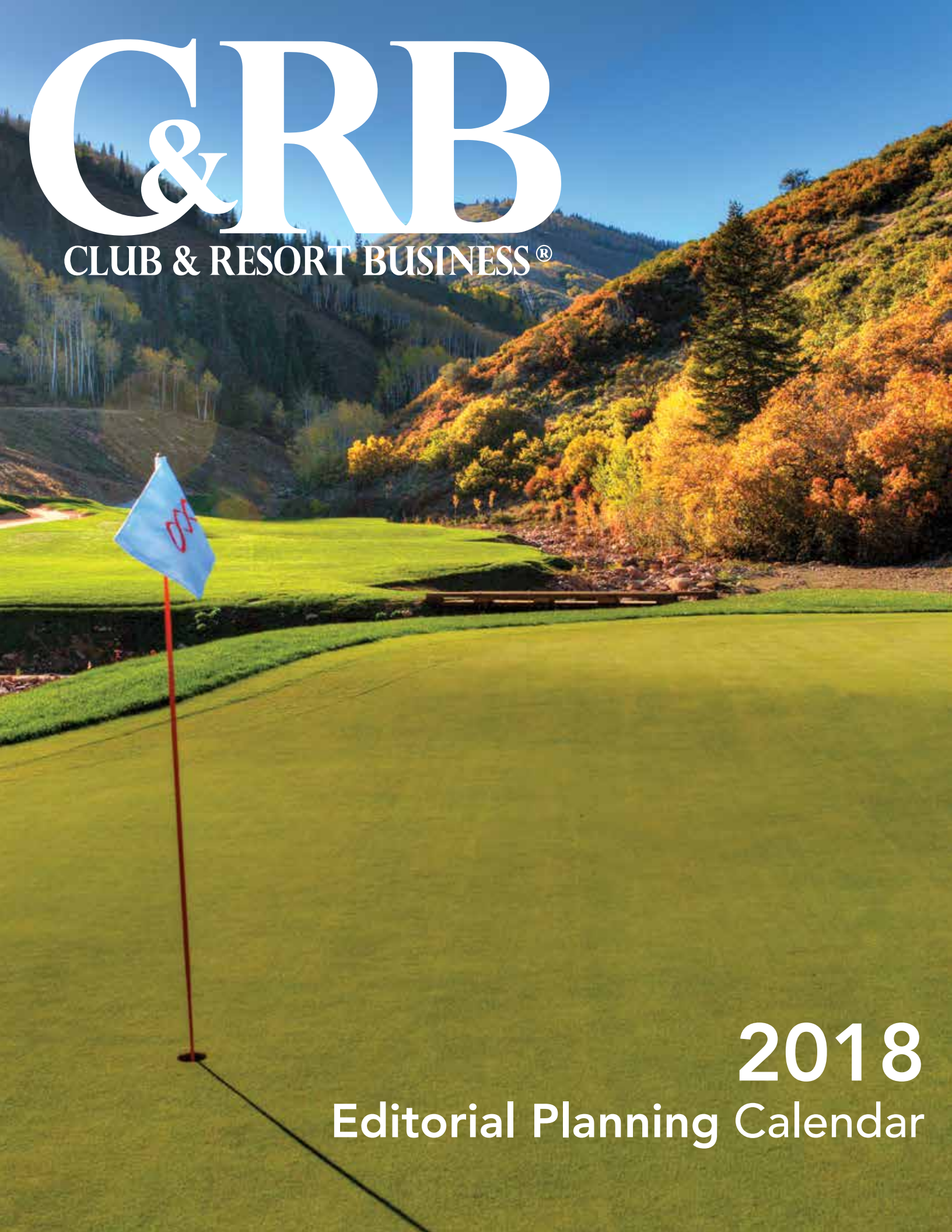




C&RB

CLUB & RESORT BUSINESS®



2018

Editorial Planning Calendar

	JANUARY*	FEBRUARY*	MARCH**	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Cover	Club/Resort Profile	Club/Resort Profile	Club/Resort Profile	Club/Resort Profile	Club/Resort Profile	12th Annual Ideas Issue	The New Breed of Club	Club/Resort Profile	Club/Resort Profile	Club/Resort Profile	Club/Resort Profile	Club/Resort Profile
Design & Renovation (including Club Architect)	Fitness Facilities	Pools (Design Snapshot: Bridal/Function Rooms)	Lodging	Patios Design Snapshot: Wine Lockers and Rooms)	Tents & Pavilions		Golf Instruction Spaces	Kitchens (Design Snapshot: Pool Cafes)	Outdoor Furnishings	Pro Shop (Design Snapshot: Coffee Shops)	Poolhouses	Conference Rooms (Design Snapshot: Locker Rooms)
Food & Beverage Chef to Chef Interview 6x	Chef to Chef Interview	Tabletop	Chef to Chef Interview	Chef to Chef Conference Report	Outdoor Cooking		Chef to Chef Interview	Grab-and-Go	Chef to Chef Interview	Holiday Fair	Chef to Chef Interview	Charcuterie
Course & Grounds Super in the Spotlight 4x	Course Profile	Utility Vehicles Super in the Spotlight	Renovations, Part 1 (Planning)	Course Profile Super in the Spotlight	Mowing		Irrigation Super in the Spotlight	Renovations, Part 2 (Implementation)	Course Profile Super in the Spotlight	Environmental Management	Specialty Equipment	Course Profile
Today's Manager	Club Governance	ECM Award Winners	Club Governance	ECM Profiles	ECM Profiles		Membership Marketing	Club Governance	Board Member Assimilation	Websites	Insurance	Technology
Golf & Recreation	Summer Camps		Racquet Sports		Golf Simulators		Aquatics		Golf Events		Yoga	
Product Showcase	GIS Preview	CMAA Preview	Outdoor Furniture	Tables & Chairs	Pool & Patio		Tabletop	Banquet Supplies	Indoor Furniture	Kitchen Equipment	Utility Vehicles	Tents & Umbrellas
C&RB In-Person	 Excellence in Club Management Awards ————— March 4, 2018, San Francisco. — www.clubmanageraward.com											
	 CHEF to CHEF ————— March 4 - 6, 2018, The Westin Seattle— www.CheftoChefConference.com											

*Bonus Distribution of the January and February issues at the Golf Industry Show, February 3-8, San Antonio, Texas, and the Club Managers Association of America Club Business Expo, March 4-5, San Francisco

**Signet AdStudy® reports are scheduled for the March and August issues



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2018 C&RB ADVERTISING RATES

4-Color	1X	3X	6X	9X	12X
Spread	9,250	9,070	8,900	8,640	8,400
1 page	5,435	5,230	5,075	4,9820	4,750
2/3 page	4,300	4,110	3,950	3,700	3,500
1/2 island	3,910	3,750	3,565	3,395	3,200
1/2 page	3,700	3,460	3,190	2,980	2,860
1/3 page	3,250	2,880	2,620	2,490	2,370
1/4 page	2,800	2,490	2,270	2,140	2,040
1/6 page	1,650	1,470	1,080	1,020	970

SPECIAL/PREMIUM AD POSITIONS*

Covers		Other premium positions	
Inside front	5,500	Page 1	4,900
Inside back	4,900	Center Spread	8,700
Back	5,800		

*Special/Premium rates based on 12X frequency; contact publisher for other frequency schedules. Inserts: Please consult publisher for rates. Agency commission allowed on gross billing for display space. No commission allowed on insert handling, special binding and other mechanical charges.

MECHANICAL INFORMATION

Trim Size: 8-1/8" x 10-7/8"

Binding: Saddle-stitch, head guide, 1/8" guide edge trim, 1/4" high folio lap. Printing: Body forms and covers heat-set web offset.

AD SIZES AND SPECIFICATIONS

Advertising space sizes available (width x depth):

2/3 page	4-5/8"	x	10"
1/2 island	4-5/8"	x	7"
1/2 page horizontal	7"	x	4-7/8"
1/2 page vertical	3-3/8"	x	10"
1/3 page vertical	2-3/16"	x	10"
1/3 page square	4-5/8"	x	4-7/8"
1/4 page	3-3/8"	x	4-7/8"
1/6 page	2-3/16"	x	4-7/8"

BLEED SIZES

Single-page bleed	8-3/8"	x	11-1/8"
Spread bleed	16-1/2"	x	11-1/8"
1/2 page horizontal spread bleed	16-1/2"	x	5-1/2"
2/3 page bleed	5-3/8"	x	11-1/8"
1/2 page (horizontal) bleed	8-1/4"	x	5-1/2"
1/2 page (vertical) bleed	4-3/16"	x	11-1/8"

Above sizes allow for 1/8" trim off all bleed sides. Vital advertising matter should be kept at least 1/2" away from final trim, 5/8" from bleed size. Critical art and/or type should not cross the gutter.

CLOSING DATES

Closing date is the first of the month prior to issue date. Material due one week after closing.

ELECTRONIC AD SUBMISSION

Club & Resort Business prefers ads supplied in PDF/X-1A 2001 format. RGB, LAB, and ICC based colors must be converted to CMYK for print. Prepress system conversion to CMYK can cause undesirable results.

For FTP instructions or other questions regarding ad files including due dates, please contact Barbara Martin, Operations Manager, at 440-250-1583, or bmartin@clubandresortbusiness.com.

ADS SUPPLIED ON DISK AND SWOP-CERTIFIED COLOR

PROOFS SHOULD BE SENT TO:

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