

Advertising Rates

OWNER

- **OWNER** is the official publication of the IHG Owners Association.
- **OWNER** is read by the owners and operators of more than 3,700 IHG®-branded hotels in 65 countries around the world.
- **OWNER** offers unparalleled visibility and exposure to more than 9,500 decision-makers within the IHG system.



The IHG Owners Association—originally established by Holiday Inn® founder Kemmons Wilson in 1955—was the first association of its kind in the hotel industry. Over the past 60 years it has evolved to represent the interests of owners and operators of more than 3,700 InterContinental Hotels Group (IHG) properties in the United States, Africa, Australasia, Canada, the Caribbean, Greater China, Europe, Latin America, Mexico and the Middle East.

The 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. We lead strategic Working Groups that advocate for owners of 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 content covering hospitality news and trends, reliable information on IHG-brand activities, industry advocacy updates and compelling Association information. The IHG Owners Association is committed to helping shape the future of our members' businesses. With **9,500** copies in circulation, advertising in *OWNER* magazine provides you with an opportunity to reach forward-thinking IHG-branded 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 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.

IHG OWNERS
ASSOCIATION

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

Advertising Rates (per insertion)

SIZE	1x	2x	3x	4x
Full Page	\$5,500	\$5,000	\$4,750	\$4,500
Half Page	\$3,500	\$3,000	\$2,750	\$2,500
Quarter Page	\$2,000	\$1,800	\$1,750	\$1,500

Mechanical Specifications

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

SIZE	WIDTH	DEPTH
Full Page	7.5"	10"
Full Page Bleed	8.675"	11.125"
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
ONE 2020	2/17/20	3/16/20	4/13/20
TWO 2020	5/18/20	6/15/20	7/13/20
THREE 2020	8/17/20	9/14/20	10/12/20
FOUR 2020	11/20/20	12/11/20	1/14/21

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.
- QuarkXpress (.qxd), Adobe InDesign (.indd), Microsoft Publisher (.pub), PowerPoint (.ppt), Illustrator (.ai) or Word files are not acceptable.
- High 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 content at least .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

- 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_issueone2020_AdvertiserName.pdf.
- If you have any questions regarding the specs or the submission process, please contact the production department at **215.321.9662**, ext.158.

Advertising Submission Information:

Eileen Keough-Caracappa
215.321.9662, ext 158
ekeough@mcneill-group.com

Allied Membership Information:

Nathan Polny
770.604.5506
nathan.polny@ihgowners.org