

RESOURCE GUIDE RATES & SIZES 2010

venues
TODAY

Venues Today is a leading international trade publication that covers the business side of entertainment and sports, particularly as it relates to venues including arenas, amphitheaters, stadiums, performing arts centers, convention centers, fairgrounds and equestrian centers. We publish directories, such as the annual Fairs & Festivals Resource Guide, that aid the industry's ability to network and reach the right decisionmakers.

VT FAIRS & FESTIVALS RESOURCE GUIDE

DIRECTORY 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 contract date. All prices are in U. S. dollars.

Back Cover	\$1,500
Inside Front	\$1,320
Inside Back	\$1,320
Full page	\$1,200
1/2 page	\$765
1/3 page	\$435
1/6 page	\$225

ADDITIONAL COLOR:

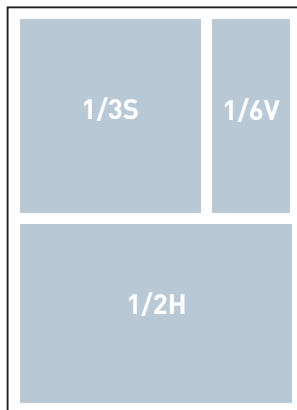
Four color process per page: \$500; Spot color: \$250; Spread color: \$750

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.

SIZES:

	WIDTH	HEIGHT
Full page (trim size)*	8.5"	11"
*Add 1/8" of bleed to each side for full bleed		
Full page, no bleed	7.5"	9.5"
1/2 pageH	7.5"	4.625"
1/3 pageS	4.5"	4.75"
1/6 pageV	2.875"	4.75"



PRODUCTION

MECHANICAL SPECIFICATIONS & 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. *Venues Today* requires type one PostScript fonts, preferably Adobe, screen and printer fonts must be included on disks. We cannot accept RGB and Indexed colors. TrueType fonts cannot be used. Material may be submitted on CD or DVD or via e-mail. A high-quality color proof is required with all media.

If submissions do not adhere to our guidelines, we cannot guarantee final print production quality. We are not responsible for color quality when a color proof is not provided. Deviations from guidelines may require additional time, cost, and may sacrifice production quality. Publisher is not responsible for quality of reproduction and materials received after the published materials due date.

Advertising submitted in any form other than stated format will be subject to a non-commissionable production charge. Production charges will also be billed for alterations made on materials received at the request of the advertiser. Production charges will be billed at an hourly rate and are due upon receipt.

COMMISSIONS AND PAYMENT POLICY:

15 percent commission is granted to recognized agencies on space, color, bleed and special position charges. Two percent discount granted on all pre-paid orders. All invoices are due within 30 days of publication. All commissions forfeited after 30 days. Orders for space are subject to publishers' credit requirements. Space reservations or insertion orders for advertisers whose account is more than 60 days past due will be released. Advertising agency and/or advertiser assumes legal and related responsibilities and fees for overdue accounts turned over to collection agencies. **A service charge of 1.5 percent will be added to all outstanding balances 60 days or older.**

SHIPPING ADDRESS:

Venues Today, 18350 Mt. Langley, Suite 201, Fountain Valley, CA 92708

E-mail insertion orders and materials to: production@venuestoday.com.