



ADVERTISING OPTIONS 2012

A catalog of advertising products available in The Hostel Handbook®

ADVERTISING DEADLINE: NOVEMBER 15, 2011

A MAJOR CHANGE TO THE HANDBOOK!

We have printed The Hostel Handbook® every year for the past 19 years. The 2012 Hostel Handbook® will mark a departure from this annual publication regimen. The next edition will cover at least the next two years. The next printing of the Handbook will not be until 2014 at the earliest. This impacts on you in several ways. Most importantly, we need to know that the info in the Handbook is correct. If there is an error in your listing, correct it on the form and mail it back. If you are closing or no longer functioning as a hostel, mark this across the Order Form and mail it back. Otherwise, you will continue to receive requests and it will inconvenience travelers. This change also means that an ad in this edition will carry over for at least two years. (Please Note: The Hostel Handbook® Online will continue to be updated dynamically. Online ads will continue to follow the annual billing cycle starting in January.)

YOUR FREE BASIC LISTING INCLUDES EMAIL & WEBSITE ADDRESSES!

Your email and website addresses are included in your Free Basic Listing, both in Print and Online, as part of a reciprocal agreement – you must have a Hostel Handbook® logo and a hyperlink to www.hostelhandbook.com on the homepage of your website or at the top of your “Links” page.

NO COST ADVERTISING

Since you receive free Handbooks with every advertising order in The Hostel Handbook®, the advertising can be free. Want to dress up your Free Basic Listing? Then add some Comment Lines (Item#P01). You write the text which runs beneath your listing to further describe your hostel. Buy one line at \$50 and you get 20 Handbooks. Each Handbook has a cover value of \$4. Sell all 20 Handbooks and you actually make \$30 by placing a line of comments. All advertising in the print edition of The Hostel Handbook® gets you Free Books.

If you want more exposure, to really catch the traveler’s eye, take a Half Page or Full Page Ad and make readers remember you as they browse the listings. Again – you get FREE Handbooks with each product. Sell most of the books you receive and it really is FREE ADVERTISING!

The Hostel Handbook® Print Edition and The Hostel Handbook® Online are the best micro-marketing tools available to get your information to the budget traveler in the USA and Canada.

**ADVERTISING IN THE HOSTEL HANDBOOK®
IS LIKE PRINTING 20,000 FLYERS
AND HAVING THEM DELIVERED TO
HOSTELS ACROSS THE USA AND CANADA.**

HOW TO ORDER ADVERTISING

Please use the Order Form provided. Simply fill in the amount. Item numbers beginning with "P" are products in the Print Edition of The Hostel Handbook®. Item numbers beginning with "W" are products in the Online Edition at www.hostelhandbook.com. Please note that you must purchase print and online advertising separately. There is no automatic carry-over of items from print to web or vice-versa.

THE HOSTEL HANDBOOK® ONLINE www.hostelhandbook.com

The Hostel Handbook® Online (www.hostelhandbook.com) delivers the same information online that travelers get in the print version. Online Basic Listings are also FREE and can include your email address and web address if your website links back to www.hostelhandbook.com. You can bridge your print comments to your online listing and purchase online banners. Our online banners are constant – if you purchase a banner on the page of Los Angeles listings (for example), your banner comes up every time someone accesses that page. Want more exposure? Place a banner on the Regional or National Page (to get to the listings, each user must pass through the National and Regional pages). Need a website? Contact Matthew Huffman at (212) 926-7030 or email matthew@hostelhandbook.com for information on website design and hosting.

**FREE ONLINE BANNERS WITH
PURCHASE OF ADS IN THE PRINT EDITION!**

SPECIAL ADVERTISING PRODUCTS

▶ COMMENT LINES UNDER BASIC LISTING

Comment Lines are italicized lines of text that appear beneath your basic listing. They enable you to highlight certain features of your hostel and provide further information such as fax numbers, directions or attractions. You may purchase up to four lines of 55 characters each. Comment Lines are automatically included in The Hostel Handbook[®] Online at www.hostelhandbook.com.

Item #P01 Comment Lines in the Print Edition & Online \$50 per line – 4 lines maximum (*20 Free Books per line*)

▶ HOSTEL SPOT

Hostel Spots are specially-sized (3½" X ¾"). Design is limited to include a logo or graphic of your choosing, plus the hostel name, phone number, price, and address. There is no layout charge for the design of the Hostel Spot. Please send a copy of the graphic you would like included. See Online Advertising Products for information on banners on The Hostel Handbook[®] Online at www.hostelhandbook.com.

Item #P02 Hostel Spot in the Print Edition \$200 (*80 Free Books*)

▶ SMALL HOSTEL SPECIAL

The Small Hostel Special is a Hostel Spot plus three lines of Comment Lines bundled together for a special price.

Item #P03 Small Hostel Special in the Print Edition \$300 (*100 Free Books*)

BASIC ADVERTISING

Camera-ready artwork must be provided or layout fees are as shown below. Digital artwork should be in Windows format. Preferred file types are EPS with all text converted to curves or TIF with a resolution of at least 300dpi. Dimensions given are finished size. There is no bleed.

▶ QUARTER PAGE 3½" X 2"

Item #P14 Quarter Page Ad
\$400 (*125 Free Books*)
Free 1/2 Banner Online



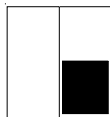
▶ FULL PAGE 3½" X 8"

Item #P10 Full Page Ad
\$1400 (*400 Free Books*)
2 Free Banners Online



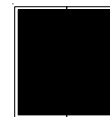
▶ HALF PAGE 3½" X 4"

Item #P12 Half Page Ad
\$750 (*250 Free Books*)
Free Banner Online



▶ DOUBLE PAGE 7½" X 8"

Item #P20 Double Page Ad
\$3200 (*1000 Free Books*)
2 Free Banners Online



SPECIAL PLACEMENT ADVERTISING

Available on a first-come, first-served basis. Before ordering, please contact Jim Williams directly at (212) 926-7030 to check on availability.

▶ INSIDE FRONT COVER 3½" X 8" ▶ SECOND PAGE 3½" X 8" ▶ INSIDE BACK COVER 3½" X 8"

Item #P30 Inside Front Cover
\$1800 (*500 Free Books*)*

Item #P32 Second Page
\$1500 (*425 Free Books*)*

Item #P34 Inside Back Cover
\$1600 (*450 Free Books*)*

▶ FIRST PAGE 3½" X 8" ▶ LAST PAGE 3½" X 8" ▶ CENTERFOLD 3½" X 8"

Item #P31 First Page
\$1600 (*450 Free Books*)*

Item #P33 Last Page
\$1500 (*425 Free Books*)*

Item #P35 Centerfold
\$4000 (*1200 Free Books*)*

**All Special Placement Advertising Products include 2 Free Banners Online.*

LAYOUT CHARGES

Layout services are available if you would like us to design your ad. Please contact Matthew Huffman at (212) 926-7030 or via email at matthew@hostelhandbook.com if you have any questions.

Item #P51 Layout charge for Quarter and Half Page Ads \$50 **Item #P52** Layout charge for Full Page Ads \$100

ADVERTISING IN THE HOSTEL HANDBOOK® ONLINE @ www.hostelhandbook.com



The Hostel Handbook Online is one of the few websites that do not depend on online bookings. We are able to continue to offer all of your information up front, unlike the sites with booking engines that withhold basic contact information until after the traveler has made a booking.

We've designed the site to be fast-loading and easy to navigate, and to maximize exposure of your advertising banner. To get to the hostel listings, the user passes through the National and Regional Pages – great opportunities to see your banner.

Online advertising at The Hostel Handbook® Online (www.hostelhandbook.com) is sold on a per annum basis – the products you purchase will be online for one year (from January of 2011 to December of 2011).

SPECIAL OFFER – If you purchase a Quarter, Half or Full Page Ad in the Print Edition, you receive Free Banners Online! (If you don't take out print ads, you may purchase online banners separately - see below.)

FREE RECIPROCAL LINKING!

Your email and website addresses are included as part of the Free Basic Listing, both in Print and Online, as part of a reciprocal agreement. They will be displayed as shown:

To have your email and website addresses displayed as part of your Free Basic Listing in Print or Online, you must have a Hostel Handbook® logo and hyperlink to www.hostelhandbook.com on the homepage of your website or at the top of your "Links" page. Visit www.hostelhandbook.com/logo for details.

If you cannot put the logo and hyperlink on your homepage or "Links" page, your email and website addresses will not be included in the Free Basic Listing – in Print or Online. You must purchase a line of comments (Print and Online) to have the email and website addresses included.

► ONLINE COMMENTS*

**If you purchased Comment Lines in the Print Edition, they are automatically included online.* You may also purchase Online Comments only. Online Comments may have up to four lines of text of 55 characters each and appear beneath your listing at www.hostelhandbook.com.

Item #W01	WEB Online Comments @ www.hostelhandbook.com	\$100 (up to four lines)
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► BANNER ADS ONLINE

Banner Ads can be placed on a Local, State, Region or National Page and can be hyperlinked to your website. Banners may run vertically or horizontally. (Examples shown are for reference only – banner ads are in full color and will appear a different size based on the resolution of your monitor. Visit www.hostelhandbook.com for more examples.)

Full Size Banners are 468 X 60 pixels (horizontal) or 120 X 240 pixels (vertical). Half Size Banners are 234 X 60 pixels (horizontal) or 120 X 120 pixels (vertical). Banner resolution is 72 pixels per inch. Files should be sent in GIF format to matthew@hostelhandbook.com. Design/layout service is available.

Item #W10	WEB Full Size Banner (National Page)	\$500	Item #W12	WEB Half Size Banner (National Page)	\$300
Item #W10	WEB Full Size Banner (Regional Page)	\$200	Item #W12	WEB Half Size Banner (Regional Page)	\$100
Item #W11	WEB Full Size Banner (State or Local Page)	\$100	Item #W13	WEB Half Size Banner (State or Local Page)	\$50
			Item #W51	WEB Layout Charge for Banner	\$50

► WEBSITE HOSTING/DESIGN

Website Hosting allows you to have your own website to promote your hostel. The address would be: www.hostelhandbook.com/your-hostel. We can also host your current website, using your current URL. And we can help you design your site. Now it's easy and inexpensive!

For full details about web page hosting and design, contact Matthew Huffman at matthew@hostelhandbook.com

Item #W20	WEB Website Hosting for One Year	\$100	Special Offer: Let us design and host your new website and we will provide a FREE Half Size Banner linked to your site for all of 2012.
Item #W25	WEB Website Design	\$100	