



Date: \_\_\_\_\_

Advertiser (company name): \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Country: \_\_\_\_\_ ZIP/Postal code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Agency (if applicable): \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Country: \_\_\_\_\_ ZIP/Postal code: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_ E-mail: \_\_\_\_\_

## HFTP's Digital Magazine

**Insertion Schedule** (Check issues desired, go to [www.hftp.org/mediakit](http://www.hftp.org/mediakit) for submission deadlines)

Winter (Available in December) Year: \_\_\_\_\_  Spring (Available in March) Year: \_\_\_\_\_

Summer (Available in June) Year: \_\_\_\_\_  Fall (Available in September) Year: \_\_\_\_\_

**Position:**  Full Inside Front Cover  Full Interior Page  Half Page — horizontal  Half Page — vertical  
 Viewer margin ad  Interstitial ad

**Bleed**  yes  no **Special Instructions** \_\_\_\_\_

## HFTP WEB SITE

**Button ad** (monthly rates:)  1x at \$375/mo.  3x at \$325/mo.  6x at \$225/mo.

For online ads, specify month(s) for ad placement: \_\_\_\_\_

## PAYMENT

**TOTAL:** \_\_\_\_\_ (Prices listed on page 2 of this contract)

**Billing:**  Direct to advertiser  Through agency listed

Please charge my:  MC  VISA  AMEX

Card No. \_\_\_\_\_

Exp. Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_

## CANCELLATION POLICY

Cancellations and changes cannot be accepted after closing date. For advertisers receiving multiple frequency discounts, cancelled ads must be rebooked on cancellation and run within 12 months of the first ad in the contract. Advertisers who do not fulfill their contracts will be back-billed at the one-time rate.

## AUTHORIZATION

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Return to:** (Please keep a copy for your files)

HFTP • Attn: Claire Boyland • 11709 Boulder Lane, Ste 110  
Austin, Texas 78726 • +1 (512) 220-4042 • Fax: +1 (512) 249-1533  
[claire.boyland@hftp.org](mailto:claire.boyland@hftp.org)

# RATES AND MECHANICAL INFORMATION

Digital Magazine			
	1x	2x	4x
Full Inside Front Cover	\$750	\$675	\$600
Interior Full Page	\$500	\$450	\$400
Half page	\$375	\$340	\$300
Interstitial page	\$1,000	\$900	\$800
Viewer margin ad	\$1,250	\$1,125	\$1,000

## Sizing

Full page bleed — 8 <sup>3</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>4</sub> "
Full page — 7 <sup>1</sup> / <sub>2</sub> " x 10"
Half page — 7 <sup>1</sup> / <sub>2</sub> " x 4 <sup>3</sup> / <sub>4</sub> "
Half page island — 4 <sup>7</sup> / <sub>8</sub> " x 7 <sup>1</sup> / <sub>2</sub> "
Viewer margin ad — 160 x 600 pixels
Interstitial ad — 160 x 600 pixels

All ads in the digital magazine will be linked directly to the advertiser's web site. Advertisers will also be listed in an advertiser's index as part of the digital viewer.

## Payment

All rates are net. Payment is due upon receipt of invoice. Advertisers who cancel after the closing date will be liable for payment in full. Advertisers under contract are protected at current rates until termination of existing contract. Frequency discounts are valid for advertising which runs within a 12-month period, based on the date of first advertising placement. If advertiser does not complete the contract within a 12-month period, advertising will be back-billed at the one-time rate.

## Bleed

Accepted at no additional cost. If providing an ad that bleeds (exceeds the page's edge) be sure to follow the specs for a Bleed ad, which extends 1/8" off of the trim size in each direction.

## Special Inserts, Cards

Contact publisher for availability, costs and specifications.

## Closing Date

For dates please visit: [www.hftp.org/mediakit](http://www.hftp.org/mediakit) and click on Editorial Calendar. The Bottomline is published quarterly in March, June, September and December.

## Cancellations

Cancellations will not be accepted after closing date (see closing dates in the Media Center at [www.hftp.org](http://www.hftp.org)). Advertisers who cancel after the closing date will be liable for payment in full. For advertisers receiving multiple frequency discounts, cancelled ads must be rebooked on cancellation and run within 12 months of the first ad in the contract. Advertisers who do not fulfill their contracts will be back-billed at the one-time rate.

Web Site Ads			
	1x	3x	6x
HFTP.org	\$375	\$325	\$225

## Web Site Ad Specifications

HFTP.org Banner — 280 x 140 pixels

## Material Accepted

Publisher reserves the right to reject any advertising deemed unsuitable. Prepress proofs are not available. High-resolution Adobe PDFs are preferred. Other electronic file formats accepted include: Photoshop (flattened), EPS, TIF and InDesign.

## Production Charges

Any artwork done by publisher (e.g. typesetting or rebuilding) will be billed at prevailing rates to the advertiser as production charges.

## Contract Regulations

Publisher reserves the right to reject any advertising deemed unsuitable. Publisher must be given written notice to cancel any contract.

## Delivery

Send advertising material to:

Hospitality Financial and Technology Professionals  
Attn: Production Department  
11709 Boulder Lane, Ste 110 • Austin, TX 78726-1832  
+1 (512) 220-4026 • Fax +1 (512) 249-1533  
E-mail: [publications@hftp.org](mailto:publications@hftp.org) • [www.hftp.org](http://www.hftp.org)

Contact the HFTP publications department for instructions on uploading your ad to the HFTP FTP site.

\*Files larger than 3 MB will not be accepted via e-mail.