

Resort Trades

MANAGEMENT OPERATIONS

2010 MEDIA KIT

*The Resort Manager's
Guide to Effective
Resort Management*



Marketing Associate
(931) 484-8819 • david@thetrades.com
Fax: (931) 484-8825 • www.askmando.com



We are The Trades Publishing Company; we have over 20 years' experience producing and distributing market-specific trade publications to various industries throughout the United States, Canada and U.S.V.I. Our publications include trade magazines for the resort industry, golf course industry, parks and recreation industry, and landscape architects.

Members of our professional staff are knowledgeable and up to date in current issues affecting the industries which we serve. The Trades Publishing Company is active in the associations that drive these industries as well.

ask
mando
.com
*A Community of Resort Managers
and Suppliers*

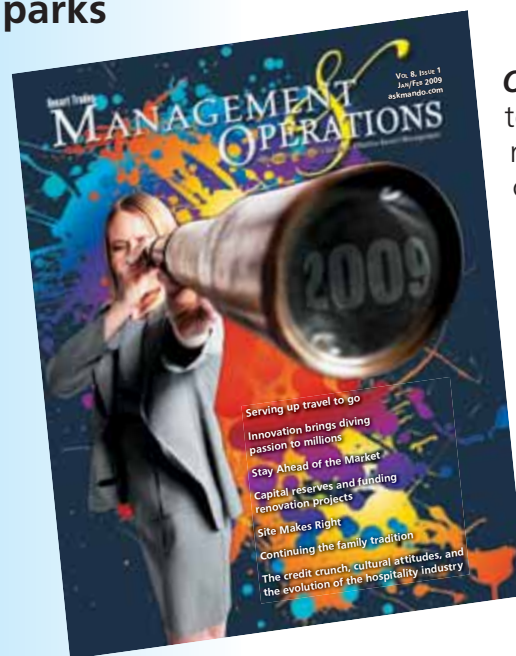
Audience

For years, the needs of resort managers and owners' associations have been under served by the existing industry journals.

The Resort Trades' **Management & Operations** magazine, with articles and topics on leading concerns of resort managers across the United States, Canada and US Virgin Islands, will be presented as a tool to resort managers, property managers and associations in order to deal with the daily struggles of operating and managing a top-quality resort property.

OUR ULTIMATE GOAL: Bring current issues and solutions to resort, property and association managers and management companies in order to help them create high-quality vacation experiences.

Distribution



Resort Trades' **Management & Operations** magazine is distributed to all identified timeshare resort managers, property managers and association properties in the United States, Canada and U.S.V.I. The mailing list for **RTM&O** comes from a combination of identified timeshare resort and association properties and qualified requested subscriptions.

The Resort Trades' **Management & Operations** magazine is delivered, in January, March, May, July, September, and November.

Online

The resort managers source for articles, news, product news and directory of suppliers. **AskMANDO.com** is the resort industry supplier's premier channel to reach resort management and operations professionals everywhere.

Advertising: video, text and banner ads. (see last page for details)

Ad Rates

Full Color	1X	3X	6X
Full Page	1545	1420	1030
2/3 Page	1290	1080	1005
1/2 Page	1030	875	745
1/3 Page	775	620	565

Special Positioning:

Back Cover (Min 3X)	1800
Page 2, Page 3 (Min 3X)	1545
Center Spread (15.875" x 9.8125")	2475

Extra Exposure:

Dust Jacket (Inside front or inside back)	1500
Insert (You supply printed material)	1600

Specs: 70 - 80lb glossy text stock paper
 There is a top trim size of 1/4"
 There is a "lip" area of 2 - 2 1/2"
 The insert (print area size) is 4 1/4" x 6"

Let us Help!
 Call for a
 Price Quote

Mechanical Specs

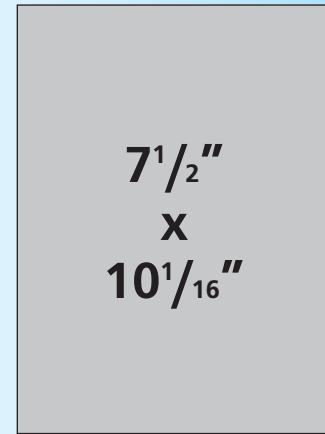
PREFERRED MATERIAL

- **Publication Size:** Letter (8 3/8" x 10 7/8")
- **Paper:** Gloss Swop Coated
- **Resolution:** 300 dpi Minimum
- **Fonts:** Postscript Level 1 and True Type - PC ONLY
 Whenever possible convert fonts to outlines.
- **Labels:** Please label your files with your company name
- **Digital Files:**
 - PDF - (joboptions file is available upon request)
 - EPS or AI - Adobe Illustrator (convert fonts to outlines)
 - INDD - Adobe InDesign CS with images as separate files
 - TIF or PSD - Photoshop layers intact w/type layers rasterized
 - JPG - with little to no compression
 - ZIP also available
 - Media CD-R finalized and CD-RW
- **Email to:** marla@thetrades.com
- **Upload to:** www.thetrades.com/upload
- **Mail to:** The Trades Publishing Company
 Attn: RT Management & Operations
 20 Our Way Drive
 Crossville, TN 38555

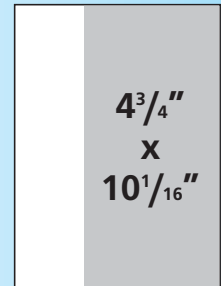
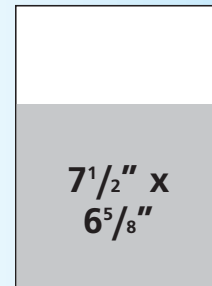
For more information on advertising in
 The Resort Trades' Management & Operations,
 please contact:

Marketing Associate
931-484-8819
david@thetrades.com

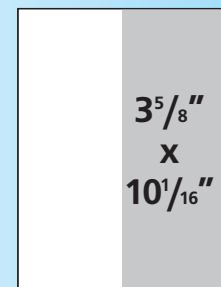
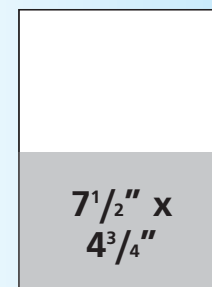
Ad Sizes



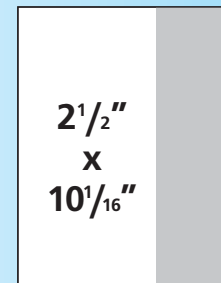
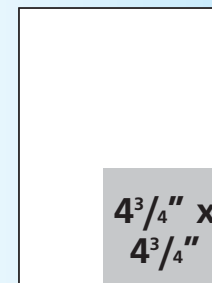
FULL PAGE
 with bleed: 8 5/8" x 11 3/8"



2/3 PAGE



1/2 PAGE



1/3 PAGE

Excellent Online Exposure



Video news, features and interviews

SUPPLIER DIRECTORY

Free Listing

TIENDA (prepay) \$700/year
\$75/month

HEADER BANNERS

askMANDO home \$2400/year
468x60 pixels

Feature section(s) \$1800/year
468x60 pixels multi-page discounts
News/Product News/Articles/Supplier Directory/
Event Calendar

COLUMN BANNERS

100x200 \$1200/year
multi-page discounts

100x400 \$2400/year
multi-page discounts

TEXT ADS:

Home Page \$600/year

Feature section(s) \$420/year
multi-page discounts

VIDEOS:

Video Feature coming soon

Video Production coming soon

Vidcast coming soon



Profiles of premier industry suppliers



Video and blogs by industry pros