

ADVERTISING RATE CARD 2020



Leading the Premium Seat Industry Since 1990

The Association of Luxury Suite Directors devotes itself to providing a single platform for our members that fosters interaction and access across all layers of the premium seat marketplace. As the leading resource to premium seat directors and team/facility executives, ALSD delivers uncommon insight into the marketing, branding, and operation strategies that guide their actions. Every day we work to establish and maintain individual relationships that promote first-class service to our valued members.

DIGITAL ADVERTISING

One Time Rates:

Between the SEATs E-Newsletter

Distributed monthly to our 1,300-plus members

Leaderboard Advertisement	\$500
Native Advertisement	\$1,200
Partner Solutions (Native Article*) (\$5,000 for three-article package)	\$2,000

ALSD.com

Visited monthly by 8,800 unique site users

Partner Solutions (Native Article*) (\$5,000 for three-article package)	\$2,000
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Video Content

Viewed monthly by 3,500 unique online users

Partner Solutions (Native Video)	\$2,500
Editorial Trip Sponsor	\$6,000

*This native article is the same piece of content, published on ALSD.com, distributed through Between the SEATs, and priced at \$2,000 per article or \$5,000 for a three-article package.

PRINT ADVERTISING

One Time Rates:

SEAT Magazine

Distributed quarterly to 2,000-plus industry leaders

Full Page, Full Bleed, Four Color	\$1,200
One-Half Page, Non-Bleed, Four Color	\$700
Full Page, Full Bleed, Black and White	\$600
One-Half Page, Non-Bleed, Black and White	\$400
Inside Front Cover	\$1,800
Inside Back Cover	\$1,800
Outside Back Cover	\$2,400

DIGITAL ADVERTISING

One Time Rates:


Between the SEATs E-Newsletter

Leaderboard Advertisement: \$500

- Specifications:
 - Dimensions: 600px by 150px
 - Size: Less than 40K
 - Formats: GIF, JPG, or PNG
 - Animation Length: 15 Seconds
 - Outbound Link: Company Homepage or Specific Product Page
- Creative can be promotional in nature.
- A maximum of two leaderboard advertisements will be sold each month.

Native Advertisement: \$1,200


- This insertion includes:
 - Headline (maximum 65 characters)
 - Description (maximum 50 words)
 - One image (800px by 500px)
 - Outbound link to website or specific webpage
- Creative can be promotional in nature, usually about a new product release or company update.
- A maximum of two native advertisements will be sold each month.



November 2019
ALSD
Between the SEATs
Monthly Members-Only Newsletter

Nashville Soccer Club Stadium


Executive Fishbowl: A New ALSD Interview Series



ALSD
EXECUTIVE FISHBOWL
BUILDING A SPORTS FRANCHISE FROM THE GROUND UP

A Conversation with Ian Ayre, CEO, Nashville SC (Part 1)


Guided by over two decades of experience in the sports and media industries, Ian Ayre now commands Nashville SC, as the MLS expansion franchise builds its organization, brand, and stadium from the ground up.



ALSD
EXECUTIVE FISHBOWL
A CHOICE FOR EVERY POCKET, PALATE, AND BUDGET

A Conversation with Ian Ayre, CEO, Nashville SC (Part 2)

Starting from the inside-out, Ian Ayre and his design-build team are constructing a venue and entertainment product that functions for a multitude of events and serves all fan segments for Nashville Soccer Club.




Integrated marketing & printing solutions

FRANKLIN.
the partner you always needed

DRAFT US TODAY.
partner@franklingroupusa.com

Personalized Holiday Gifts for Your Suite Holders

With our wide variety of unique product selections, Prize Possessions is your number-one stop for personalized gifts this holiday season. Please contact our gifting specialist, Nick Tedeschi, today for exclusive ALSD pricing and to request a copy of our 2019 catalog.



PRIZE POSSESSIONS
For moments that deserve true recognition
www.prizepossessions.com • 800-263-7166

DIGITAL ADVERTISING

One Time Rates:

ALSD.com

Banner Advertisement:

- Specifications:
 - Dimensions: 300x250
 - Size: Less than 40K
 - Formats: GIF, JPG, or PNG
 - Animation Length: 15 Seconds
 - Outbound Link: Company Homepage or Specific Product Page
- Creative can be promotional in nature.

Partner Solutions (Native Article): \$2,000

- This opportunity includes:
 - Headline (maximum 100 characters)
 - Description (maximum 190 characters)
 - Body (suggested 500-750 words; maximum 750 words)
 - One image (800px by 500px – should be editorial in nature)
 - Byline
 - Outbound link to website or specific webpage can be embedded within the article.
- This native article will be published on ALSD.com under the "Partner Solutions" department, placed within the e-newsletter body under the same "Partner Solutions" department, and promoted on ALSD social media.
- For additional content guidelines, see page 8.

ALSD About - Conferences - Members - News - SEAT Magazine Galleries - Speakers

Chicago Cubs Install Advanced Lighting Control System as Part of Wrigley Field Renovation

The Cubs partnered with Audacy Wireless Lighting Controls to introduce new technologies throughout the MLB icon, improving energy management as well as staff and player productivity.

By Stephanie Wymore, Audacy Wireless Lighting Controls, a division of IDEAL Industries, Inc.

ALSD Partner Solution

The Audacy Wireless Lighting Controls system was first installed into a 30,000-square-foot area of the iconic Wrigley Field ballpark as part of its recent restoration and expansion, also known as the 1060 Project. The system was deployed in the Chicago Cubs clubhouse, which opened to the players on Opening Day 2016, and it has quickly become one of the most advanced clubhouses in baseball.

The hero behind the 1060 Project is Carl Rice, who is the Vice President for the Restoration and Expansion of Wrigley Field. Rice described it best when he said, "The 1060 Project is a wonderful project. Our goal is to maintain the historic charm of Wrigley Field and implement various forms of technology to try to make sure we are modern and up to date."

"[Audacy is a] significant leap forward in wireless energy management control technology. We're impressed by both the system and IDEAL Industries' engineering and customer service team, which has met every deadline and challenge thrown their way. Their product support consistently exceeded every other system we reviewed."

- Carl Rice, Chicago Cubs

Previously, the clubhouse area was much smaller and had outdated lighting with no controls. This area was tremendously expanded and now houses many features unique to this installation.

Features include the Cubs logo, which can change colors directly from the Audacy platform to be in tune with the mood of the players prior to or after a game, as well as a lit "W" directly outside of the clubhouse that is illuminated following a Cubs win.

In the clubhouse application, the Audacy Wireless Lighting Controls system provides substantial energy savings to spaces that had previously housed no lighting controls. Players and employees are now able to have more granular control over personal spaces that they are using every day.

As Rice said, "The Audacy system has given us more flexibility even beyond what our original scope was for the project."

Upon completion of the clubhouse, the Cubs organization extended the Audacy Wireless Lighting Controls system into its newly constructed 125,000-square-foot, six-floor office building for employees, completed at the beginning of the 2017 baseball season.

The Audacy system was placed into every floor of the building, which includes several meeting spaces and the main lobby area with its unique, constantly changing video board. Within the office building, the Cubs organization is able to utilize the system's capabilities of occupancy, vacancy, daylight harvesting, scene selection, and remote system control.

With the Cubs organization's open office concept that fosters flexibility and growth of space, and the Audacy system's web-based technology, the result is an incredibly flexible solution that can grow with the organization as it expands with the 1060 Project.

This venue solution was published in partnership with Audacy Wireless Lighting Controls, a division of IDEAL Industries.

SEIKO
CHRONOMETER WATCHES & SERVICES

ALSD
CONFERENCE
and TRADESHOW
JUNE 21-24, 2020
SHERATON DALLAS HOTEL
DALLAS, TEXAS

Grow with ALSD

Join our community of Premium Seating Professionals and instantly grow your network of contacts who actively develop and support the premium seating marketplace.

[Join/Renew](#) [More Info](#)

Power up multiple devices without the hassle of searching for outlets.

[LEARN MORE](#)

PowerPuck
CHARGE FORWARD

DIGITAL ADVERTISING



One Time Rates:

Video Content

- The ALSD travels throughout the year to capture editorial content from our members in their home venues. The content created includes video formats.
- We visit three to six venues per trip.
- We create nine to 12 videos per trip.

Partner Solutions (Native Video): \$2,500

- This opportunity includes:
 - One video (2-5 minutes, created by ALSD)
 - One interview and/or product demonstration in a partner/ALSD member venue or comparable location
 - Logo placement in introduction bumper (PNG format preferred)
 - Logo placement on end screen (PNG format preferred)
 - Outbound link to website or specific webpage can be included in the video description.
- This video content will be published on the ALSD YouTube channel and on ALSD.com.
- It will appear natively within YouTube playlists (if applicable) and on ALSD landing pages (if applicable).
- This video content must not be promotional in nature.
- All videos will also be distributed through Between the SEATs and ALSD social media.
- A maximum of three videos will be sold each trip.

ALSD Editorial Trip Sponsor: \$6,000

- This opportunity includes:
 - All of the above video content benefits
 - One additional video (2-5 minutes, created by ALSD)
 - Logo placement in introduction bumper for all videos associated with trip (PNG format preferred)
 - Logo placement on end screen for all videos associated with trip (PNG format preferred)
- All videos are subject to ALSD approval.



PRINT ADVERTISING



Print Advertising

One Time Rates:

Four Color: \$1,200

Full Page, Full Bleed
(8 3/8 x 10 7/8 inches PLUS 1/4 bleed)

One-Half Page, Non-Bleed: \$700

(7 x 4 7/8 inches)

Black and White: \$600

Full Page, Full Bleed
(8 3/8 x 10 7/8 inches PLUS 1/4 bleed)

One-Half Page, Non-Bleed: \$400

(7 x 4 7/8 inches)

Cover Rates:

Inside Front Cover: \$1,800

Inside Back Cover: \$1,800

Outside Back Cover: \$2,400

The \$6,000 Program:

For a one-time rate of \$6,000, benefits include:

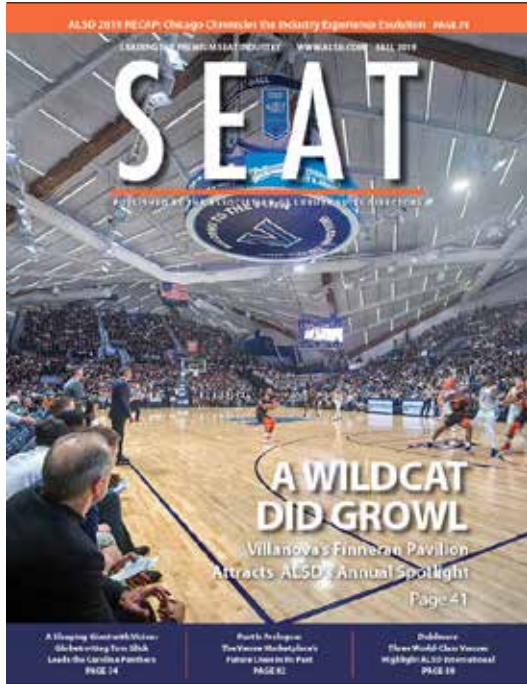
- One (1) 10x10 Exhibit Space at the Tradeshow
- Three (3) Four-Color, Full-Page Advertisement Insertions in SEAT Magazine
- One (1) Four-Color, Full-Page Advertisement Insertion in the Conference Program
- One (1) Website Banner Advertisement
- One (1) Buyers Guide Listing
- One Year ALSD Membership – Up to six (6) members
- 100 Word Product/Organization Description in the Conference Program

*For the \$6K program, digital assets can be substituted where there is similar value.



The 30th Annual ALSD Conference and Tradeshow will visit the Dallas-Fort Worth Metroplex in June 2020. The Sheraton Dallas Hotel will host the usual full slate of speakers, sessions, and exhibit booths from across the ever-changing sports and entertainment venue landscape. This year's agenda will again feature The Sports Venue Design & Build Forum and the Sports Sales Training Forum, as well as tours and networking events a variety of the industry's best venues.

AD SPECIFICATIONS



FOR DIGITAL

Banner Advertising Specifications

Every banner order must include: Contract or Insertion Order with run dates, ad site, and rate

Banner Specifications:

- Dimensions: 300 pixels x 250 pixels
- Size: < 40K
- Formats: GIF, JPG, or PNG
- Animation length: 15 seconds
- Example:
https://alsd.com/sites/default/files/ads/ad_300x250.gif
- Contact John Tymoski at john@alsd.com

MAILING/EMAIL INSTRUCTIONS

Send all contracts, insertion orders, instructions, correspondence, payment, and ad materials to:

ALSD

Attn: Scott Hinzman
10017 McKelvey Road
Cincinnati, Ohio 45231
P 513 674 0555 x101
F 513 674 0577
scott@alsd.com

FOR PRINT

SEAT Magazine is produced in Adobe InDesign on an Apple computer and printed via PDF workflow direct-to-plate web offset by Franklin Printing, Brooklyn, New York.

SEAT Magazine cover prints on 100# gloss cover weight; body prints on 70# gloss text weight and is perfect bound.

SIZE

- The final magazine trim size is 8 ³/₈ x 10 ⁷/₈ inches.
- **Add 1/8 inch bleed minimum (1/4 inch preferred) on all sides, if applicable.**
- Do not include crop marks.
- When creating ads, check the rate chart for specific sizes.
- **Make sure files are saved as a PDF to the correct trim size (8 ³/₈ x 10 ⁷/₈) PLUS BLEED (1/4 inch), if applicable. Text and any graphics that should not trim must be at least 1/2 inch away from the trim.**

DIGITAL REQUIREMENTS

- CMYK (no RGB) files.
- All photos should be 300dpi.
- **Save file as a hi-res PDF (required).**
- **Do not include crop marks.**
- Send via email (if under 20 MB) or ftp site (Dropbox, etc.) download if larger.
- Fonts must be embedded in the PDF.
- Email to scott@alsd.com.

EDITORIAL CALENDAR 2020



Leading the Premium Seat Industry Since 1990

For More Information on Digital Advertising,
contact:

Max Snyder
Director of Sponsorship
ALSD
513-674-0555 x103
max@alsd.com
alsd.com

SEAT Magazine:

Winter 2020: ALSD International Recap

November 27:
Ad Sales and Editorial Deadline
(Please Note: This is a Wednesday. Thanks-
giving is Thursday, November 28 this year)
December 13:
Deadline to Submit Ads
December 27: Mail Date

Spring 2020: ALSD Conference Preview

March 13:
Ad Sales and Editorial Deadline
March 27:
Deadline to Submit Ads
April 10: Mail Date

ALSD Conference Program 2020:

May 22:
Ad Sales and Editorial Deadline
May 29:
Deadline to Submit Ads
Event Dates: June 21 – 24

Fall 2020: ALSD Spotlight Issue

August 7:
Ad Sales and Editorial Deadline
August 21:
Deadline to Submit Ads
September 4: Mail Date

Between the SEATs:

January:
December 20 (2019): Editorial
Deadline
January 6: Send Date

February:
January 24: Editorial Deadline
February 3: Send Date

March:
February 21: Editorial Deadline
March 2: Send Date

April:
March 20: Editorial Deadline
April 1: Send Date

May:
April 24: Editorial Deadline
May 1: Send Date

June:
May 22: Editorial Deadline
June 1: Send Date

July: NO RELEASE

August:
July 24: Editorial Deadline
August 3: Send Date

September:
August 21: Editorial Deadline
September 1: Send Date

October:
September 25: Editorial Dead-
line
October 1: Send Date

November:
October 23: Editorial Deadline
November 2: Send Date

December:
November 20: Editorial Dead-
line
December 1: Send Date

*Please Note: All dates are
subject to change by the ALSD.*

PARTNER SOLUTIONS CONTENT GUIDELINES

The ALSD reserves the right to maintain the editorial style of our digital publications, and in so doing, all Partner Solutions content must adhere to our design requirements. By adhering to these requirements, the process for the potential approval of content will be expedited. The ALSD further reserves the right to alter or edit our Partner Solutions Content Guidelines at any time.

Additional terms and conditions are:

- Headlines must be contained on two lines on ALSD.com, or a maximum of 100 characters.
- Descriptions must be contained on two lines on ALSD.com, or a maximum of 190 characters.
- Body copy should be 500-750 words and should blend with the style and formatting of the website. (Word counts are approximate. You may be required to cut or add content as requested by the ALSD.)
- All contact information must be included in a bio area appearing at the bottom of the Partner Solutions content and be limited to 100 words.
- Imagery should be a part of the Partner Solutions content, meet minimum size requirements (800px by 500px), and complement the content length.
- Images should be lifestyle in nature rather than product images.
- One photo is permitted.
- Regarding images:
 - The advertiser must be the copyright holder of any image provided.
 - The advertiser must have written release for images, including people.
 - Images must specifically relate to the content's message or product.
 - Digital images should have horizontal orientation with dimensions of 800px wide by 500px tall.
 - Images should be able to be reasonably cropped as necessary if not matching above sizing.
- All copy submitted is subject to approval and/or editing by the ALSD for editorial style, spacing, and grammar.
- Ads within Partner Solutions content are not permitted.
- The ALSD will add "This venue solution was published in partnership with x company." in a footnote of each content piece.
- The ALSD will inset a caption of "Partner Solutions" into all images.
- Partner Solutions content should be written in the style of an article that discusses the benefits to be experienced by the user of the product/service (as opposed to the features of the product/service) and will include real-life scenarios or case studies to demonstrate effectiveness.
- Partner Solutions content space is meant as a substitute for print advertising space. However, custom packages are available.
- If purchased outside the parameters of a \$6K package or custom-designed package, fees apply to any articles accepted as part of these guidelines. The fee for each piece of content accepted will be USD \$2,000 per article (or USD \$5,000 for a three-story package). This fee may be adjusted from time to time at the ALSD's discretion.
- Links shall be approved by the ALSD and must be relevant to the content's topic.
- All Partner Solutions content is subject to review and approval by the ALSD prior to publication.
- Submissions will exist on ALSD.com in perpetuity unless the advertiser requests removal, or if the content becomes redundant.
- Advertisers must agree to indemnify the ALSD and hold it harmless from and against all claims, damages, losses, and expenses, including court costs and reasonable fees and expenses of solicitors, expert witnesses, and other professionals, arising out of or resulting from any action by a third party against the ALSD that is based on any claim that any Partner Solutions content infringes a copyright or other proprietary right or violates a trade secret.
- By submission of Partner Solutions content, advertisers agree to have read this Agreement and agree to be bound by it, and also agree that the foregoing accurately reflects our agreement with respect to the subject matter hereof.