

NOVEMBER 12-13, 2017 JACOB K. JAVITS CONVENTION CENTER NEW YORK CITY



www.thehotelexperience.us

## HX DIRECTORY ADVERTISING OPPORTUNITIES

Stand out and drive attendee traffic to your booth by advertising in the Show Directory!

Make the most of your HX 2017 participation through brand recognition. **Over 54,000 hospitality decision makers** use our show directory as a year-round product guide and resource. Don't miss out!

HX offers a variety of ad sizes and the opportunity to highlight your exhibitor listings and product category ads. Get a jump on expanding your brand today!

### AUDIENCE AND DISTRIBUTION

Print show directories will be distributed at central locations onsite to 12,000+ attendees before they walk the show floor.

### EXPAND YOUR REACH TO 54,000+ IN OUR DIGITAL EDITION

In addition, the HX Directory will be digitally distributed one week prior to the show, providing your company with added exposure before the show even starts.

### CONTENT

HX Directory will include-

- Exhibitor listings
- Trade Show Floorplan
- Seminar & Event Information
- Exhibitor Product Category Listings

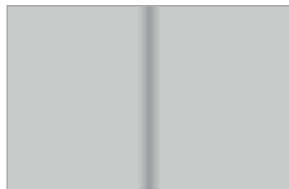
### CONTACT US TODAY TO RESERVE YOUR SPACE

**BETHANNE DOUD**, Sales Manager  
Hotel Products and Services  
513.263.9306  
bethanne.doud@stmediagroup.com

**LYNN WHITE**, Sales Manager  
Restaurant Products and Services  
212.754.7938  
lynn.white@stmediagroup.com

### OFFICIAL SHOW DIRECTORY AD SIZES & DIMENSIONS

#### SPREAD



16" x 10.875"  
(add .125" on all sides for bleed)

\*Pricing varies on ad positions. Contact your sales representative for more information.

#### FULL PAGE



8" x 10.875" (add .125" on all sides for bleed)

Full Page Cover **\$2,890**

First Right Hand Page **\$2,625**

Full Page **\$2,100**

#### HALF PAGE



7" x 4.875"  
(no bleed)

**\$1,365**

#### QUARTER PAGE



3.25" x 4.875"  
(no bleed)

**\$700**

#### PRODUCT CATEGORY AD 2.25" x 2.25"

Be the first product that buyers see when they search by a specific product category. Your ad will be placed alphabetically within your product's category.

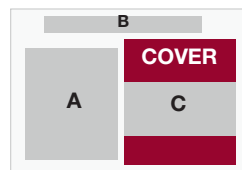
**\$475**

#### HIGHLIGHTED LISTING WITH LOGO

Get noticed on your listing's page when buyers search for exhibitors by company name. We highlight your listing's background and add your logo. (up to 2-1/4" x 1") Background box color to be determined.

**\$275**

#### DIGITAL EDITION ADD-ONS



Expand your reach by purchasing the left of cover ad (A) for only **\$1500**, which also includes the leaderboard position (B), OR purchase a digital belly band position (C) **\$750** for the cover only.

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# HX DIRECTORY ADVERTISING SPECIFICATIONS

## MECHANICAL INFORMATION

**PRINTING** / Web-offset presses

**TRIM SIZE** / 8" x 10.875"

**LIVE MATTER** / Text and any graphics that should not trim must be at least .25" from the trim.

**BLEED** / At least .125" bleed over trim on all sides

**SPREAD** / Live matter must be at least .375" from gutter.

## DIGITAL FILE REQUIREMENTS

No application files will be accepted.

### PDF FILE REQUIREMENTS

Must be high-resolution, print-ready PDF-X1a.

### EPS FILE REQUIREMENTS

Must be 100% size. Please embed all images and convert all fonts to outlines.

### TIFF FILE REQUIREMENTS

Must be 100% size. Please flatten any layers.

All images used in design must be 300 dpi and CMYK color profile. If you wish to use PMS or spot colors, notify your Account Manager, as additional charges will be applied.

The publisher will not be held responsible for color running incorrectly if a SWOP-certified digital color proof is not submitted by the advertiser/agency. A SWOP digital color proof should be submitted at 100% ad size by materials due date. The Production Coordinator should be notified in advance if a proof is needed. Laser or inkjet proofs at 100% are acceptable for content only, but cannot be used to guarantee color.

Do NOT include printer's marks (crop marks, registration marks, etc.) in the bleed of your file submission. All printer marks should be offset from the trim by .125". If these marks are included in the bleed of the file, there is a chance these marks will be printed in the final product.

## PRINT AD MATERIALS DEADLINES

CLOSING / September 21st  
MATERIALS DUE / October 3rd

## DIGITAL FILE SUBMISSION PROCEDURES

### WEB-ENABLED UPLOAD

http://upload.stmediagroup.com

Select "HX – Directory Advertising" from the dropdown menu. When submitting multiple files, please include them all in one compressed folder (ZIP). After your upload is complete, the production coordinator will receive an automated email.

## MAIL

You can send your digital files via CD or DVD to:

**Linda Volz**  
Hospitality Media Group LLC  
11262 Cornell Park Dr.,  
Cincinnati, OH 45242

Submitted media will not be returned unless requested.



## PRODUCTION CONTACT

LINDA VOLZ  
513.263.9398  
linda.volz@stmediagroup.com