



facilitymanager

The Voice of the Public Venue Industry

2012

Media Kit & Advertising Rates



Everyone You Need to Target — All in One Place

Facility Manager can get your message into the hands of key decision makers in the public venue facility management industry. We offer compelling, award-winning editorial content that keeps readers coming back issue after issue — and that means your advertising message will get the attention it deserves.

In other words, we bring you together with the people who have the purchasing power to buy your goods and services.



International Association of Venue Managers Inc.



The IAVM (International Association of Venue Managers) is the world's largest professional association dedicated to the management of public assembly facilities.

The key to the best return on your advertising dollar begins with our readership. IAVM has more than 3,600 members worldwide who receive *Facility Manager* as a membership benefit. Approximately 76 percent of these readers are CEOs and general managers of the facilities you are trying to reach.

Our Advertisers include suppliers of products and services such as: acoustics, architects, audio/visual, booking agencies, box office, carpeting/flooring, computers/software, consultants in business ranging from feasibility studies to computers to construction to security, event staging, food and beverage, hearing and listening devices, insurance, lighting, medical, management firms, novelties/souvenirs, producers and promoters, private management companies, engineers, seating/furniture and equipment, scoreboards, animations, signage, digital signage, security and crowd control, sound and ticketing.

Advertise in the leading industry publication for IAVM CEOs and General Managers!

Reaching Decision Makers



Facility Manager Decision Makers:

- Prefer purchasing from IAVM Members **(87%)**
- Turn to *Facility Manager* for New Product and Service Solutions **(76%)**
- Trust *Facility Manager* as their Source for Industry Changes **(90%)**

Who We Reach

- 7,000+** of the top industry professionals worldwide, six times a year
- 76%** of our readers are CEOs and general managers
- 73%** of our readers pass *Facility Manager* to multiple members of their staff

That means we place your advertising message right on the desks of multi-million-dollar decision makers — and that message keeps on spreading throughout the venue.

What You'll Get

- 68%** of our readers make the final decision for all purchases at their facility
 - 87%** make an effort to purchase from IAVM members
 - 76%** of our advertisers say that the IAVM market is very important to their overall sales
- More than 50% of our advertisers say their ad in *Facility Manager* has prompted a direct sale or an inquiry about their product.

Overview of Member Venue Types (as of 11/10)

Amphitheatres	198
Arenas	1,724
Auditoriums	756
Ballrooms	216
Casinos	14
Civic Centers	4
Complex	66
Conference Centers	72
Convention Centers	957
Exhibit Halls	1,179
Fairgrounds	32
Ice Rinks	168
Meeting Rooms	382
Motor Speedway	12
NASCAR	6
Parks & Recreation	2
Performing Arts Center	164
Rodeos	14
Stadiums	558
Theatres	896
Tracks	48
University	670
Visitors Bureau	14



IAVM's International Presence

With timely and relevant content supplied by a host of talented writers, Facility Manager's international presence is not only expansive but useful and informative.



Editorial Calendar & Advertising Deadlines

Why is *Facility Manager* the industry's most popular publication? Because for more than 25 years, we have spoken to the diverse needs of the venue management industry, encompassing a wide range of topics about the management of sports, entertainment and meeting facilities.

Facility Manager keeps readers abreast of the latest news, crowd management issues, professional development topics, operations procedures, current legislation, vendor products and services, and more.

February/March 2012

Cover Profile: Making A Difference In Performing Arts
Product Focus: Venues in War-Stricken Lands
(Ad Close: Jan. 5, Materials Due: Jan. 12)

April/May 2012

Cover Profile: Going International
Product Focus: What's New in Flooring?
(Ad Close: Feb 27, Materials Due: March 5)

June/July 2012

Cover Profile: Professional Development
Product Focus: Engaging Your Stakeholders
(Ad Close: April 27, Materials Due: May 4)

August/September 2012 Conference Issue

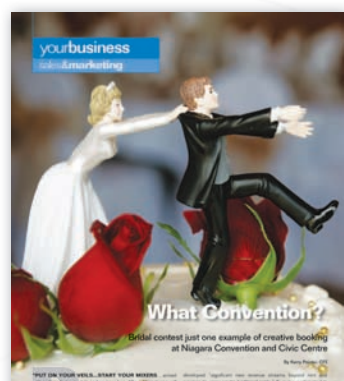
Cover Profile: IAVM Chairman
Product Focus: The Latest in Construction
(Ad Close: June 15, Materials Due: June 22)

October/November 2012

Cover Profile: An Iconic Presence
Product Focus: Keeping Guests Safe
(Ad Close: Aug. 24, Materials Due: Aug. 31)

December/January 2013

Cover Profile: Expert Marketing
Product Focus: Risk Management
(Ad Close: Oct. 26, Materials Due: Nov. 2)



Advertising Rates 2012

Facility Manager 4-Color	1x	3x	6x
Full Page	\$3,242	\$2,893	\$2,547
2 Page Spread	\$5,733	\$5,124	\$4,410
1/2 Page Horizontal	\$2,310	\$2,153	\$1,980
1/3 Page Vertical	\$1,927	\$1,801	\$1,654
1/4 Page Vertical	\$1,712	\$1,628	\$1,502
Professional Directory 4C	n/a	n/a	\$470
Professional Directory BW	n/a	n/a	\$365
Facility Manager Premium Spots <small>Rates effective December 1, 2010. Rates apply to price per insertion.</small>			
Back Cover	n/a	n/a	\$4,050
Inside Front Cover	n/a	n/a	\$3,471
First Right Read	n/a	n/a	\$3,334
Inside Back Cover	n/a	n/a	\$3,242
Opposite 1st Page TOC	n/a	n/a	\$2,993
Opposite 2nd Page TOC	n/a	n/a	\$2,888
Next to Feature Story	n/a	\$3,119	\$2,783
Next to "Your Business"	n/a	\$3,035	\$2,678
Next to "Your Venue"	n/a	\$3,035	\$2,678
Next to "Your Association"	n/a	\$3,035	\$2,678

Ad Sizes & Specs for Ad Materials

The trim size to *Facility Manager* is 8 1/8" x 10 7/8". Full-page ads should be built to trim, keeping all live copy 3/8" from trim size. For bleed, extend ad 1/8" from trim size.

Page Size	Width		Height
Full Page	7 1/8"	x	10 1/8"
Full-Page Bleed	8 3/8"	x	11 1/8"
2-Page Spread	15 1/4"	x	10 1/8"
2-Page Spread Bleed	16 3/8"	x	11 1/8"
1/2-Page Horizontal	7 1/8"	x	5"
1/3-Page Vertical	2 1/4"	x	10 1/8"
1/4-Page Vertical	3 1/2"	x	5"
Professional Directory	3 1/2"	x	2"
Publication Trim Size	8 1/8"	x	10 7/8"
Publication Bleed Size	8 3/8"	x	11 1/8"

Acceptable File Types:

- PDF (preferred) – Press/High Quality, PDF/X-1a, optimized and hi-resolution. PDF files must be created via Acrobat Distiller only
- EPS (Encapsulated PostScript) • TIFF (Tag Image File Format)

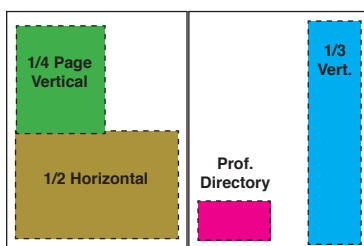
Artwork/Ad Materials FTP Upload Information

Go to: <http://offtheleashdesign.ftpwww.com/uftp>

Initially, you will see your desktop/file information in the left window, nothing will be in the right window yet.

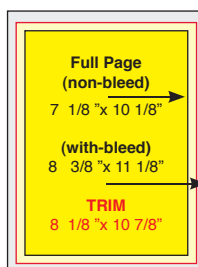
- Click the 'Connect' button (middle area, orange arrow)
- **User name:** client **Password:** adupload
- Navigate to the file you want to upload: hi-light, then click the right point arrow in the blue middle bar.
- When the file is done uploading, you will see a 'Transfer Complete' notice in the center message area.

Congratulations!! You are done and can disconnect.



Acceptable File Types:

PDF (preferred) – Press/High Quality, PDF/X-1a, optimized
EPS or TIFF



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