

Resort Trades

MANAGEMENT OPERATIONS

2008 MEDIA KIT

*The Resort Manager's
Guide to Effective
Resort Management*



KRISTIE IRVIN, RRP

Account Manager

(931) 484-8819 • Kristie@thetrades.com
Fax: (931) 456-9059 • www.thetrades.com



We are The Trades Publishing Company; we have over 20 years' experience producing and distributing market-specific trade publications to various industries throughout the United States, Canada and U.S.V.I. Our publications include trade magazines for the resort industry, golf course industry, parks and recreation industry, and landscape architects.

Members of our professional staff are knowledgeable and up to date in current issues affecting the industries which we serve. The Trades Publishing Company is active in the associations that drive these industries as well.



Audience

For years, the needs of resort managers and owners' associations have been underserved by the existing industry journals.

The Resort Trades' **Management & Operations** magazine, with articles and topics on leading concerns of resort managers across the United States, Canada and US Virgin Islands, will be presented as a tool to resort managers, property managers and associations in order to deal with the daily struggles of operating and managing a top-quality resort property.

OUR ULTIMATE GOAL: Bring current issues and solutions to resort, property and association managers and management companies in order to help them create high-quality vacation experiences.

Distribution

Resort Trades' **Management & Operations** magazine is distributed to all identified timeshare resort managers, property managers and association properties in the United States, Canada and U.S.V.I. The mailing list for **RTM&O** comes from a combination of identified timeshare resort and association properties and qualified requested subscriptions.

The Resort Trades' **Management & Operations** magazine is delivered, in January, March, May, July, September, and November.

Ad Rates

Full Color	1X	3X	6X
Full Page	1545	1420	1030
2/3 Page	1290	1080	1005
1/2 Page	1030	875	745
1/3 Page	775	620	565

Special Positioning:

Back Cover (Min 3X)	1800
Page 2, Page 3 (Min 3X)	1545
Center Spread (15.875" x 9.8125")	2475

Mechanical Specs

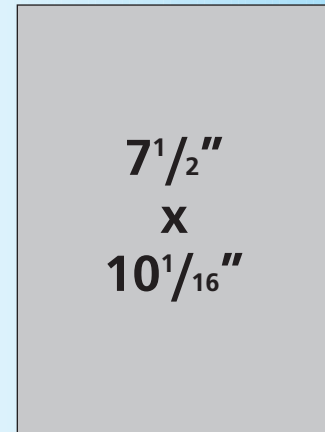
PREFERRED MATERIAL

- **Publication Size:** Letter (8 3/8" x 10 7/8")
- **Paper:** Gloss Swop Coated
- **Resolution:** 300 dpi Minimum
- **Fonts:** Postscript Level 1 and True Type - PC ONLY
Whenever possible convert fonts to outlines.
- **Digital Files:**
 - PDF - (joboptions file is available upon request)
 - EPS or AI - Adobe Illustrator (convert fonts to outlines)
 - QXD or QXP - QuarkXpress with images as separate files
 - INDD - Adobe InDesign CS with images as separate files
 - TIF or PSD - Photoshop layers intact w/ type layers rasterized
 - JPG - with little to no compression
 - ZIP or SIT also available
 - Media CD-R finalized and CD-RW
- **Labels:** Please label your files with your company name
- **Email to:** Resort@thetrades.com
- **Upload to:** www.thetrades.com/upload
- **Mail to:** The Trades Publishing Company
Attn: Kristie Irvin, RRP
20 Our Way Drive
Crossville, TN 38555

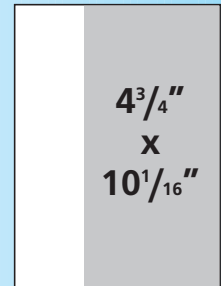
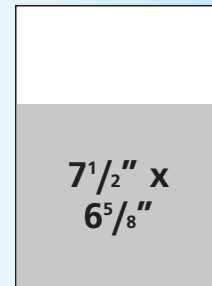
For more information on advertising in
The Resort Trades' Management & Operations,
please contact:

Kristie Irvin, RRP
(931)484-8819
kristie@thetrades.com

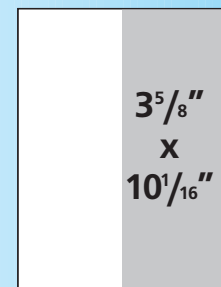
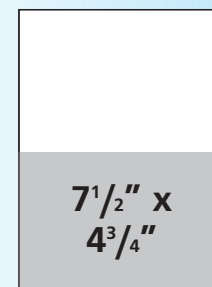
Ad Sizes



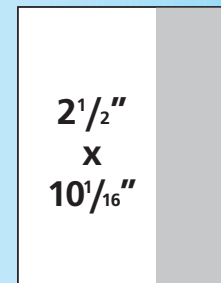
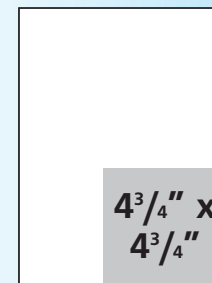
FULL PAGE
with bleed: 8⁵/₈" x 11³/₈"



2/3 PAGE



1/2 PAGE



1/3 PAGE

Authors Guidelines

Would you like to write an article?

All resort management and operations professionals, service or product manufacturers and suppliers are invited to submit articles at **askMANDO.com** and **Resort Trades Management and Operations** magazine. We welcome all contributors who have something relevant and objective to tell our industry partners.

Editorial Guidelines:

The Trades Publishing Company, Inc. (The Trades) reserves the right to accept or reject any editorial submission.

The Trades may edit your article for punctuation, grammatical and typographical errors. Articles should be editorial in nature, not an advertisement for your business. Be objective and concentrate on useful trends, techniques and issues facing our industry. If you wish to place advertising with your article, contact Kristie Irvin at 931.484.8819.

Articles should contain from **500 to 1,250** words and be submitted in electronic form (email resort@thetrades.com) if possible. We can work with most formats.

For articles that feature photos, use studio quality photographs at least 5" x 7" in size, or provide digital images that are 300 dpi at actual size. If you have questions, email **resort@thetrades.com** or call 931.484.8819 and ask for the layout department.

If you have an idea for an article and want to discuss the relevance of the topic with the creative director or director of publications, we can be reached at 931.484.8819, or email **resort@thetrades.com**.

Articles we select are usually published within two months of receipt. If you want the article to appear in a particular issue, be sure to submit your copy (text) at least 60 days ahead of the desired issue. We cannot promise, but we will try to accommodate these requests.

Generally, we do not publish articles that have appeared in other media. We will however, consider printing works that are truly relevant to our readers.

Should **The Trades** determine that a manuscript does not fit our criteria for publishing, we may return it to you with suggestions for editing and re-submission.

Please provide your name, company name, title, address, phone number, email address and website address with your article. Also include a brief three sentence bio about yourself and/or your company.

Thank you!

KRISTIE IRVIN, RRP • Account Manager

(931) 484-8819 • Fax: (931) 456-9059 • Kristie@thetrades.com • www.ResortTrades.com