

# ADVERTISING RATES & SPECIFICATIONS



## content & circulation:

VRMA Review is the only magazine published exclusively for the owners and managers of vacation rental management firms. As the professional trade association for the vacation rental industry in North America, VRMA publishes a quarterly magazine and provides VRMA supplier and associate member companies with an opportunity to advertise. Independent research confirms that vacation rental manager members avidly read each issue and have ranked the publication as one of the top member benefits. Past advertisers attest to satisfaction with the results of their ads in the publication.

Each quarterly edition of VRMA Review has a print run of 1,500 and a direct circulation to 1,100 qualified vacation rental managers, with the remaining 400 going out to industry related decision-makers including prospective members of VRMA, and service companies.

## publication and closing dates:

VRMA Review is published mid-month in March, June, September and December. Thus, the deadline for submission of artwork is the end of the months of February, May, August and November. VRMA has the right to reject any advertisement which, in its sole discretion, is deemed objectionable.

## ad sizes and cost:

The ad rates for VRMA Review exclusively for VRMA members are:

### BLACK & WHITE ADS:

Quarter Page	\$425 (payment by check -\$25)
Half Page	\$775 (payment by check -\$30)
Full Page	\$1,330 (payment by check -\$80)

### COLOR AD OPTIONS:

Inside Front Cover Full Page	\$2,200 (payment by check -\$150)
Inside Back Cover Full Page	\$1,950 (payment by check -\$100)
Inside Mid-Section Full Page	\$1,750 (payment by check -\$100)
Back Cover Half Page	\$1,700 (payment by check -\$100)
Inside Front/Back Cover Half Page	\$1,300 (payment by check -\$80)
Inside Middle Section Half Page	\$1,080 (payment by check -\$60)

### AD SIZES:

#### QUARTER PAGE:

Vert. 3 3/4" wide by 4 3/4" tall

#### HALF PAGE

Horiz. 7 5/8" wide by 4 3/4" tall  
Vert. 3 3/4" wide by 10 1/8" tall

#### FULL PAGE:

Vert. 7 5/8" wide by 10 1/8" tall

Companies that invest in four consecutive issues of the newsletter are provided a 50% discount for the fourth advertisement. Payment is due at the end of the month prior to publication; or +\$50 for late payment.

## art specification & submission:

PLATFORM: Macintosh formatted files only.

BLACK & WHITE ADS: Make sure all submitted art is in grey scale or black & white. Submit a hardcopy for proofing.

FULL COLOR ADS: Make sure all submitted art is in CMYK or grey scale. Submit a hardcopy for proofing.

FORMATS: InDesign, Quark, PDF, Photoshop, Illustrator

- InDesign CS or lower: Package with all supporting images and fonts. Please run Preflight to assure no links or fonts are missing (screen and printer).
- Quark 7.0 or lower: Supply Quark file with all supporting images and fonts (screen and printer). Use the "collect for output" function to gather links.
- PDF: Use HIGH resolution pdf set up OPTIMIZED FOR PRESS. Make sure you check EMBED ALL FONTS. Please call if you need assistance with your distiller settings.
- Photoshop: Use 300 dpi grey scale (for black & white ads) and CMYK (for color ads) at actual size of ad, saved as flattened TIFF format with supporting fonts.
- Illustrator CS or lower: Convert fonts to outlines. Send all supporting art placed in document, not created in Illustrator. Save as .eps file.

FONTS: Type 1 (Post Script). Do not use faux bolding, italics, outlines or shadows.

## contact:

SUBMITTING ART: Ads may be emailed to [jennyq@bhdg.com](mailto:jennyq@bhdg.com) if they are under 5mg. Please Stuff or Zip files for transport. Larger ads can be burned onto a CD or DVD and mailed to: Blue Heron Design Group, 521 Palm Street, Santa Cruz, CA 95060, Telephone: (831) 425-2144.

SUBMITTING PAYMENTS: Please send payments to VRMA, P.O. Box 1202, Santa Cruz, CA 95061-1202.

For questions about schedule, pricing and payment contact: Kate McGinn Luers at: [ktgin@aol.com](mailto:ktgin@aol.com) or (408) 314-9312 with a copy to [VRMAnewsletter@vrma.com](mailto:VRMAnewsletter@vrma.com)

Ads are only accepted from current Supplier Members of VRMA. Rates are valid through 2009.



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