22, 2013  |  |



## E-NEWSLETTER SCHEDULE 2013

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





# 2013 ADVERTISING RATES & SIZES

EFFECTIVE 01/01/2013



## 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   | \$2,789 | \$2,688 | \$2,591 | \$2,497 | \$2,406 |
| Inside Front | \$2,763 | \$2,662 | \$2,566 | \$2,473 | \$2,384 |
| Inside Back  | \$2,763 | \$2,662 | \$2,566 | \$2,473 | \$2,384 |
| Full page    | \$2,521 | \$2,430 | \$2,343 | \$2,258 | \$2,177 |
| 2/3 page     | \$2,326 | \$2,238 | \$2,153 | \$2,072 | \$1,993 |
| 1/2 page     | \$1,608 | \$1,547 | \$1,489 | \$1,433 | \$1,379 |
| 1/3 page     | \$1,141 | \$1,097 | \$1,056 | \$1,016 | \$977   |
| 1/6 page     | \$805   | \$775   | \$746   | \$717   | \$690   |

### COLOR RATES ADDITIONAL CHARGE

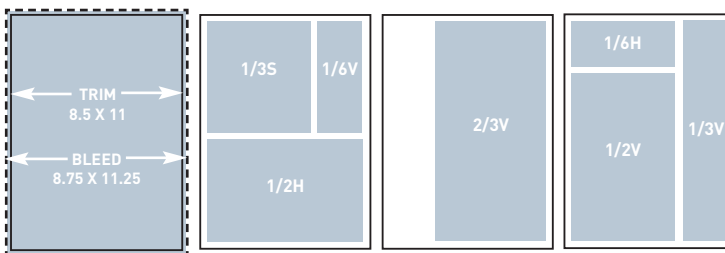
Four color process per ad: \$500; spot color: \$250, spread color: \$1000

### 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  | 8-3/4" (21.91cm)   | 11-1/4" (28.26cm)  |
| Double spread bleed  | 17-1/4" (43.5cm)   | 11-1/4" (28.26cm)  |
| *Full bleed sizes will trim down 1/8" (.32cm) on each side of artwork. |                    |                    |
| 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

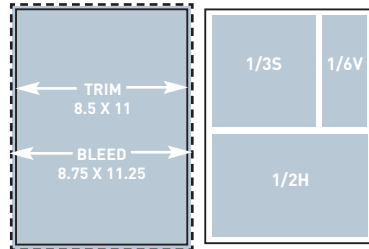
Four color process per page: \$500; Spot color: \$250; Spread color: \$750

### 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  | 8-3/4" (21.91cm) | 11-1/4" (28.26cm)  |
| Double spread bleed  | 17-1/4" (43.5cm) | 11-1/4" (28.26cm)  |
| *Full bleed sizes will trim down 1/8" (.32cm) on each side of artwork. |                  |                    |
| 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     |
|--|---------|---------|---------|---------|---------|
| <b>Feature W:</b> 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   |
| <b>Impression Side W:</b> 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   |
| <b>Banner (VT Charts, Management, Help Wanted) W:</b> 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 |
|--|-------|-------|-------|-------|-------|-----|
| <b>Feature W:</b> 560px x H: 210px     |       |       |       |       |       |     |
| \$600                                  | \$582 | \$565 | \$548 | \$531 | \$515 |     |
| <b>Side W:</b> 260px x H: 195px        |       |       |       |       |       |     |
| \$400                                  | \$388 | \$376 | \$365 | \$354 | \$343 |     |
| <b>Top Banner W:</b> 560px x H: 110px  |       |       |       |       |       |     |
| \$450                                  | \$437 | \$423 | \$411 | \$398 | \$386 |     |
| <b>Bot. Banner W:</b> 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.

# venues TODAY

The Green Issue

women of influence

Hall of Headlines

Venue News

Top ten fairs in north america

TOP STOPS

VT Pulse

INTERNATIONAL VENUE RESOURCE GUIDE

ANTIX Quarterly

# MEDIA PLANNER

HOT TICKETS

Concessions

2013

Construction Charts

IAVM Convention

GENERATION NEXT

Focus on China and Asia

Box Office Reports

SOCIAL MEDIA

Regional Spotlights

Bookings

FAIRS & FESTIVALS RESOURCE GUIDE