

VACATION [] INDUSTRY
review

A P U B L I C A T I O N O F I N T E R V A L I N T E R N A T I O N A L



If you're seeking to reach decision-makers in vacation ownership, and the broader hospitality industry, *Vacation Industry Review* is an excellent advertising vehicle that promotes your products, goods, and services to thousands of international readers with an eye on the industry.

Vacation Industry Review is published by Interval International, a leading provider of exchange, travel, and leisure services, serving about 2 million member families worldwide and a network of approximately 2,500 affiliated vacation ownership resorts in more than 75 countries.



Vacation Industry Review is a quarterly publication for the international vacation ownership industry, specifically targeted to resort developers; sales, marketing, and managerial professionals; key industry leaders; and members of homeowners' associations' boards; as well as other individuals interested in exploring this segment of the hospitality industry. With a circulation of more than 19,000, the magazine is distributed throughout North America, Europe, Asia, and elsewhere.

Vacation Industry Review reports on the development, financing, marketing, and management of vacation ownership resorts, and on mixed-use projects with a vacation ownership component. The magazine covers topics such as products and services of interest to the industry, the activities of prominent individuals and companies within the industry, environmental and operational issues of property managers and developers, and news from Interval International.



Viewpoint

Interval Leisure Group's chairman and chief executive officer, Craig M. Nash, covers a variety of opinions, issues, and concerns related to vacation ownership.

In Brief

New resort affiliations and projects, expansions and additions at Interval International member resorts, awards and honors, and other resort news.

Inside Interval

New marketing initiatives, benefits, programs, and services from Interval International.

Industry Insight

Survey reports and research results offer helpful tools for vacation ownership professionals seeking to better understand their markets, prospects, and products.

Timeshare Talk

Experts weigh in on factors that shape and influence industry activity, offering thoughtful analyses and forecasts.

Giving Back

Recognition of the philanthropic efforts and acts of social responsibility among the resort development and vacation ownership community.

Green Scene

What's happening on the environmental horizon, including developments in green building and advice on earth-friendly business practices.

Market Spotlight

A closer look at some of vacation ownership's most promising regions of development.

Topical Features

Development, sales, marketing, management, and other vacation ownership-related business issues.

Resort Profiles

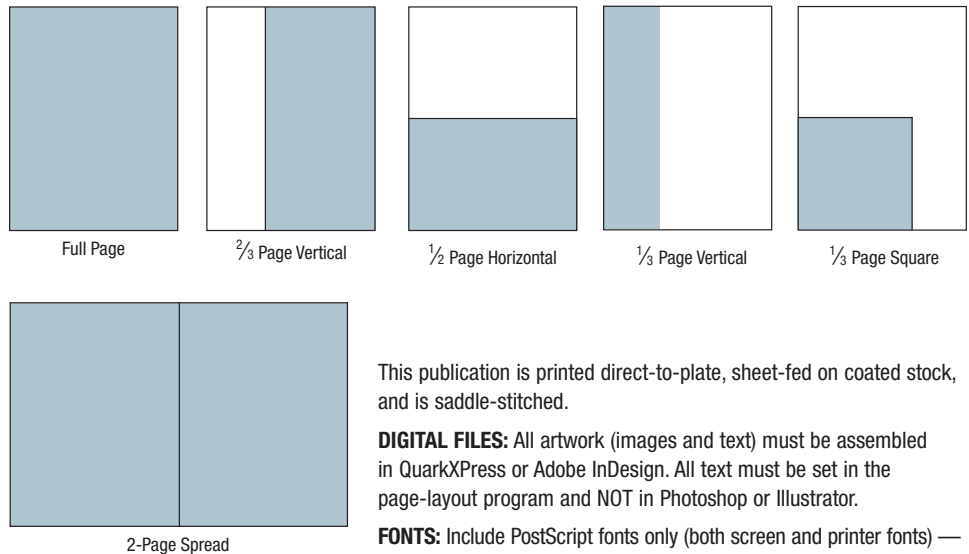
In-depth information on resorts, development companies, and more.

Pulse

People and industry news, including new job announcements, promotions, products, and services.

technical requirements

FULL PAGE	
Trim Size	8½" x 11"
Image Area (⅛" Bleed)	8¾" x 11¼"
Image Area (No Bleed)	7⅞" x 10⅜"
2/3 VERTICAL	4¹¹⁄₁₆" x 9¼"
1/2 HORIZONTAL	7⁵⁄₁₁" x 4½"
1/3 VERTICAL	2³⁄₁₆" x 9¼"
1/3 SQUARE	4¹¹⁄₁₆" x 4½"
2-PAGE SPREAD	
Trim Size	17" x 11"
Image Area (⅛" Bleed)	17¼" x 11¼"
Image Area (No Bleed)	15¾" x 10⅜"



This publication is printed direct-to-plate, sheet-fed on coated stock, and is saddle-stitched.

DIGITAL FILES: All artwork (images and text) must be assembled in QuarkXPress or Adobe InDesign. All text must be set in the page-layout program and NOT in Photoshop or Illustrator.

FONTS: Include PostScript fonts only (both screen and printer fonts) — True Type are not suitable for publishing purposes.

CONTINUOUS TONE IMAGES (Photoshop): For best results, images should be in TIFF or EPS format, CMYK mode, 330 ppi with a 150 lpi screen density. For composite files, include the layered Photoshop file.

Do not set type within a Photoshop file.

VECTOR IMAGES (Illustrator): All images should be in EPS format, CMYK mode. Convert all type to outlines.

GENERAL REQUIREMENTS: When creating files, follow these guidelines:

- On 2-page spreads, set up as single pages to the final trim size, NOT the spread size.
- Specify a bleed by extending the picture box or rule ⅛" beyond the trim size.
- Do not build anything outside of the trim size except a ⅛" bleed.

FINAL MATERIAL REQUIREMENTS:

- Advertiser must furnish final advertising material consisting of Macintosh-formatted files on a CD-ROM with digital color proof and a volume directory.
- Maximum file density should not exceed 300%, and only one color should be solid.

display advertising rates

	INSIDE	1X	2X	4X
2-Page Spread	\$5,225	\$4,979	\$4,398	
Full Page	\$3,176	\$3,005	\$2,711	
2/3	\$2,738	\$2,602	\$2,336	
1/2	\$2,370	\$2,241	\$2,008	
1/3 (Square or Vertical)	\$1,967	\$1,865	\$1,694	
COVERS				
Inside Front Cover (2)	\$3,483	\$3,319	\$2,964	
Inside Back Cover (3)	\$3,483	\$3,319	\$2,964	
Back (4)	\$3,709	\$3,531	\$3,155	

Rates are in U.S. dollars and are subject to change without notice.

2010 ISSUES	ISSUE DATE	SPACE DEADLINE	MATERIAL DEADLINE
January – March	Jan. 4, 2010	Sep. 28, 2009	Oct. 26, 2009
April – June	March 1, 2010	Nov. 20, 2009	Dec. 28, 2009
July – September	July 1, 2010	April 2, 2010	May 3, 2010
October – December	Oct. 1, 2010	June 28, 2010	July 30, 2010

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