

Ranked in Journal
Citation Reports



Cornell Hospitality Quarterly

Cornell Hospitality Quarterly
Hospitality Leadership Through Learning
Volume 51 Number 3 August 2010 www.chr.cornell.edu
50th Anniversary

Industry Analysis

297 Don't Call It a Recovery Just Yet: The Red Flags Are Still Flying
RANDELL A. SMITH

301 "What Is Past Is Prologue"
R. MARK WOODWORTH

304 Do Happy Employees Really Mean Happy Customers? Or Is There
More to the Equation?
RICK GARLUCK

Food-Service Management

308 Restaurant Profitability Management: The Evolution of Restaurant Revenue
Management
GARY M. THOMPSON

323 Service Failures in Restaurants: Which Stage of Service Failure Is
the Most Critical?
YOUNG NAMKUNG AND SOOCHEONG (SHAWN) JANG

344 The Dynamics of Green Restaurant Patronage
HSIN-HUI HU, H. G. PARSA, AND JOHN SELF

Human Resources

363 Leadership in the Service of Hospitality
JUDI BROWNELL

379 What Matters More? Contrasting the Effects of Job Satisfaction and
Service Climate on Hotel Food and Beverage Managers' Job Performance
SEAN A. WAY, MICHAEL C. STURMAN, AND CAROLA RAAB

398 Like It! Learn It! Use It! A Field Study of Hotel Training
ROBERT FRASH JR., JOHN ANTUN, SHERYL KLINE, AND
BARBARA ALMANZA

Hotel Asset Management

415 Real Estate Investment Trusts: Performance, Recent Findings, and
Future Directions
PENG PETER LIU

429 Hotel Valuation in China: A Case Study of a State-Owned Hotel
MING-HSIANG CHEN AND WOO GON KIM

cq.sagepub.com
ISSN: 1938-9655

Cornell University
School of Hotel Administration

- **Print Advertising**
- **Online Advertising**
- **Supplements & Other Marketing Opportunities**

MEDIA KIT

Effective January 2011



Cornell University



CORNELL HOSPITALITY QUARTERLY

GENERAL INFORMATION

FREQUENCY: Quarterly

PUBLISHER:

SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320, Phone: (805) 499-0721, Fax: (805) 499-8096

AFFILIATION:

Cornell University, School of Hotel Administration, Center for Hospitality Research

EDITOR: J. Bruce Tracey

ADVERTISING DIRECTOR:

Bob Vrooman
SAGE Publications
Phone: (805) 499-0721 ext. 7594
Fax: (805) 499-8096
E-mail: advertising@sagepub.com

GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:

All advertising is subject to the publisher's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

DISCOUNTS FOR CORNELL SUPPORTERS:

- Cornell "Partners" and "Sponsors" may receive a 30% discount on all advertisements.
- Cornell "Friends" may receive a 15% discount on all advertisements.

DESCRIPTION:

Cornell Hospitality Quarterly is the premier publication of the hospitality industry, including lodging and food service. It seeks to publish articles that provide timely and actionable prescription for hospitality management practice and research. *Cornell Hospitality Quarterly's* articles are based on important industry challenges that are examined using rigorous methods of inquiry.

READERSHIP PROFILE:

All of those involved or interested in the hospitality industry – academics, managers and executives, owners and developers, consultants, investors, and students. This readership includes alumni of the Cornell University School of Hotel Administration.

CEO/President/Managing Director22.7%
COO/VP/Director-level Management62.2%
Owner7.2%
Manager/Supervisor3.4%
Other4.5%

EDITORIAL CALENDAR:

Issue	Focus
February	Food & Beverage
May	Human Resources
August	Operations Strategy
November	Sales & Marketing

CORNELL HOSPITALITY QUARTERLY

CLOSING DATES – 2011

February Issue

Space Reservations.....	12/08/2010
Ad Materials.....	12/13/2010
Pre-Printed Inserts.....	12/20/2010

May Issue

Space Reservations.....	03/04/2011
Ad Materials.....	03/09/2011
Pre-Printed Inserts.....	03/16/2011

August Issue

Space Reservations.....	06/03/2011
Ad Materials.....	06/08/2011
Pre-Printed Inserts.....	06/15/2011

November Issue

Space Reservations.....	09/02/2011
Ad Materials.....	09/07/2011
Pre-Printed Inserts.....	09/14/2011

Insertions made after printed space reservation deadline are non-cancelable.

Cancellations not accepted after closing dates for space reservations and must be submitted in writing.

If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted. If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

ADVERTISING RATES – 2011

B&W

Frequency	1x	4x	8x	12x
Full page	\$2,660	\$2,550	\$2,435	\$2,310
½ page	\$1,860	\$1,785	\$1,700	\$1,615
¼ page	\$1,275	\$1,220	\$1,165	n/a

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES:

Additional Standard Color (Cyan, Magenta, Yellow), per ad, extra	\$860
Additional Pantone Color, per ad, extra	\$1,075
3 or 4 color, per ad, extra	\$1,435

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES:

(non-cancelable)

Inside Front Cover: Earned B&W rate + 35%
Inside Back Cover: Earned B&W rate + 25%
Back Cover: Earned B&W rate + 50%
Facing Table of Contents: Earned B&W rate + 30%
Other specified positions: Earned B&W rate + 15%

INSERTS (BOUND):

2 page insert – 3 times the earned black/white rate
4 page insert – 5 times the earned black/white rate
6 page insert – 6 times the earned black/white rate
8 page insert – 8 times the earned black/white rate

Outserts, loose inserts, gatefolds, tip-ins, die cuts and business reply cards are available. Sample must be submitted to the Publisher for approval. Please call for rates.

INSERT QUANTITY:

Please call prior to each issue because the quantity fluctuates.

PAYMENT TERMS:

Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

CORNELL HOSPITALITY QUARTERLY

BANNER ADVERTISING ON JOURNAL WEBSITE

<http://cq.sagepub.com>

HOME PAGE:

The screenshot shows the home page of the journal website. At the top, there is a navigation bar with links for 'SAGE journals online', 'Search all journals', 'Advanced search', 'Search history', and 'Browse all journals'. Below this is a yellow banner with the text 'JOURNAL TITLE'. Underneath, there are tabs for 'Journal Home', 'Online First', 'Current Issue', 'Past Issues', 'Suppl. Materials', 'Subscribe', and 'Alerts'. The main content area features a 'Review of Educational Research' section with a 'JOURNAL COVER' image on the left and a list of articles on the right. A 728 x 90 banner is positioned at the top of the page, and a 160 x 600 banner is located on the right side.

INTERNAL PAGES:

The screenshot shows an internal page of the journal website. It features a navigation bar similar to the home page. Below the navigation bar is a yellow banner with the text 'JOURNAL TITLE'. The main content area displays an article titled 'Prospective ipsum dolor sit amet, consectetur adipiscing elit. Quisque consectetur tincidunt tellus.' by Eiji Kondo, MD, PhD, Kazuaki Yamada, MD, PhD, Hirota Azuma, MD, PhD, Yoshiko Tanaka, PhD, RPT, and Tamenori Yagi, MD, PhD. The article includes an abstract, keywords, and footnotes. A 728 x 90 banner is positioned at the top of the page, and a 160 x 600 banner is located on the right side.

Banner Type	Exclusive or Rotating	Location	Size	3 Month Rate		6 Month Rate		12 Month Rate	
				Advertiser	Non-Advertiser	Advertiser	Non-Advertiser	Advertiser	Non-Advertiser
Banner 1: Leaderboard	Rotate with no more than 2 other banners	Top of home page and top of interior pages	728 x 90	\$1,150	\$2,300	\$2,100	\$4,200	\$4,000	\$8,000
Banner 2: Wide Skyscraper	Rotate with no more than 2 other banners	Right Side of Home page and interior pages	160 X 600	\$925	\$1,850	\$1,700	\$3,400	\$3,200	\$6,400

- Advertiser rates apply to those companies advertising 3 or more times in the print journal during the current calendar year.
- Exclusive visibility may be available in any of the locations. Please contact your representative.
- Please note that some locations may not be available for all sites.

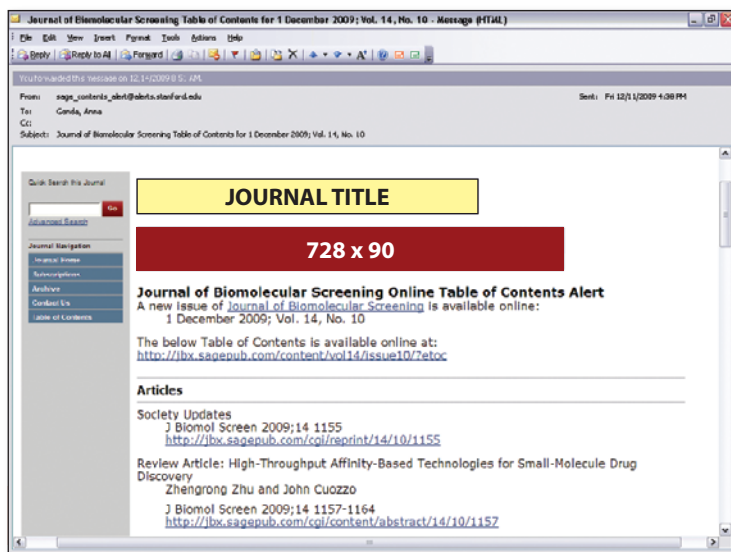
BANNER AD SPECIFICATIONS:

- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Expandable banners may be accepted. Please inquire
- Maximum size on banners: 50K
- All artwork is subject to review/acceptance by publisher prior to placement

CORNELL HOSPITALITY QUARTERLY

E-TOC SPONSORSHIP

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing.



e-TOCs	Specs	1x	3x	6x	12x
Banner Ad	728 x 90	\$750	\$725	\$675	\$650
Text ad	Up to 40 words plus logo	\$850	\$825	\$800	\$775

BANNER AD SPECIFICATIONS FOR E-TOC:

- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement

OTHER MARKETING OPPORTUNITIES

Belly bands / Cover tips: An exclusive way to place your message front and center with each journal reader. Belly bands and cover tips allow your message to be the very first one seen by the readers.

Outserts (Product Samples, Brochures): Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity - only one advertising outsert permitted per issue!

Reprints: Reprints of articles can serve as excellent promotional pieces for your products and services. These reprints may be used for sales support materials, exhibit handouts, seminar literature, and direct mail inserts.

Supplements: Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company's mission.

CORNELL HOSPITALITY QUARTERLY

ARTWORK SPECIFICATIONS

Trim Size: 8 1/8" w x 10 7/8" h

	Non-Bleed	Bleed
Full Page	7" w x 10" h	8 3/8" w x 11 1/8" h
1/2 page horizontal	7" w x 4 7/8" h	
1/2 page vertical	3 3/8" w x 10" h	
1/4 page vertical	3 3/8" w x 4 7/8" h	

Live matter: 1/4" from trim

Linescreen: 133-150

REQUIREMENTS FOR ELECTRONIC DELIVERY:

General Instructions:

A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow. If other colors are present in the file, then we will charge accordingly.

Image Size/Crop:

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

Proof Instructions:

- **Color Ads:** An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

For detailed instructions on file preparation, please log on to <http://dx.sheridan.com/>. We recommend that all advertisers pre-flight their ads prior to submission to publisher to check for errors. If you do not have pre-flight software, then you may use the free pre-flight at: <http://dx.sheridan.com/connect/main.html>.

File Submission Instructions:

Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND INSERTS:

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than 1/4" from the trim.

For inserts, 70# coated stock for minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:

Final size of all BRCs must be 4 1/4" h x 6" w.

Minimum paper weight is 7 pt.

Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

ADDRESSES & NUMBERS

FOR ADVERTISING INQUIRIES AND ARTWORK SUBMISSION:

Anna Gonda
SAGE Publications
2455 Teller Road, Thousand Oaks, CA 91320 USA
Phone: 805-410-7772 • Fax: 805-499-8096
E-mail: advertising@sagepub.com

DELIVER PRE-PRINTED INSERTS:

(list journal name, issue # and quantity on boxes/skid)

Ship to:

Mary Heiliger
CSR
Sheridan Press, 450 Fame Avenue, Hanover, PA 17331 USA
Phone: 800-635-7181 ext. 8145

FOR REPRINT AND SUPPLEMENT SALES:

Barbara Eisenberg
SAGE Publications
2455 Teller Road, Thousand Oaks, CA 91320 USA
Phone: 805-410-7763 • Fax: 805-499-8096
E-mail: barbara.eisenberg@sagepub.com