

# THE HOSTEL HANDBOOK® 2012 LISTING UPDATE & ORDER FORM

PLEASE RETURN ALL UPDATE FORMS AND ADVERTISING REQUESTS BY NOVEMBER 15

ADVERTISING ORDER FORM ON NEXT PAGE ➔

The Hostel Handbook®, 730 St. Nicholas Avenue, New York, NY 10031

Phone: (212) 926-7030 • Email: editor@hostelhandbook.com

Please make checks payable to: JIM WILLIAMS

## FREE BASIC LISTING INFORMATION – the information in this box is included FREE!

Please complete the form below exactly as you want your listing to appear in The Hostel Handbook® in print and online at www.hostelhandbook.com

BUSINESS NAME		STREET ADDRESS			
CITY	STATE/PROVINCE	ZIP CODE	TELEPHONE	AFFILIATION	DORM BED PRICE
EMAIL*		WEBSITE*			

\*PLEASE CHECK ONE:

- I already have your link on my homepage or at the top of my links page.
- I will have your link set up before November 15, 2011.
- I do not have a link. I understand my email/webpage will not be part of my Free Basic Listing in the print edition or online.

## HOSTEL COMMENTS (\$50 PER LINE) – a purchased item, see Advertising Order Form on next page ➔

Please use block letters and print clearly. Maximum 55 characters/spaces per line.

																																																							\$50
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TOTAL

## COMMUNICATIONS INFORMATION – For reference purposes only

The information below will appear in The Hostel Handbook® ONLY if you include it in the Comment Lines above.

FAX NUMBER

TOLL-FREE NUMBER

## OTHER INFORMATION

Please complete the information below. Return this form by November 15. Advertising Order Form on next page ➔

SHIPPING ADDRESS ( If you purchase advertising, you will receive a quantity of free Handbooks shipped via UPS. UPS will not ship to a P.O. Box.)

NAME OF MANAGER/OWNER

SIGNATURE

DATE

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# 2012 ADVERTISING ORDER FORM – DEADLINE: NOVEMBER 15, 2011

Please complete Information Form on other side.

#	DESCRIPTION	SIZE OF AD	PRICE	TOTAL	YOU RECEIVE
<b>PRINT EDITION</b>					
<b>SPECIAL ADVERTISING PRODUCTS FOR SMALL BUSINESSES</b>					
P01	Comment Lines* – 55 characters/spaces per line	1 line	\$50		20 Free Books
	<i>*Automatically included in The Hostel Handbook<sup>®</sup> Online</i>	2 lines	\$100		40 Free Books
		3 lines	\$150		60 Free Books
		4 lines	\$200		80 Free Books
P02	Hostel Spot	3 ½" X ¾"	\$200		80 Free Books
P03	Small Hostel Special – Hostel Spot + 3 lines of Comments	Save \$50!	\$300		100 Free Books
<b>BASIC ADVERTISING</b>					
P14	Quarter Page Ad (Free 1/2 Banner Online)	3 ½" X 2"	\$400		125 Free Books
P12	Half Page Ad (Free Banner Online)	3 ½" X 4"	\$750		250 Free Books
P10	Full Page Ad (2 Free Banners Online)	3 ½" X 8"	\$1400		400 Free Books
P20	Double Page Ad (2 Free Banners Online)	7 ½" X 8"	\$3200		1000 Free Books
<b>SPECIAL PLACEMENT ADVERTISING</b>					
P30	Inside Front Cover (2 Free Banners Online)	3 ½" X 8"	\$1800		500 Free Books
P31	First Page (2 Free Banners Online)	3 ½" X 8"	\$1600		450 Free Books
P32	Second Page (2 Free Banners Online)	3 ½" X 8"	\$1500		425 Free Books
P33	Last Page (2 Free Banners Online)	3 ½" X 8"	\$1500		425 Free Books
P34	Inside Back Cover (2 Free Banners Online)	3 ½" X 8"	\$1600		450 Free Books
P35	Centerfold (2 Free Banners Online)	7 ½" X 8"	\$4000		1200 Free Books
<b>LAYOUT CHARGES – camera-ready artwork must be provided or layout charges are as shown</b>					
P51	Layout Charge for Quarter and Half Page Ads		\$50		
P52	Layout Charge for Full Page Ads		\$100		
<b>ONLINE EDITION @ www.hostelhandbook.com</b>					
W01	Online Comments – Up to 4 lines (Not needed if purchased above)		\$100		
W10	Full Size Banner – National Page (Horizontal or Vertical)	468 X 60 pixels or 120 X 240 pixels	\$500		
W11	Full Size Banner – Regional Page (Horizontal or Vertical)	468 X 60 pixels or 120 X 240 pixels	\$200		
W12	Full Size Banner – State or Local Page (Horizontal or Vertical)	468 X 60 pixels or 120 X 240 pixels	\$100		
W13	Half Size Banner – National Page (Horizontal or Vertical)	234 X 60 pixels or 120 X 120 pixels	\$300		
W14	Half Size Banner – Regional Page (Horizontal or Vertical)	234 X 60 pixels or 120 X 120 pixels	\$100		
W15	Half Size Banner – State or Local Page (Horizontal or Vertical)	234 X 60 pixels or 120 X 120 pixels	\$50		
W51	Layout Charge for Banner		\$50		
Payments may be by personal/business check, money order or via our website using PayPal. Payments must be in US dollars. <b>Make checks payable to: JIM WILLIAMS</b>				<b>TOTAL</b>	
Any balance due after December 31, 2011 will incur a 1½% per month finance charge.					

**Mail to: The Hostel Handbook<sup>®</sup>, 730 St. Nicholas Avenue, New York, NY 10031**  
**Phone: (212) 926-7030 • Fax: (212) 283-0108 • Email: editor@hostelhandbook.com**