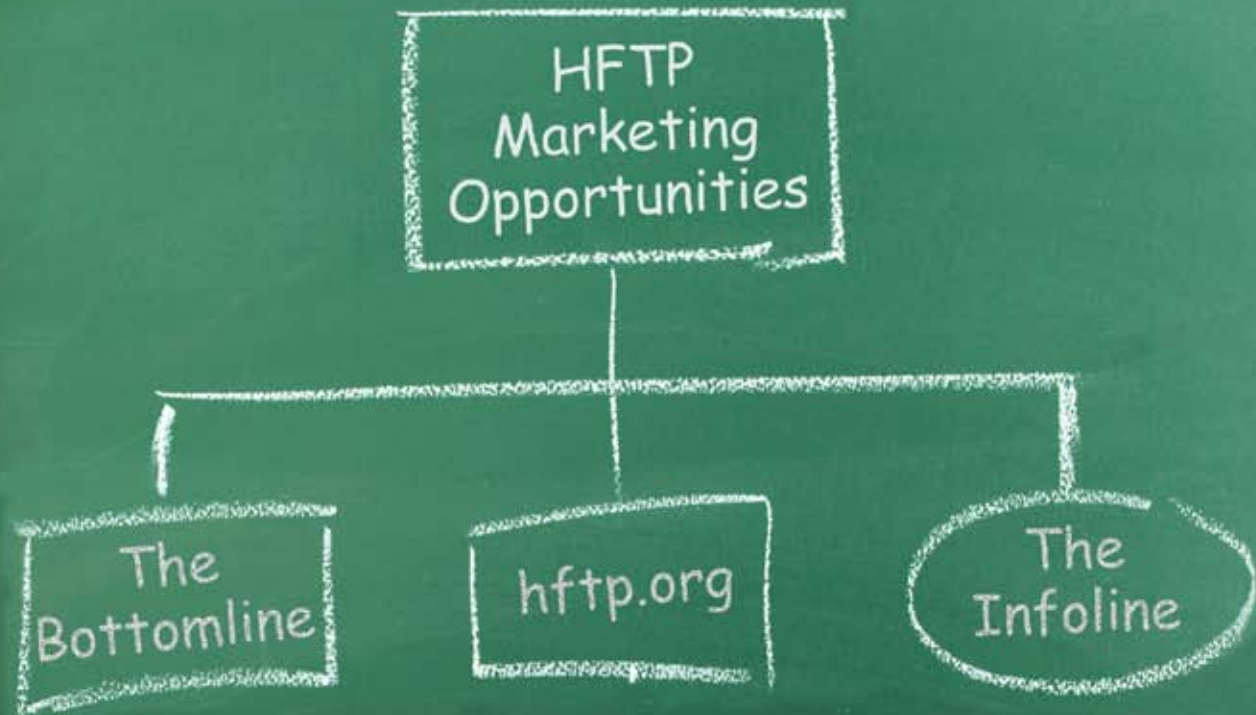


2010 HFTP Media Kit



Take advantage of HFTP's range of promotional opportunities to fit your marketing strategy and reach 1,000s of hospitality professionals.

The Bottomline

New
Reduced
Rates!

By advertising in *The Bottomline*, your company:

- Reaches 4,800+ hospitality finance and IT professionals.
- Targets decision-makers at hotels, clubs, resorts, casinos and more.
- Connects with professionals who are well informed on industry advances and who know the needs of their organizations.

Editorial Content

The editorial content of *The Bottomline* is determined by a team of experts. Members of the HFTP Communications Editorial Advisory Council represent a variety of industry segments and areas of expertise in accounting, finance and technology.

In Every Issue...

Feature articles on the following topics appear on a regular basis in *The Bottomline*:

- Finance
- Revenue Management
- Industry Research
- Law Updates
- Technology Management
- Food & Beverage
- Industry Trends
- Human Resources

In addition, each issue features news and notes of great interest to HFTP members, including association updates, featured profiles of HFTP members, and industry statistics and briefs.

2010 Editorial Calendar

Feb/Mar: Accounting Focus	Contract Deadline: Jan 4 • Artwork Deadline: Jan 11
Apr/May: General Interest	Contract Deadline: Mar 1 • Artwork Deadline: Mar 8
May: Bonus Issue	Contract Deadline: Apr 5 • Artwork Deadline: Apr 12
Jun/Jul*: Hospitality Technology	Contract Deadline: May 3 • Artwork Deadline: May 10
Aug/Sept: Human Resources	Contract Deadline: Jul 5 • Artwork Deadline: Jul 12
Sept: 2010 Compensation & Benefits Survey Report	Contract Deadline: Aug 2 • Artwork Deadline: Aug 9
Oct/Nov: 2010 Annual Convention Topics	Contract Deadline: Sep 6 • Artwork Deadline: Sep 13
Dec/Jan: Law Update	Contract Deadline: Nov 1 • Artwork Deadline: Nov 8

*This special issue has a 5,000 copy bonus distribution at HITEC 2010, June 21 – 25 in Orlando, Fla.

Magazine Stats

Circulation: 4,800+

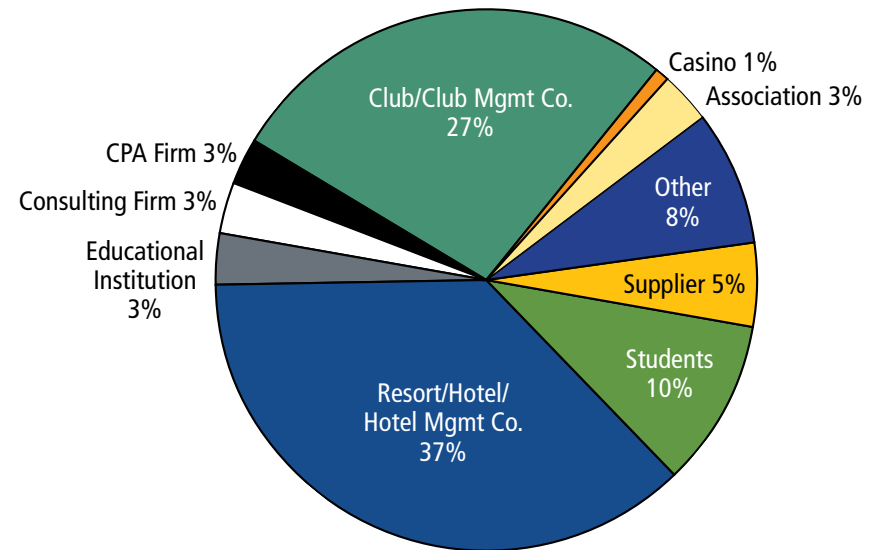
Established: 1972

Frequency: 8 issues a year

Distribution Bonus: HITEC 2010

Delivery: Offered in print and online, with archived issues available year-round at www.hftp.org.

Circulation by Industry Segment



Member Job Titles

President/Owner	Corporate Controller	General Manager
Chief Financial Officer	Assistant Controller	Staff Accountant
Chief Information Officer	Director of IT	Administrative Manager
Vice President	MIS Manager	Sales/Marketing Rep
VP of Finance	Accounting Manager	Consultant
VP of Information Services	Systems Manager	Auditor
Controller/Comptroller	Accounting Firm Manager	Educator

Online Advertising

Infoline

Sponsor HFTP's monthly e-newsletter delivered directly to the e-mail inboxes of HFTP's members. Sponsorship includes index link and large banner linked to your company's web site.



Infoline Ad Stats

Circulation: 4,000+

Frequency: Once-a-Month

Size: 235 X 300 pixels

Delivery: Sent by e-mail, plus archived on hftp.org.

HFTP.org Banner Ad

Reach HFTP's global membership via its central membership tool, with an average of 17,000 monthly visits. Members and other industry professionals visit the site to view industry news, register and get details on HFTP's numerous educational conferences, network via online message boards, participate in monthly webinars and more.



Banner Ad Stats

Frequency: Monthly

Size: 120 X 90 pixels

Delivery: Remains posted on hftp.org for term of contract.

Additional HFTP Marketing and Sponsorship Opportunities

Contact the
HFTP Marketing
Department for
details!
(800) 646-4387

EHTEC

February 14 – 16 • Amsterdam, The Netherlands

The European Hospitality Technology Educational Conference (EHTEC) offers two full days of focused technology education and excellent networking opportunities with European hospitality professionals.

Hospitality Controllers Finance and Technology Conference

March 15 – 16 • New Orleans, La.

The brand new, one-and-a-half day conference is designed with the demands and needs of the controller/IT manager in the club and small- to medium-sized property market to provide quality education and networking opportunities.

HITEC 2010

June 21 – 24 • Orlando, Fla.

HITEC is the largest, most comprehensive showcase of hospitality technology in the world. Exhibitors can expand their presence beyond the show floor and maximize their investment by including additional promotional elements in their HITEC marketing plan. From attendee lists to sponsorships, there are marketing opportunities available to meet every budget.

Club and Hotel Controllers Conference

June 22 – 23 • Orlando, Fla.

HFTP's popular conference offers two full days of essential information for today's controller. Find a range of sessions that reflect the position's diverse responsibilities, from technology to taxes, human resource management to personal inspiration.

HFTP Annual Convention & Tradeshow

October 11 – 14 • San Diego, Calif.

Promote your products and services to a targeted audience of finance and technology decision-makers. Tradeshow exhibitors have the opportunity to expand their presence with advertising and sponsorship opportunities.

For Space Reservations & Information

Call (800) 646-4387 x25 or +1 (512) 249-5333 x25 • Fax: +1 (512) 249-1533 • e-mail publications@hftp.org

RATES AND MECHANICAL INFORMATION

Effective January 2010 (All currency is in U.S. Dollars.)

Advertising Rates

The Bottomline <i>(New reduced rates)</i>					
	1x	3x	6x	8x	HITEC Issue*
Back cover	\$1,000	\$900	\$800	\$700	\$1,200
Inside covers	\$750	\$675	\$600	\$525	\$1,000
Interior full page	\$500	\$450	\$400	\$350	\$750
Half page	\$375	\$338	\$300	\$262	\$500
Resource Guide**	\$150	\$135	\$120	\$105	\$150

*This special issue has a 5,000 copy bonus distribution at HITEC 2010, June 21 – 25 in Orlando, Fla.

**Full page advertisers get a free listing in this section.

HFTP.org		
1x	3x	6x
\$375	\$325	\$225

The Infoline		
1x	3x	6x
\$375	\$325	\$225

Ad Specifications

Full page bleed — 8 ⁵ / ₈ " x 11 ¹ / ₈ "
Full page — 7 ¹ / ₂ " x 9 ³ / ₄ "
Half page — 7 ¹ / ₂ " x 4 ³ / ₄ "

Half page island — 4 ⁷ / ₈ " x 7 ¹ / ₂ "
Resource Guide Listing** — 50 word description and color company logo (eps preferred)

Infoline Banner — 235 x 300 pixels

HFTP.org Banner — 120 x 90 pixels

The Bottomline Mechanical Specifications

Publication trim size: 8 ³ / ₈ " x 10 ⁷ / ₈ "	Bleed size: 8 ⁵ / ₈ " x 11 ¹ / ₈ "
Live area: 7 ¹ / ₂ " x 9 ³ / ₄ "	Binding: Saddle-stitch

To view the media kit online,
please visit www.hftp.org/mediakit.

Hospitality Financial and Technology Professionals
11709 Boulder Lane, Suite 110 • Austin, TX 78726-1832
+1 (512) 249-5333 x25 • Fax +1 (512) 249-1533
E-mail: publications@hftp.org • www.hftp.org

Payment

All rates are net. Payment is due within 30 days of invoice date. Advertisers who cancel after the closing date will be liable for payment in full. Advertisers under contract are protected at current rates until termination of existing contract. Frequency discounts are valid for advertising which runs within a 12-month period, based on the date of the first advertising placement. If advertiser does not complete the contract within a 12-month period, advertising will be back-billed at the one-time rate.

Bleed

Accepted at no additional cost, black-and-white or color. If providing an ad that bleeds please make sure that you follow the specs for a Bleed ad, which will extend 1/8" off of the trim size in each direction.

Special Inserts, Cards

Contact publisher for availability, costs and specifications.

Cancellations

Publisher must be given written notice to cancel any contract. Cancellations will not be accepted after closing date (see closing dates inside). Advertisers who cancel after the closing date will be liable for payment in full. For advertisers receiving multiple frequency discounts, cancelled ads must be re-booked on cancellation and run within 12 months of the first ad in the contract. Advertisers who do not fulfill their contracts will be back-billed at the one-time rate.

Material Accepted

Publisher reserves the right to reject any advertising deemed unsuitable. Prepress proofs are not available. **High-resolution Adobe PDFs are preferred.** Other electronic file formats accepted include: Photoshop (flattened), EPS, TIF and InDesign. Electronic files must be accompanied by laser copies of the ad.

Shipping Instructions

Materials are to be sent to the Production Department, The Bottomline; 11709 Boulder Lane, Suite 110; Austin, TX 78726 USA. Phone: +1 (512) 249-5333. Materials will be accepted by e-mail to publications@hftp.org.

Production Charges

Any artwork done by publisher, e.g., typesetting, paste-up, strip-ins, will be billed at prevailing rates to the advertiser as production charges.

Storage of Materials

Storage of materials will be provided for a period of 12 months after use. If disposal instructions are not received by the end of this period, materials will be destroyed.