

# RESORT...RECREATION

THE BUSINESS of EXCEPTIONAL HOSPITALITY

2012 P L A N N I N G

G U I D E

- PG 2 ■ **ADVERTISING RATES, AD SIZES**
- PG 3 ■ **R+R ON THE WEB, R+R DIGITAL EDITION**
- PG 4 ■ **MARKETING AND MEDIA PLANS**
- PG 5 ■ **EDITORIAL CALENDAR**
  - PG 5 JANUARY/FEBRUARY
  - PG 5 MARCH/APRIL
  - PG 5 MAY/JUNE
  - PG 6 JULY/AUGUST
  - PG 6 SEPTEMBER/OCTOBER
  - PG 6 NOVEMBER/DECEMBER
- PG 7 ■ **ADVERTISEMENT SPECIFICS**
  - PG 7 MECHANICAL SPECIFICATIONS
  - PG 7 AD PREPARATION
  - PG 7 OUR AUDIENCE



Delivering  
a  
world  
of Exceptional  
Hospitality

# RATES

# AD SIZES

4/Color bleed rates	1x	3x	6x
Full Page	\$2,600	\$2,275	\$1,750
2/3 Page	\$2,290	\$1,750	\$1,425
1/2 Page Island	\$2,290	\$1,750	\$1,425
1/2 Page	\$1,750	\$1,395	\$1,195
Footstrip	\$1,395	\$1,195	\$1,095
1/3 Page	\$1,395	\$1,195	\$1,095
1/4 Page	\$755	\$695	\$550
1/6 Page	\$595	\$575	\$495
Cover Spread	\$4,250	\$3,850	\$3,400
Other Spread	\$3,950	\$3,650	\$3,325
Contents Page	\$3,120	\$2,640	\$2,730
Cover 2 or 3	\$2,990	\$2,820	\$2,620
Cover 4	\$3,250	\$3,075	\$2,850
Suppl/ied BRC	\$2,500	\$2,500	\$2,500
All Other Specified Positions, +10%			

**Black & White Rates:** 25% off 4/color rates

**Special Color Rates**

PMS Colors or Metallic Inks .....\$700 per page

Standard rates based on number of issues within one year.

Inserts available; call for information

Insertions placed with R+R appear in both the print and Digital editions. Gain more interaction and immediate contact with hot prospects by using R+R's Web and Digital Text hotlink enhancements!



# classifieds

**General Classified Ads** (per column inch)

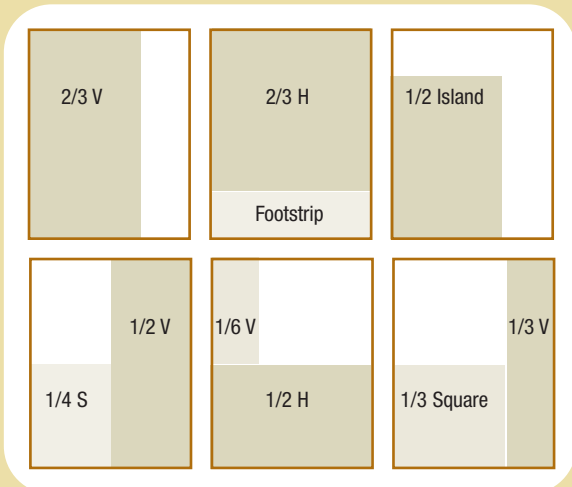
1x	3x	5x
\$75 ppd	\$200 ppd	\$375 ppd

**In-Column Display Ads**

	1x	5x plan (no changes)
1/12-pg:	1x = \$195	5x = \$895
1/6-pg:	1x = \$395	5x = \$1,595
1/4-pg:	1x = \$495	5x = \$1,995

All orders must be prepaid

	Horizontal	Vertical
Standard Spread	15.75"	9.875"
Bleed Spread (Live Area)	15.75"	9.875"
(Trim Size)	16.75"	10.875"
(Bleed Allowance)	17"	11.125"
Standard Full Page	7.25"	9.875"
Bleed Full Page (Live Area)	7.25"	9.875"
(Trim Size)	8.375"	10.875"
(Bleed Allowance)	8.625"	11.125"
2/3 Page Horizontal	7.25"	6.58"
12/3 Page Vertical	4.83"	9.875"
1/2 Page Horizontal	7.25"	4.75"
1/2 Page Vertical	3.625"	9.875"
1/2 Page Island	4.75"	7.25"
1/3 Page Vertical	2.25"	9.875"
1/3 Page Square	4.75"	4.75"
1/4 Page	3.625"	4.75"
1/6 Page	2.25"	4.75"
Footstrip	7.25"	1.75"



# RandRBizPro.com

## Web and Social Media Marketing

### Online Advertising

(Maximum File Size: 15K / GIF or static JPG format)

**Top Home Page Leaderboard (728w x 90h) - \$750/month**  
5,000 minimum monthly impressions includes Bonus Email Newsletter and/or Membership Renewal Sponsorship.

**Side Rectangle (300w x 250h) - \$125/month**  
5,000 minimum monthly impressions includes Bonus Email Newsletter and/or Membership Renewal Sponsorship.

**Side Tower Banner Ad (300w x 600h) - \$550/month**  
5,000 minimum monthly impressions includes Bonus Email Newsletter and/or Membership Renewal Sponsorship.

### Online Knowledge Center Editorial + Advertising Partnerships

#### Sponsored Editorial

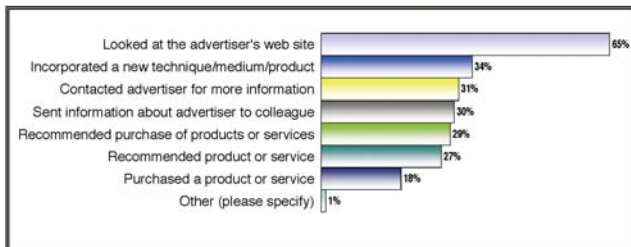
Purchase a hotlinked 300w x 250h ad placed with your promotional article or commercial case study trumpeting your company's success stories. Achieve exclusivity of recognition in the minds of our 80,000+ buyer community.  
\$750 each  
(subject to R+R editorial guidelines)

#### Library Ads

Purchase a hotlinked 300w x 250h ad placed with an archived topical article. Achieve vendor recognition in the minds of our 80,000+ buyer community.  
\$550 each

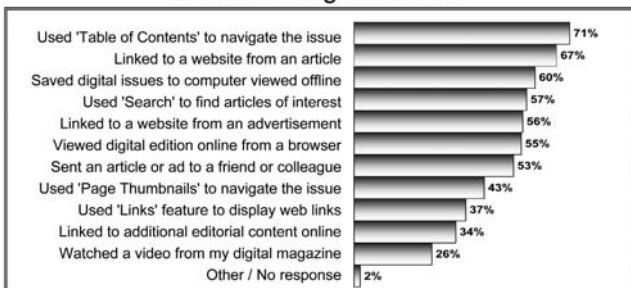
#### Action Oriented with Products or Services

90% of digital magazine readers take one or more actions with regards to a product or service



What actions have you taken as a result of reading an ad/article in this digital publication?

#### Over half of digital readers use at least 7 different features of digital editions



What features of digital publications have you used?

## Digital Magazine

### R+R Interactive Marketing Generates MORE Sales Leads

Turn HOT prospects into immediate BUYERS by using R+R's Web and Digital Text hotlinks!

- R+R's Digital readers are 4 times more likely to visit your Web site or view your embedded demonstration video using enhanced interactivity tools
- R+R Prospects are 10 times more likely to find your ad by virtue of R+R's Digital Search and Share tools like Keywords and Hotlinks

#### TEXT HotLinks Within Digital Issues

Product or Company Name hotlinks:	Purchase an Ad (per Pg)	If No Ad (per Pg)
To client URL video/website	\$250	\$450
To Embedded Video	\$150	\$350
<b>Key Word hotlinks (cannot be another company's name):</b>		
To client URL video/website	\$450	\$750
To Embedded video	\$250	\$550

#### Sponsorships and E-Mail Marketing Opportunities

##### Available Positions:

Email Sponsorship	\$350
Logo on Nav Bar (1 per issue)	\$1,550
Ad Opposite Cover 1 (1 per issue)	\$2,500
Drop Down Ad (from Nav Bar; 1 per issue)	\$200
E-Newsletters, Webinars	Call For Pricing

# Marketing & Media Plans

<b>LOWEST BASE COST:</b> (add-on options exist)	<b>\$125</b> each	<b>\$395</b> each	<b>\$395</b> each	<b>\$550</b> each	<b>\$750</b> each	<b>\$595</b> each	<b>\$850</b> monthly
	<b>Online Ads</b>	<b>Online Buyer's Guide</b>	<b>Real-Time Ads</b>	<b>Knowledge Library Editorial</b>	<b>Knowledge Library Advertorial</b>	<b>R+R Mag Display Ads</b>	<b>Integrated Media Plan (IMP)</b>
Online Buyer's Guide Listing		X					X
Online Rectangle Ad \$125/mo (\$750/yr) 300x250 pixels	\$125		X	X	X		X
Tower Banner Ad \$550/mo (\$2,500/yr) 300x600 pixels	\$550						
Leaderboard Ad \$750/mo (\$5,000/yr) 728x90 pixels	\$750						
Website News Feed			X	X	X	X	X
LinkedIn Company post			X	X	X	X	X
Facebook Wall post with supplied image			X	X	X	X	X
Twitter News Feed			X	X	X	X	X
Ad embedded in Archived Library Article					X		X
R+R Magazine — Digital Display Ad						X	X
Knowledge Library Editorial/Advertorial							X
R+R Magazine — Keyword Hotlink							X
R+R Magazine — One Digital Edition Sponsorship							X
R+R Magazine — Subscription Renewal Sponsorship							X
R+R Magazine — Sponsor Authored Editorial							X

Contact: **Ron Anger** at **(616) 891-5747**

Email: **ra@resort-recreation.com**

# advertising planning

# CATERING

	Winter: Jan/Feb	March/April	May/June
Themes	<b>ARCHITECTURE + DESIGN</b>	<b>DEVELOPMENT/FINANCE + VACATION OWNERSHIP</b>	<b>SUN + FUN</b>
Specials	<ul style="list-style-type: none"> <li>• <b>2012 BUYER'S GUIDE</b></li> <li>• <b>DESIGN SHOWCASE:</b> Cutting edge Construction, Design, and Renovations</li> <li>• <b>"PURCHASING PROS"</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>NYU Investment Conference: WHERE TO PUT THE MONEY NOW</b></li> <li>• <b>"PURCHASING PROS" + MANAGEMENT Companies</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>HITEC TECHNOLOGY &amp; HOSPITALITY DESIGNS</b> - Show Preview Issue</li> <li>• <b>WATERPARK CONSTRUCTION REPORT</b></li> <li>• <b>Insurance + Risk Mgmt – Resort Hotel Association</b></li> </ul>
Designer's Notebook	<b>Aquatics/Pools + Outdoor Spaces</b>	<b>Developer's Showcase:</b> Winning Floor Plans	<b>Architect/Designer Views:</b> "Profiles in Presentation"
Frontline Tactics		<b>Managing Weddings Events</b>	<b>Groups, Meetings &amp; Conventions Business</b>
Resort LIFE	<b>Profitable Energy and Environmental Practices in Hospitality &amp; Recreation</b>	<b>Profitable Energy and Environmental Practices in Hospitality &amp; Recreation</b>	<b>Profitable Energy and Environmental Practices in Hospitality &amp; Recreation</b>
Product Focus	<b>Water Rides, Surf &amp; Sprays, Cabanas/Umbrellas, Swim Diapers, Sunscreens, Toys</b>	<b>Golf Cars &amp; Equipment, Watercraft, Uniforms, Laundry, Flooring and Floor Care, Pest Control</b>	<b>Rafts + Flotation, Chemicals + Sanitizers, Bikes, Tables/Beds, Chairs, Golf Equipment</b>
Events	<b>Americas Lodging Investment Summit (ALIS)</b>	<b>PGA GOLF SHOW NYU Investment Conference ARDA Conference,</b>	<b>HITEC, HD EXPO, Resort Hotel Assn Conference</b>
Deadlines	<p><b>ad close: 11-20-11</b>  <b>ad materials due: 11-25-11</b>  <b>mails: 12-15-12</b></p>	<p><b>ad close: 2-28-12</b>  <b>ad materials due: 3-05-12</b>  <b>mails: 3-15-12</b></p>	<p><b>ad close: 5-10-12</b>  <b>ad materials due: 5-15-12</b>  <b>mails: 5-25-12</b></p>

## Columns & Departments In EVERY Issue

- Aquatics + Water Play** The safety, form and function of waterfront-, pool- and spray-play
- Food + Beverage** Culinary tips and trends as well as advice on quality control and management of inventory
- Golf + Club** Facilities, programming and equipment trends for golf facilities and membership organizations
- Lodging + Rooms** Designing, Furnishing & Equipping today's most luxurious lodging accommodations
- Recreation** The heart of what makes active hospitality memorable
- Sales + Marketing** Creating effective sales and marketing campaigns
- Spa + Fitness** Walls to Wellness - Equipping & operating for profitability and guest satisfaction
- Technology** Emerging hospitality technologies and suggestions for implementation
- Vacation Ownership** Development strategies that build guest memories and make dreams come true
- What's New** From a to z: Embracing the ever-changing world of hospitality

July/August

September/October

November/December

<p><b>FF&amp;E - CONSTRUCTION + INSTALLATIONS</b></p>	<p><b>TECHNOLOGY</b></p>	<p><b>ARCHITECTURE + DESIGN</b></p>	<p><b>Themes</b></p>
<ul style="list-style-type: none"> <li>• <b>The Best in Furnishings, Flooring, Wallcoverings and other R+R Industry Installations</b></li> <li>• <b>“CONSTRUCTION KINGS”</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>TECHNOLOGY PAVILION:</b> Using Technology To Improve Services and Drive Revenues</li> <li>• <b>The Lodging Conference</b></li> <li>• <b>IAAPA FUN MONEY Section</b></li> <li>• <b>“SPA SPECIALISTS”</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>2013 BUYER'S GUIDE</b></li> <li>• <b>DESIGN SHOWCASE:</b> Cutting edge Construction, Design, and Renovations</li> <li>• <b>SERVICE SUPERSTARS:</b> Annual Service Awards</li> </ul>	<p><b>Specials</b></p>
<p><b>Golf + Club Operations</b></p>	<p><b>Spa + Fitness</b></p>		<p><b>Designer's Notebook</b></p>
<p><b>Maximizing Travel Agency Business</b></p>	<p><b>HR Essentials</b></p>		<p><b>Frontline Tactics</b></p>
<p><b>Profitable Energy and Environmental Practices in Hospitality &amp; Recreation</b></p>	<p><b>Profitable Energy and Environmental Practices in Hospitality &amp; Recreation</b></p>	<p><b>Profitable Energy and Environmental Practices in Hospitality &amp; Recreation</b></p>	<p><b>Resort LIFE</b></p>
<p><b>Sanitation, Filters, Controls, Motors, Heaters, Vans/Shuttles, Mattresses</b></p>	<p><b>Tabletops, Structures, Accessibility, MiniBars/In-Room Beverages</b></p>	<p><b>Strength Training, Pilates/Mats/Weights, Site Furnishings + Bridges, Cabanas, Structures, Shelters, Gazebos</b></p>	<p><b>Product Focus</b></p>
<p><b>The Lodging Conference</b></p>	<p><b>IHMRS – Javits Center, NYC IAAPA, ISPA, RCRA</b></p>		<p><b>Events</b></p>
<p><b>ad close: 7-01-12 ad materials due: 7-05-12 mails: 7-29-12</b></p>	<p><b>ad close: 8-20-12 ad materials due: 9-05-12 mails: 9-15-12</b></p>	<p><b>ad close: 11-20-12 ad materials due: 11-25-12 mails: 12-15-12</b></p>	<p><b>Deadlines</b></p>

# CRATEBANDAR

advertising planning



# MECHANICAL & REQUIREMENTS & BLEED ADS

## Full-Page Bleed:

- Final trim size for RESORT AND RECREATION is 8.375" x 10.875" Tolerance for final trim is plus or minus 1/16"
- Ads designed to bleed off the edges of the page must add an additional 1/8" beyond the trim size. Final dimensions for a bleed ad must be no less than 8.625" x 11.125"
- Place any critical type or image matter 1/4" from the edge of the page to ensure it is not cut off during the binding operation. For safety, locate all critical matter within the following dimensions 7.25" x 9.875"

## Two-Page Spread:

- Final trim size is 16.75" x 10.875"
- Ads designed to bleed off the edges of the page must add an additional 1/8" beyond the trim size. Final dimensions for a bleed ad must be no less than 17" x 11.125"
- Place any critical type or image matter 1/4" from the edge of the page to ensure it is not cut off during the binding operation. For safety, locate all critical matter within the following dimensions 15.75" x 9.875"
- Compensation tolerance is 1/16" The variation from head to foot between the left and right pages of a two-page spread can be as much as 1/16" The major effect concerns cross alignment. Ads should not split a letter or word across the gutter. Preferably, headlines should not jump the gutter.

# AD PREPARATION

## General Design Guidelines:

- Type should be reversed from as few colors as possible.
- Reverses in four-color areas should not contain fine serif type, or be smaller than 10 points in size. Anything less may produce register and legibility problems.

## Image Resolution:

- 300 dpi is the minimum resolution for black/white and color photography; line art should be 1200 dpi. Please note: images used on websites are normally at resolutions far too low for acceptable print reproduction. If you use an image from a website, please be sure it is a minimum of 300 dpi.
- PDF, TIF, JPG, and EPS files are acceptable.

## Media:

- Files can be accepted on CD.
- Files less than 6 MB may be emailed, larger files should be placed on our (or your) FTP site — contact your account manager for instructions.

All electronically submitted files should be accompanied by a hard copy of the ad including color proof of 4-color material.

**We do not accept native files created with Microsoft Publisher or word processing programs.**

# OUR AUDIENCE R+R DELIVERS A WORLD OF HOSPITALITY

RESORT AND RECREATION serves a uniquely targeted community of over 70,000 hospitality professionals at the world's finest properties, including destination resorts, spas and hotels, resort residential, fitness/golf/country clubs, waterparks, conference centers and community recreation.

RESORT AND RECREATION's audience consists of dedicated forward-thinkers in positions of buying influence among owner/operator/innkeepers, corporate management, operations and purchasing, architecture/design, real estate, financing and development, facilities, technology and IT management, food and beverage, recreation, health/fitness and spa management.

RESORT AND RECREATION taps the potential of multiple marketing channels to put your company "Top of Mind" in meeting the daily challenges our audience faces in managing their operations.

## Unmatched Market Capitalization & Annual Purchasing Power

- Over \$20 Billion in Aquatics and Water Play revenues
- Over \$8 Billion in Food & Beverage purchases
- Over \$5 Billion in Spa revenues booked
- Over \$400 Million in Golf Course equipment purchases
- Over \$400 Million in Fitness Equipment purchases
- Over \$90 Million in In-Room Lodging & Amenities

## Your Best Opportunity to Expand Your Reach in this Lucrative Market

- Over 55,000 offer Private Clubs, Athletic or Fitness Facilities
- Over 50,000 offer Golf
- Over 40,000 offer Beachfront Aquatics, Pools or Waterparks
- Over 40,000 offer Overnight or Extended Stay Lodging
- Over 20,000 offer Conference/Meeting Facilities
- Over 15,000 offer Timeshare/Fractional Ownership or Resort Residential
- Over 6,500 offer Spa Services

**Get In The Game!  
Earn Your Share of this  
\$480 Billion Hospitality Market!**

**Advertise with RESORT AND RECREATION  
Call 616-891-5747 • Fax 616-891-5669**