

# 2018 Advertising Rates

# OWNER

**What:** *OWNER* is the official publication of the IHG Owners Association.

**Who:** *OWNER* is read by the owners and operators of more than 3,500 IHG® hotels in 65 countries around the world.

**Why:** *OWNER* presents the best opportunity to get in front of more than 9,000 decision makers in the IHG-brand system.



**T**he IHG Owners Association – originally established by Holiday Inn founder Kemmons Wilson in 1955 – was the first association of its kind in the hotel industry. It has grown over the last 60 years to represent the interests of owners and operators of more than 3,500 InterContinental Hotels Group® (IHG) properties in the United States, Africa, the Asia Pacific, Canada, Europe, Latin America, Mexico and the Middle East.

The Owners Association represents the voice of IHG hoteliers worldwide by collaborating with IHG senior executives to build brand value and drive down costs – while maintaining and improving quality. The Association leads strategic Working Groups that advocate for owners on franchised hotel operations in order to increase ROI, cultivate guest preference, encourage sustainability and drive long-term gains.

Association members turn to our exclusive *OWNER* magazine for thought-provoking industry trends, reliable information on IHG-brand activities, industry advocacy updates and compelling Association news. The IHG Owners Association is committed to helping shape the future of our members' businesses. With a total **circulation of 9,000** copies, advertising in *OWNER* magazine provides you with an opportunity to reach these forward-thinking IHG hotel owners and participate in their growth and success.

Allied Membership **is required** to participate in any of the Association marketing programs, including *OWNER* magazine advertising. For Allied Membership information, contact Nathan Polny at [nathan.polny@ihgowners.org](mailto:nathan.polny@ihgowners.org) or 770-604-5506. Paid advertising in the print edition of *OWNER* includes free inclusion of the ad in the online edition of the magazine at [www.owners.org](http://www.owners.org).



# Don't miss this opportunity to showcase your products and services!

## Advertising Rates (per insertion)

| SIZE         | 1x      | 2x      | 3x      | 4x      |
|--------------|---------|---------|---------|---------|
| Full Page    | \$5,000 | \$4,750 | \$4,500 | \$4,250 |
| Half Page    | \$3,000 | \$2,750 | \$2,500 | \$2,250 |
| Quarter Page | \$1,800 | \$1,700 | \$1,550 | \$1,300 |

## Mechanical Specifications

### Publication Trim Size: 8-3/8" x 10-7/8"

| SIZE                  | WIDTH   | DEPTH   |
|-----------------------|---------|---------|
| Full Page             | 7-1/2"  | 10"     |
| Full Page Bleed       | 8-5/8"  | 11-1/8" |
| Half Page Vertical    | 3.4375" | 10"     |
| Half Page Horizontal  | 7.125"  | 4.875"  |
| Quarter Page Vertical | 3.4375" | 4.875"  |

## Close/Material Deadlines

| ISSUE                   | SPACE CLOSES | AD MATERIALS DUE | MAILING    |
|-------------------------|--------------|------------------|------------|
| <b>ISSUE ONE 2018</b>   | 02/09/2018   | 03/02/2018       | 03/30/2018 |
| <b>ISSUE TWO 2018</b>   | 05/11/2018   | 06/01/2018       | 06/29/2018 |
| <b>ISSUE THREE 2018</b> | 08/10/2018   | 08/31/2018       | 09/28/2018 |
| <b>ISSUE FOUR 2018</b>  | 11/09/2018   | 11/30/2018       | 12/28/2018 |

## FILE SPECS

**OWNER requires that advertising materials be sent in digital format as a high resolution (press optimized) PDF.**

- All fonts and images must be embedded within the file.
- All colors must be converted to CMYK. RGB and SPOT/PMS colors are NOT acceptable. Please call the production department with any questions regarding the creation of a high-resolution PDF.
- Native QuarkXpress (.qxd), Adobe InDesign (.indd), Microsoft Publisher (.pub), PowerPoint (.ppt), Illustrator (.ai) or Word (.doc) files are not acceptable.
- Hi-resolution CMYK JPEGs are acceptable, but must be submitted at a minimum resolution of 300 dpi at the correct ad size.
- For full-page ads, keep all live matter and copy at least 3/8" (.375") away from the trim.
- Fractional ads (1/4 page and 1/2 page) need to be set to their exact specs. Do not add bleed or crop marks to fractional ads.

## FILE SUBMISSION

**Submit file to: [ownermagazine@mcneill-group.com](mailto:ownermagazine@mcneill-group.com)**

- If your file is large, please compress the file using Stuffit or ZIP. If you have trouble submitting via e-mail, contact the production department to set up an invitation to transfer via our Dropbox.
- Name the file according to the magazine issue date and advertiser. For example: OWNER\_issueone2018\_AdvertiserName.pdf
- If there are any questions regarding the specs or the submission process, please contact the production department at **215.321.9662**, ext.58

### Advertising Submission Information:

Eileen Keough  
215-321-9662, ext 58  
[ekeough@mcneill-group.com](mailto:ekeough@mcneill-group.com)

### Allied Membership Information:

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