

THE RESORT TRADES



2011 Media Planner





John Bunch
John@thetrades.com
Business Development

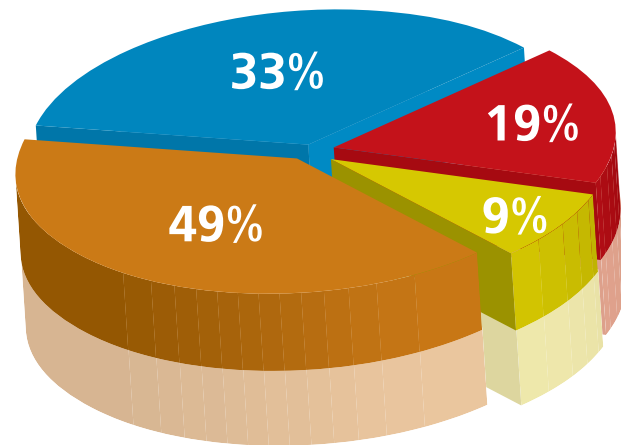
(931) 484-8819
Fax: (931) 484-8825
www.ResortTrades.com



DISTRIBUTION

For over 20 years, **The Resort Trades** has been the information source for the timeshare and outdoor vacation resort industry. With its unique size and content, it is one of the most recognizable faces in the resort industry. We strive to maintain the most comprehensive mailing list of resorts in the U.S., using information provided by Vacation Ownership Industry leaders such as ARDA, RCI, and Interval International, and with Campground Resort Industry leaders such as Coast to Coast and RPI to keep our list constantly updated.

	ARDA Convention Attendees (unique).....	2,360
	Vacation Resorts (U.S.).....	1,998
	Requested Subscriptions	1,108
	Reciprocal Use Camp Resorts.....	534
SUBTOTAL.....		6,000
	Vendors/Advertisers.....	<u>1,481</u>
	Total	7,481



RESORTTRADES.COM

Online Banner Advertising Program

- 1. Top Banner - 330x165 pixels:** The Top Banner ad is viewable at the top right of every page on the website with **rollover zoom effect**. **12x commitment \$350/month**
- 2. Mid Banner:** Mid Banner ad is viewable on the home page only above the right news column. All Mid Banners rotate randomly and are eligible for static placement.
 - 12x commitment 220 x 100 pixels @ \$200/month**
 - 12x commitment 440 x 100 pixels @ \$300/month**
- 3. Right Column Banners:** Right Column Banners are viewable in the right most column of every page on the website. All Right Column banner ads are 100 pixels wide, with varying heights to meet your company's unique needs. Ads will rotate through every page of site.
 - 100 x 100 pixels @ \$125/month**
 - 100 x 200 pixels @ \$150/month**
 - 100 x 400 pixels @ \$250/month**

Static Placement is available for a 20% fee on all banners. Call for availability!



DISPLAY RATES

FOUR COLOR

	12X	6X	1X
1/4 Page	670	775	825
1/2 Page	1005	1060	1160
Full Page	1625	1725	1950

SPECIAL POSITIONING

Glossy upgrade (limited)	Rate Sheet + \$200
Back Cover (min 6x)	\$2000
Centerfold	2x Full Page Rate
Inside front/ inside back	Rate Sheet + 20%
When Available	Rate Sheet + 15%

NOTE: Special Positioning is available for 1/2 page ads and larger

AD SIZES

See Reverse
for Mechanical
Specifications

FULL PAGE 10-1/6" W x 14-1/16" H	1/4 PAGE 5" W x 6-15/16" H	1/2 PAGE 10-1/6" W x 6-15/16" H	1/2 PAGE 5" W x 14-1/16" H
---	---	--	---

New Feature in both Sections
Company Logo - ONLY \$25_{per cat}

TRADESPOT CLASSIFIED LISTINGS

The TradesPost is the most comprehensive monthly listing of employment opportunities in the Timeshare/Resort Industry. The TradesPost also lists other opportunities such as inventory, JVs, leads, certs and more.

Insertion Rate:

\$1.65/word per insertion
(prepaid)

MEMBER'S DIRECTORY

The Resort Professional's phone directory. Directory listings are annual and 75 words in length.

Insertion Rate:

\$1200/year or \$100/month.

INSERTS

Your company's materials can now be inserted into *The Resort Trades*, allowing you to reach resort professionals as soon as they open their issues. Your materials will be placed between pages of the printed magazine, allowing your materials to flow with the pages!

You supply us: 6,000 copies of your preprinted materials.

OR: Contact us for a quote design and printing.

Specifications: Minimum Size: 5"x7.5" (7"x7.5" w/bound lip)
 Maximum Size: 10.625" x 14.5" (12.625"x14.5" w/bound lip)
 Minimum Stock Thickness: .007"

6,000 INSERTS (PER MONTH)

Contracted Advertisers	\$1,800
Non-Advertisers	\$2,000

MECHANICAL SPECIFICATIONS

- **Publication Size:** Super Tabloid (10.675x14.5")
- **Printing Process:** Web Offset Heat Printing
- **Paper:** Glossy wrap with bright white non-coated interior
- **Resolution:** 300 dpi Minimum
- **Ad Sizes:**
 - **Quarter** 5"W x 6 15/16"H
 - **Half Horizontal** 10 1/6"W x 6 15/16"H
 - **Half Vertical** 5"W x 14 1/16"H
 - **Full** 10 1/6"W x 14 1/16"H
- **Bleed:** Only full page ad has bleed option. Finished sized ad is 10.625"W x 14.5"H with live copy area of 10 1/6"W x 14 1/16 "H.
- **Fonts:** Postscript Level 1 and True Type - PC ONLY

Preferred Material

- **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 with images as separate files
 - **TIF or PSD** - Adobe Photoshop layers intact and text rasterized
 - **JPG** - with little to no compression
 - **ZIP** - also available
- **Media CD-R finalized and CD-RW**

Submission Options

- **Email to:** john@thetrades.com
- **Upload site:** www.thetrades.com/upload
- **Mail to:** The Trades Publishing Company
Attn: Resort Trades
20 Our Way Drive
Crossville, TN 38555