



Leading the Premium Seat Industry Since 1990

ADVERTISING RATE CARD 2018 - 2019

Print Advertising

One Time Rates:

Four Color
Full Page, Full Bleed
(8 3/8 x 10 7/8 inches PLUS 1/4 bleed) \$1,200

One-Half Page, Non-Bleed
(7 x 4 7/8 inches) \$700

Black and White
Full Page, Full Bleed
(8 3/8 x 10 7/8 inches PLUS 1/4 bleed) \$600

One-Half Page, Non-Bleed
(7 x 4 7/8 in.) \$400

Cover Rates
Inside Front Cover \$1,800

Inside Back Cover \$1,800

Outside Back Cover \$2,400

Native Content Opportunities

Custom One-Page Advertorial, with Byline \$2,000
(Also published on ALSD.com)

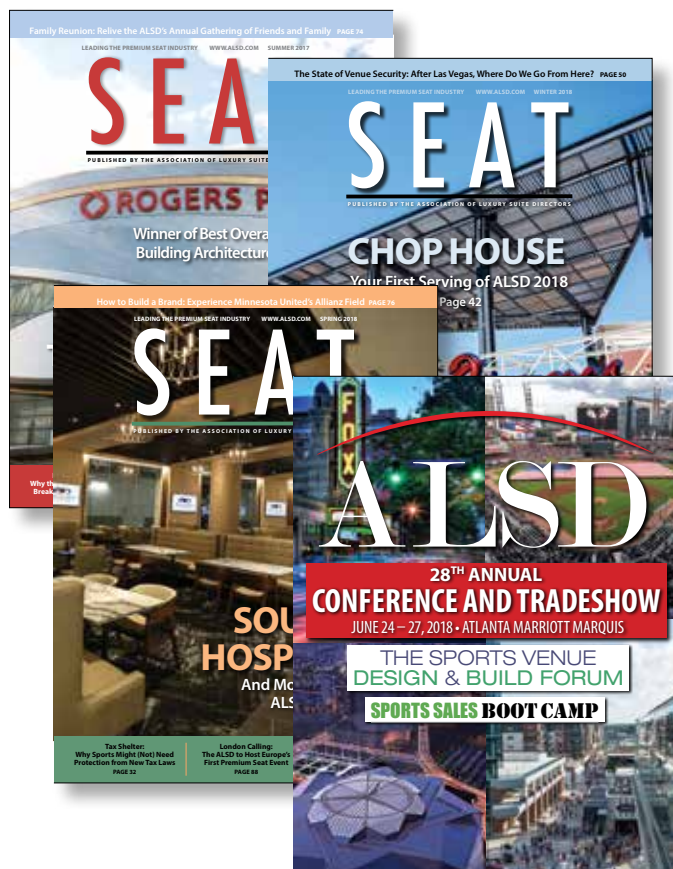
Custom One-Half Page Sidebar
(Inserted within editorial) \$1,400

SEAT Magazine Article Interview \$500
(Must be a current ALSD member)
(includes up to six members)

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 four (4) members
- 100 Word Product/Organization description in the Conference Program





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Digital Advertising

One Time Rates:

Custom Social Media Mention	\$600
Run of Site (Banner Ad) (300x250)	\$1,200
Targeted Display (Banner Ad) (300x250)	\$1,800
Sponsored Content (Custom advertorial with byline)	\$2,000
Video Pre-Roll (With 300x250 companion ad) (15-second limit)	\$1,800
Podcast Pre-Roll (Live Read) (With 300x250 companion ad) (30-second limit)	\$1,800

Podcasts (Custom Show Sponsorship)

(Features branded interview with team partner) (Includes 30-second pre-roll ad) (Includes 15-second mid-roll and post-roll ads)	\$5,000
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Webinars *To Be Discussed*

Between the SEATs Sponsor

(With 300x250 companion ad) (Inclusion of Sponsored Content)	\$2,400
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ALSD Editorial Trip Sponsor Includes:

300x250 Targeted Display Sponsored Content Video Pre-Roll (for all video content associated with trip)	\$6,000
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*For the \$6K program on page __, digital assets can be added or substituted where there is similar value. For example, you can sub out the three SEAT ads for Sponsored Content or a podcast live read.

2018-2019

ALSD Editorial Calendar

SEAT Magazine:

Winter 2018

November 30: Ad Sales Deadline; Editorial Deadline
December 14: Deadline to Submit Ads
December 21: Publishing Date

Spring 2019

March 15: Ad Sales Deadline; Editorial Deadline
March 29: Deadline to Submit Ads
April 5: Publishing Date

ALSD Conference Program 2019

May 31: Ad Sales Deadline; Editorial Deadline
June 14: Deadline to Submit Ads
June 21: Publishing Date

Fall 2019

August 9: Ad Sales Deadline; Editorial Deadline
August 23: Deadline to Submit Ads
August 30: Publishing Date



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Between the SEATs:

September 2018:

August 29: Editorial/Ad Deadline

September 4: Send Date

October 2018:

September 26: Editorial/Ad Deadline

October 1: Send Date

November 2018:

October 29: Editorial/Ad Deadline

November 1: Send Date

December 2018:

November 28: Editorial/Ad Deadline

December 3: Send Date

January 2019:

December 21: Editorial/Ad Deadline

January 2: Send Date

February 2019:

January 28: Editorial/Ad Deadline

February 1: Send Date

March 2019:

February 25: Editorial/Ad Deadline

March 1: Send Date

April 2019:

March 27: Editorial/Ad Deadline

April 1: Send Date

May 2019:

April 26: Editorial/Ad Deadline

May 1: Send Date

June 2019:

May 29: Editorial/Ad Deadline

June 3: Send Date

July 2019 – No Issue

August 2019:

July 29: Editorial/Ad Deadline

August 1: Send Date

For more information, contact:

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