

# RITZ HOSPITALITY

*Media Kit*



[www.ritzfamilypublishing.com](http://www.ritzfamilypublishing.com)

# RITZ HOSPITALITY

*Your Travel & Entertainment Magazine*

Dear Potential Advertiser:

Enclosed is information regarding advertising in the Ritz Hospitality Magazine.

We offer regional coverage for Colorado, Idaho, Montana, Oregon, Washington and Wyoming including various areas in surrounding states. This gives your business the opportunity to get local exposure as well as out of state tourist revenue.

Our magazine is published twice a year; a Spring/Summer issue (covering the months of mid-April thru mid-October) and a Fall/Winter issue (covering the months of mid-October thru mid-April).

The Ritz Hospitality Magazine is a full color 8 x 10 magazine which is distributed thru hotels and motel lobbies, lodging facilities, restaurants, recreational areas and other high traffic areas such as golf pro shops, campgrounds, RV Parks, as well as advertisers, subscribers, mail requests, Visitor Information Centers and Chambers of Commerce by request.

In addition to physical distribution, our publications are available on our web site for download. This online feature increases your business exposure thereby maximizing your advertising dollars.

A wide variety of display advertisement sizes are offered from a full page down to a 1/12th page size. Business Directory Listings are also offered. We offer ads in full-color and black & white and have a price to fit any advertising budget.

Our graphics department is both Mac and PC based. When submitting your ad materials, please contact us via e-mail or by phone for ad specifications or go online to [www.ritzfamilypublishing.com](http://www.ritzfamilypublishing.com) for ad specifications. For your convenience, you may e-mail or send on disk your digital files. We also have FTP (File Transfer Protocol) available. Please contact us if you wish to use FTP and we will issue a user name and password.

Thank you for your interest in Ritz Hospitality Magazine. We look forward to hearing from you.

Sincerely,  
Ritz Family Publishing, Inc.

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## ADVERTISING SIZES/RATES

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### Display Ads

<b>Size</b>	<b>Dimensions</b>	<b>Black &amp; White</b>	<b>1 Additional Color</b>	<b>Full Color</b>
Double Truck	8 3/4 H x 14 1/2 W	N/A	N/A	\$ 2,799.00
Back	9 H x 7 W	N/A	N/A	\$ 1,699.00
Inside Front	9 H x 7 W	N/A	N/A	\$ 1,699.00
Inside Back	9 H x 7 W	N/A	N/A	\$ 1,699.00
Full Page	9 H x 7 W	\$ 1,199.00	\$ 1,199.00	\$ 1,399.00
2/3 Page (V)	8 3/4 H x 4 1/4 W	\$ 899.00	\$ 899.00	\$ 1,049.00
2/3 Page (Box)	5 3/4 H x 6 1/2 W	\$ 899.00	\$ 899.00	\$ 1,049.00
1/2 Page (V)	8 3/4 H x 3 1/8 W	\$ 769.00	\$ 769.00	\$ 869.00
1/2 Page (H)	4 1/4 H x 6 1/2 W	\$ 769.00	\$ 769.00	\$ 869.00
1/3 Page (V)	8 3/4 H x 2 W	\$ 669.00	\$ 669.00	\$ 759.00
1/3 Page (H)	2 3/4 H x 6 1/2 W	\$ 669.00	\$ 669.00	\$ 759.00
1/3 Page (Box)	4 1/4 H x 4 1/4 W	\$ 669.00	\$ 669.00	\$ 759.00
1/4 Page (H)	2 H x 6 1/2 W	\$ 569.00	\$ 569.00	\$ 649.00
1/4 Page (Box)	4 1/4 H x 3 1/8 W	\$ 569.00	\$ 569.00	\$ 649.00
1/4 Page (V)	4 1/4 H x 3 1/8 W	\$ 569.00	\$ 569.00	\$ 649.00
1/6 Page (V)	4 1/4 H x 2 W	\$ 499.00	\$ 529.00	\$ 559.00
1/6 Page (H)	2 3/4 H x 3 1/8 W	\$ 499.00	\$ 529.00	\$ 559.00
1/8 Page (V)	3 1/8 H x 2 W	\$ 399.00	\$ 424.00	\$ 449.00
1/8 Page (H)	2 H x 3 1/8 W	\$ 399.00	\$ 424.00	\$ 449.00
1/12 Page	2 H x 2 W	\$ 319.00	\$ 334.00	\$ 349.00
Business Directory Listing	1 H x 2 W	\$ 219.00	\$ 249.00	N/A

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All prices quoted are in U.S. Dollars, per region and do not reflect the 10% discount for multiple regions.  
Ritz Family Publishing, Inc. reserves the right to change pricing, benefits and sizes without notice.

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## DOCUMENT SPECIFICATIONS

Our graphics department are both Mac & Windows based. We currently use the following programs:

### Mac

Adobe **InDesign CS3**  
Adobe **PageMaker 7.0**  
Adobe **Photoshop CS3**  
Adobe **Illustrator 10.0**  
Adobe **Acrobat 8.0**

### PC

Adobe **InDesign CS**  
Adobe **PageMaker 6.5**  
Adobe **Photoshop 7.0**  
Adobe **Illustrator 7.0**

(If you do not see your software listed and are planning to send your files in their native applications, please contact our graphics department for any compatibility issues)

### A word about your images:

DIGITAL IMAGES need to be supplied to us at 300dpi (Dots Per Inch). Please **DO NOT** use photos from or saved for the web as they are low resolution (72dpi). Black and White images should be saved as grayscale. Full color images should be saved as CMYK (process color). Photos may be saved in PDF, TIFF or EPS format. High resolution JPEG is also acceptable. **Note:** If you are using a digital camera to capture your photos, be aware of the resolution setting as your digital camera may default to a low resolution setting designed for web content. PHYSICAL IMAGES (prints) need to be actual photographs. Please **DO NOT** send faxes, photocopies or printouts from your computer as we will not be able to use them.

### A word about your digital files:

You may send your files in their native application or in PDF (portable document file) format. If your files are sent in their native applications, please be sure to include all appropriate fonts (PostScript, True Type, etc.) as well as any logo and photo linked to the document. This will insure that the ad opens properly with no surprises. All bleeds should extend 1/4" past the image area. Articles may be saved in a text format (Word, Text Edit, etc.).

### Media formats we can accept:

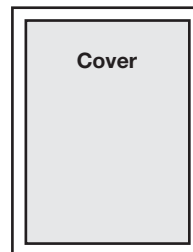
Portable Media (Compact Flash, Secure Digital, etc.) • CD-R & CD-RW • DVD-R & DVD-RW • ZIP 100mb

Please make sure once you have saved your file(s) to disk, reopen them and verify the contents of the disk. Also, please include a printed list of files and folders as well as a hard copy or matchprint of your ad for quality control purposes.

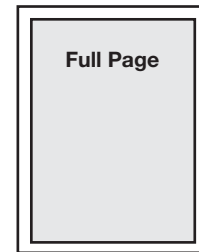
### Sending us your digital files:

We can accept files via e-mail. If your file is large, you may wish to compress the file via Stuffit or WinZip. We have FTP (File Transfer Protocol) available. Please contact us if you wish to use FTP as we will need to issue a user name and password. When mailing your files, photos, etc., we recommend using a service with tracking or delivery confirmation.

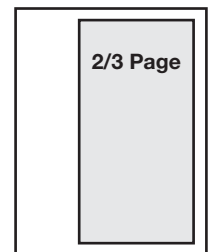
## AD SIZES / DIMENSIONS



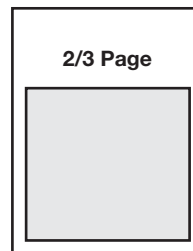
Full Page Cover: 9" x 7"



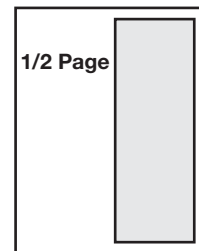
Full Page: 9" x 7"



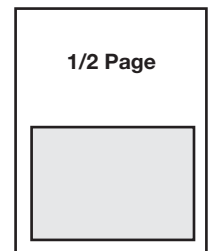
(Vertical): 8 3/4" x 4 1/4"



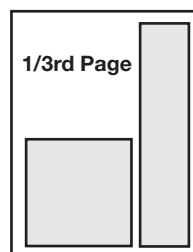
Box: 5 3/4" x 6 1/2"



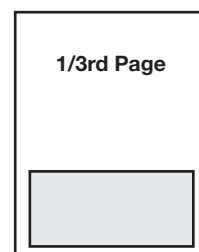
Vertical: 8 3/4" x 3 1/8"



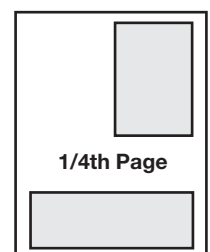
Horizontal: 4 1/4" x 6 1/2"



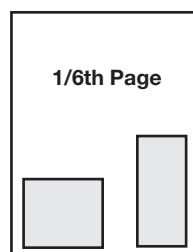
Box: 4 1/4" x 4 1/4"  
Vertical: 8 3/4" x 2"



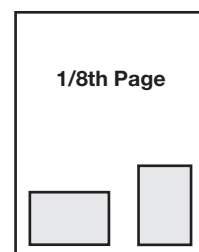
Horizontal: 2 3/4" x 6 1/2"



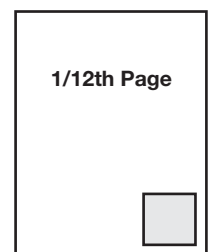
Vertical: 4 1/4" x 3 1/8"  
Horizontal: 2" x 6 1/2"



Box: 2 3/4" x 3 1/8"  
Vertical: 4 1/4" x 2"



Vertical: 3 1/8" x 2"  
Horizontal: 2" x 3 1/8"



Box: 2" x 2"

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

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a division of **Ritz Family Publishing, Inc.**

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