

Ritz

YOUR ENTERTAINMENT
& TRAVEL MAGAZINE

HOSPITALITY

MEDIA KIT





HOSPITALITY

WELCOME!

Thank you for your interest in the *Ritz Hospitality Magazine*.

Ritz Hospitality Magazine is published twice a year; our Spring/Summer issue (covering the months of mid-April through mid-October) and our Fall/Winter issue (covering the months of mid-October thru mid-April). The magazine is a high gloss cover, full color magazine focusing on the travel and entertainment industry. Feature articles, business profiles and more – topics including recreation, attractions, accommodations, dining, community and everything in between.

We have an ad size to fit any budget. Full color, spot color, and black and white are available for all display ads. With any display ad 1/4th page or larger, we offer one **FREE** additional color (spot color, e.g., blue or red). In addition, with any display ad of a 1/4 page or larger, you may also submit an article (approximately 200-300 words and a photo with a 1/4 page ad, 300-400 words and a photo with 1/2 page ad, 400-500 words and 2 photos with a Full Page ad) which we will run with your ad, but at no additional cost. A 10% discount is available to non-profit advertisers.

Physical distribution of the *Ritz Hospitality Magazine* is throughout the Western, Midwest and Southern states at distribution points such as hotel/motel lobbies, lodging facilities, restaurants and recreational areas. Other high traffic areas include: campgrounds, rv parks, visitor information centers and chambers of commerce—by request. This exposure gives your business the opportunity to get local exposure as well as out of state tourism revenue.

In addition to physical distribution, the *Ritz Hospitality Magazine* is available as an online magazine which allows the reader to flip through the pages as though it is in print form. The magazine is also available for PDF download in from our website at www.ritzhospitalitymag.com .

Included with your ad (any size) is a **FREE** weblink which we place in our online magazine and on our website. With this weblink, potential customers can click on your ad and it will take them to your website. These online features greatly increase your business exposure thereby maximizing your advertising dollars.

Included with your ad purchase (any size), we offer **FREE** graphic design. Already have an ad you would like to use? Great! We can accept most formats. When submitting an ad or materials (logo, photos, etc), please contact us by e-mail or phone via the contact information listed in the above header. You may also visit our website at www.ritzhospitalitymag.com .

Thanks again for your interest in the *Ritz Hospitality Magazine* – your travel and entertainment magazine. We look forward to working with you.



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ADVERTISING SIZES/RATES

Full Color Cover Ads

Back	9 H x 7 W	\$ 1749.00
Inside Front	9 H x 7 W	\$ 1749.00
Inside Back	9 H x 7 W	\$ 1749.00

Display Ads

Size	Dimensions	Black & White	1 Additional Color	Full Color
Full Page	9 H x 7 W	\$ 1,249.00	\$ 1,249.00	\$ 1,449.00
2/3 Page (V)	8 3/4 H x 4 1/4 W	\$ 959.00	\$ 959.00	\$ 1,099.00
2/3 Page (Box)	5 3/4 H x 6 1/2 W	\$ 959.00	\$ 959.00	\$ 1,099.00
1/2 Page (V)	8 3/4 H x 3 1/8 W	\$ 829.00	\$ 829.00	\$ 899.00
1/2 Page (H)	4 1/4 H x 6 1/2 W	\$ 829.00	\$ 829.00	\$ 899.00
1/3 Page (V)	8 3/4 H x 2 W	\$ 729.00	\$ 729.00	\$ 799.00
1/3 Page (H)	2 3/4 H x 6 1/2 W	\$ 729.00	\$ 729.00	\$ 799.00
1/3 Page (Box)	4 1/4 H x 4 1/4 W	\$ 729.00	\$ 729.00	\$ 799.00
1/4 Page (V)	4 1/4 H x 3 1/8 W	\$ 629.00	\$ 629.00	\$ 699.00
1/4 Page (H)	3 1/8 H x 4 1/4 W	\$ 629.00	\$ 629.00	\$ 699.00
1/4 Page (Banner)	2 H x 6 1/2 W	\$ 629.00	\$ 629.00	\$ 699.00
1/6 Page (V)	4 1/4 H x 2 W	\$ 579.00	\$ 599.00	\$ 629.00
1/6 Page (H)	2 H x 4 1/4 W	\$ 579.00	\$ 599.00	\$ 629.00
1/6 Page (Box)	2 3/4 H x 3 1/8 W	\$ 579.00	\$ 599.00	\$ 629.00
1/8 Page (V)	3 1/8 H x 2 W	\$ 479.00	\$ 499.00	\$ 529.00
1/8 Page (H)	2 H x 3 1/8 W	\$ 479.00	\$ 499.00	\$ 529.00
1/12 Page	2 H x 2 W	\$ 379.00	\$ 399.00	\$ 429.00
1/24 Page (BDL)	1 H x 2 W	\$ 279.00	\$ 299.00	\$ 329.00

Participation Ads

Standard Listing – Includes the name of the property and contact information - \$199.00

Extra Value Listing – Includes the name of the property, the contact information plus up to 3 additional lines to list amenities - \$239.00. Additional lines are available at \$20.00 per line.

Total advertising cost includes graphic design, physical distribution, online magazine, and web link. All prices quoted are in U.S. Dollars. 10% discount available for non-profit. Display ads 1/4th page or larger may include an article and photo at no additional charge (restrictions apply). Ritz Family Publishing, Inc. reserves the right to change pricing, benefits and sizes without notice.



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DOCUMENT SPECIFICATIONS

Formatting:

We accept ad layouts, images, photos, etc. in PDF, PSD, EPS JPEG and TIFF formats. Files should be saved in CMYK with a resolution of 300 dpi (dots per inch). Articles should be saved in a text format. Full page ads may include a bleed and should extend 1/4" past the magazine trim (8x10) on all sides. Full page ads not meeting this requirement will be re-sized accordingly to remove bleed from ad. If you are planning to send your

files in their native applications, please contact your Account Executive for any potential compatibility issues, fonts, images, etc.

Sending us your ad materials:

Actual photographs may be submitted, but is not recommended. Submitted photos will not be returned unless requested. We accept most current physical format media. Please be sure to verify the contents prior to mailing. We

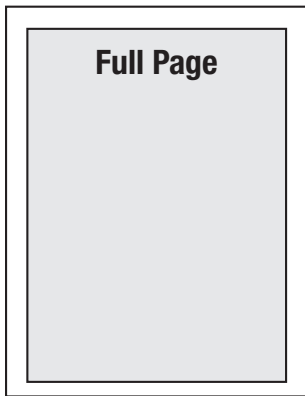
recommend including a hard copy of your ad for quality control purposes.

Large files (up to 25MB) may be submitted via e-mail. We also have FTP (File Transfer Protocol) available.

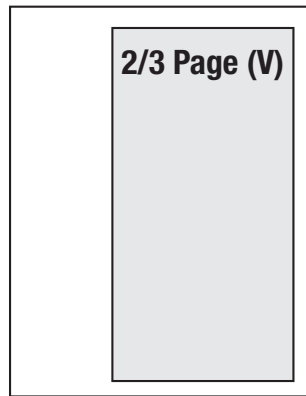
Demand Positioning: Subject to availability. Please contact your Account Executive for details.

Feel free to contact us with any questions you may have. We look forward to hearing from you!

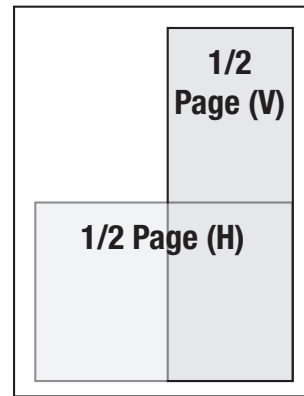
AD SIZES / DIMENSIONS



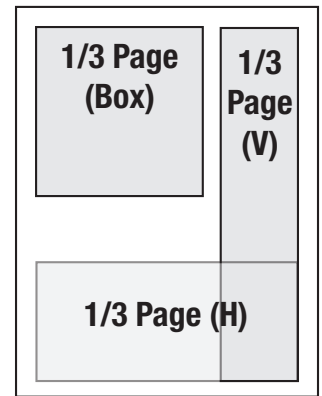
Full Page: 7" wide x 9" high



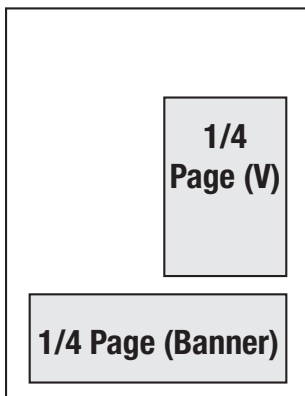
Vertical: 4.25" wide x 8.75" high



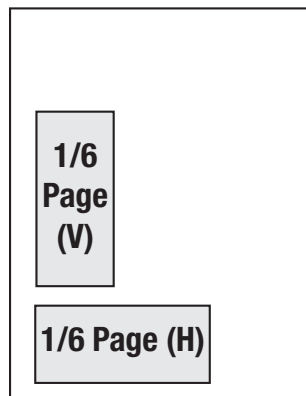
Vertical: 3.125" wide x 8.75" high
Horizontal: 6.5" wide x 4.25" high



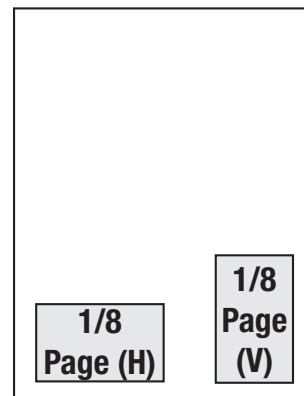
Vertical: 2" wide x 8.75" high
Horizontal: 6.5" wide x 2.75" high
Box: 4.25" wide x 4.25" high



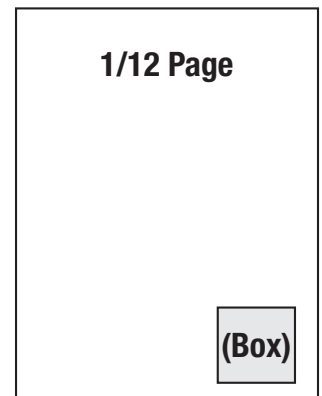
Vertical: 3.125" wide x 4.25" high
Banner: 6.5" wide x 2" high



Vertical: 2" wide x 4.25" high
Horizontal: 4.25" wide x 2" high



Vertical: 2" wide x 3.125" high
Horizontal: 3.125" wide x 2" high



Box: 2" wide x 2" high



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Helpful tips for writing your article

1. Develop a worksheet or an outline:

Start by brainstorming writing down your ideas as they come to you. Some things you may wish to include are: when and why did the business start, how the business developed and became a success, the product or service the company offers, etc. After clarifying what is important, begin to layout the basic structure in logical sequence.

2. Title of the article:

One the most important parts of the writing process is the title of the article. Without it, how do you entice the reader to look at your article? Using your company name or product name in the title may work as product recognition can be key with customers. Introducing the most important benefit of your product or service you offer can grab the reader's attention.

3. Introduction paragraph:

In your article, begin by recognizing your potential customers problem. You might try to grab the readers attention by beginning with a funny, clever or surprising statement. You can also begin the introduction with a question or motivational statement.

4. Body of article:

In your article, tell about the product or service your company offers and go into detail about the specifics and benefits. You are the expert, so let the potential customer know that. Quotes that express the opinions of others or customer testimonials can also be very useful. You may wish to go into your company profile, achievements, goals or reason for the business just make sure it doesn't turn into a mission statement. Adding human interest such as who helped you start, your family and yourself can give the article a personal touch, however, be aware that articles space is limited so focus on what is important to you.

5. Ending paragraph:

Review the important points of the article. You may wish to wrap it up with a catchy phrase or a quote. Be sure to include in the last paragraph your contact information so the potential customer may contact you about your product or service. Hey, they won't buy it if they don't know how to get it, right?

As promised, with your 1/4th page or larger ad, send us your article & photo and we'll run it with your ad at no additional cost. Please submit your article and/or ad copy changes by: March 6th.

Thanks!