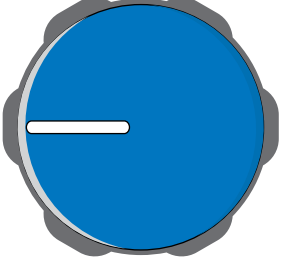


2018 MEDIA KIT



FRONT OF HOUSE



100%

Live Audio Editorial Live Audio Audience

**Advertising in FOH delivers
Quantifiable & Measurable Results**

- **23,199** Qualified Subscribers*
- **56.8%** of *FRONT of HOUSE* subscribers are presidents/owners or are in management.*
- **93%** of *FRONT of HOUSE* subscribers recommend or make final purchasing decisions.**
- **40%** of *FRONT of HOUSE* subscribers have — as a direct result of viewing an ad — purchased a product, and 81% have visited an advertiser's website.**
- **23%** of *FRONT of HOUSE* subscribers indicate a future spending level on entertainment audio technology for themselves or their company in excess of \$100k**

*June 2017 VAC Statement

**Publishers Reader Survey



**Find out how FOH can grow
your business at:**

www.fohonline.com/mediakit

**Look
what our
readers say
about
*FRONT of HOUSE***

"FOH is a very relevant publication. It is one of the most well-balanced publications available."

R. F. Ward, Family Worship Center

"FOH is the only magazine I read on a regular basis ... I find FOH writers to be more honest about what they write."

Hans Eich, Dot Blu Management, Inc.

"FOH has grown to what I call an "industry leader," something that can be related to and relied on by the most serious engineer and gear-hound within us all."

Dennis Buhrmann, DB Sound Productions



George Petersen, Editor of *FOH* Magazine

Let me introduce myself, although I've known many of you for years. After decades of editing *Mix* magazine, and having written some 1,500 articles and five books on pro audio, I have a pretty good sense of the realities that exist in this industry.

ing from compact line arrays, new DSP plug-ins and measurement systems, to Wi-Fi tablet and iOS mix and system controllers—this is an exciting time in the industry and I'm jazzed about being part of *FOH*.

At the same time that live sound engineers offer their zeal for learning the craft and maintaining professionalism, the recording studio milieu seems to be sliding in the other direction, where anyone who has a copy of GarageBand, a USB mic and a couple loop libraries is suddenly an engineer/producer. Just quiz them about "difficult" topics such as gain structure and you'll probably get a blank stare.

There's not a whole lot of spontaneity or feeling emanating from spending five hours in the studio editing a hi-hat part—yet the adrenaline can't help but flow as you fade the walk music and the house lights start to dim when mixing a show before a packed audience.

Outlook? Looking Good!

Despite the modest (and excruciatingly slow) improvements in the economy, there's definitely light at the end of the tunnel and hope for cautious optimism. So far this year, various physical indicators have been pointing in an upward direction. These include several measurable factors, including an increasing number of installations (both large and small), the strong turnout and positive vibe at this year's tradeshow, such as NAMM, Musikmesse/ProLight+Sound and InfoComm, along with the genuine enthusiasm among users for recent major sound reinforcement product launches.

After spending the last couple years attending trade expos that focused on a lot of incremental improvements in existing products while offering few of the big "must-see" hits that everybody would buzz about, the floodgates have suddenly opened. Such advancements don't simply happen overnight, but arise as a direct result of years of planning by companies that see opportunities and feel confident enough in the overall industry/economy to invest serious R&D resources and capitalization into new products. This growth in the business is good news for both manufacturers and their customers alike and is a positive sign for this year and beyond.

Your FOH

So far, I've taken a lot of space talking about me, and the industry in general, but it's important to emphasize that *FOH* is actually *your* magazine, and it's the spirit of the readers that make any publication successful. Communication is a two-way street, so if you have any suggestions, comments or ideas for things we should implement at *FOH*, drop me an email. We'll be listening.

Email George Petersen at george@fohonline.com.

A Little About Me

Audio has always been a major part of my life. I originally hailed from San Francisco, but left at an early age, spending my formative years in Italy. I played drums and guitar in various bands, doing mostly club gigs but occasionally opening for acts such as The Searchers and Ben E. King. Along the way, I was self-taught in electronics, mixed sound for other bands and—given the reliability of P.A. gear in the late 1960s—found out that fixing gear on the fly was an essential part of the job. Returning to the Bay Area, I attained degrees in chemistry, technical theater and life sciences, working my way through college operating and repairing AV gear and as an IATSE Journeyman doing 35/70mm projection, live sound and Dolby Stereo theater installations.

I did my postgraduate work in film production at San Francisco State, taught courses in cinematography and sound design, and started writing for various industry publications. Finally, I joined the editorial staff at *Mix*, eventually becoming editor/executive editor, while also contributing to *Sound & Video Contractor* magazine as a columnist and senior technical editor. And yeah, I still play in bands, mix live sound and love to mod and build gear—I guess like many of you, it's just ingrained in who we are.

Team FOH

When Timeless Communications publisher Terry Lowe contacted me about joining the *FOH* team, I was impressed. I've known Terry for years, having worked with him at *Mix*, before he left to form his own publishing group, and since then he's created an industry-leading group of magazines, media properties and the widely respected Parnelli Awards.

Terry's assembled a first-class organization with a hardworking staff having an absolute zeal and passion for this industry—my kinda people. And I'm proud to count regular *FOH* contributors Dave Morgan, Dan Daley, Steve LaCerra, and Steve Jennings among my friends, so this is pretty familiar turf.

However, one overriding factor that drew me to *FOH* comes from the industry itself. With all the recent developments in sound reinforcement technology—rang-

MONTH	BUYERS GUIDE	INSTALLATION FEATURE	SPECIAL FEATURE	HOUSE OF WORSHIP FOCUS	SPACE RESERVATIONS	MATERIALS DUE	TRADE SHOW DISTRIBUTION
JANUARY	Drum Mic Kits	New Club Installs	New Products for NAMM Preview	Sound for Traditional Services	December 22, 2017	December 28, 2017	NAMM
FEBRUARY	Choir Mics	Spotlight: HOW Installs	NAMM/Parnelli Wrap-up	Monitoring for Choirs	January 25, 2018	January 29, 2018	
MARCH	Digital Wireless	New Theater / PAC Installs	Secrets of Dante	Using Front Fills	February 21, 2018	February 23, 2018	USITT
APRIL	Headworn Mics	Networking Your Venue	Gearing Up for 2018	Wireless Issue Solutions	March 21, 2018	March 23, 2018	NAB, Prolight+Sound
MAY	Mid-sized (8-10") Line Arrays	New Stadium / Arena Installs	Prolight+Sound Report	Bass! How much is TOO Much?	April 25, 2018	April 27, 2018	
JUNE	Capsules for Wireless	New Las Vegas Installs	InfoComm New Products Preview	Maintaining a Crew	May 22, 2018	May 25, 2018	InfoComm, NAMM
JULY	12" Portable PA	Festival Showcase	InfoComm Report	Budgeting for Upgrades	June 25, 2018	June 28, 2018	
AUGUST	Measurement Mics	New Club Installs	Truck Packing Solutions	Boosting Intelligibility	July 25, 2018	July 27, 2018	
SEPTEMBER	Column Arrays	Spotlight: HOW Installs	Dealing with Generators	Miking for Large Choirs	August 24, 2018	August 27, 2018	
OCTOBER	Universal Fit IEM's	Room Analysis Tools	AES New Products Preview	Improving Your Multi-Use Buildings	September 25, 2018	September 28, 2018	AES, LDI
NOVEMBER	Kick Mics	New Theater / PAC Installs	AES Show Report	Dispersion-Great Sound Front to Back	October 25, 2018	October 29, 2018	
DECEMBER	Power Double-18 Subwoofers	Winter Weather Hazards	The Ultimate Audio Gift List!	Sound for Large Events	November 26, 2018	November 28, 2018	



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SPECIAL OFFER!
\$999



FOH New Products & Buyers Guides are among the most highly read sections of the magazine. Now you can make your product **STAND OUT** from the rest.

An FOH Featured Listing is:

- Twice as big as normal
- Placed at the top of the page
- Includes client logo
- Includes 125-word paragraph
- Features a List of key tour installations or endorses the product is used by or on
- Includes Contact info – Phone and URL

Actual Size

FEATURED LISTING

Company Name

Company Product Name

LOGO

PRODUCT IMAGE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In dictum dolor vitae mollis tristique. Duis felis ex, fermentum in mi a, lobortis facilisis felis. Nulla nunc diam, facilisis sit amet odio in, facilisis blandit ipsum. Ut at bibendum ante. Aliquam hendrerit laoreet convallis. Duis iaculis sem eget nisi tempus sagittis. Ut efficitur posuere turpis, ac tincidunt leo placerat nec. Morbi sed viverra nisi, at pellentesque orci. Pellentesque nulla quam, euismod consequat est non, luctus ultrices nulla. Praesent in augue dignissim, hendrerit nisl in, ultricies metus. Praesent vestibulum tellus non nisi porttitor rhoncus. Pellentesque tempus, dolor ultrices facilisis mattis, nisl nulla tincidunt velit, in dapibus ante felis fringilla ex. Vestibulum nec arcu euismod, volutpat lacus et, hendrerit odio. Ut tincidunt vehicula lorem, a cursus tortor feugiat vulputate. Quisque porttitor, eros eget bibendum imperdiet, odio leo semper orci, id cursus quam mi quis lorem.

Type: STATS

IP Rating: Info

Lamp Source: Info

Power Consumption: Info

White Color Temp: Info

Operating Temp Range: Info

Beam Angles: Info

Exterior Finish: Info

Weight: Info

Size: Info

Accessories: Ut tincidunt vehicula lorem, a cursus tortor feugiat vulputate.

MSRP: \$0,000

companywebsite.com • 000-000-0000

2018 BUYERSGUIDE SCHEDULE

JAN.	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
Drum Mic Kits	Choir Mics	Digital Wireless	Headworn Mics	Mid-sized (8-10") Line Arrays	Capsules for Wireless	12" Portable PA	Measurement Mics	Column Arrays	Universal Fit IEM's	Kick Mics	Power Double-18 Subwoofers

FIND OUT HOW TO GET YOUR LISTING FEATURED! CONTACT YOUR PLSN SALES REPRESENTATIVE TODAY!

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It's All About the Content!

- FOH looks at audio from a personal level.**
Of course it matters how a piece of gear works. But what matters more to FOH subscribers is how others in their shoes solve real day-to-day problems in business, shows and installations. They want straight talk on new products—why a recent show or venue used a certain piece of gear and will it work for their applications.
- FOH subscribers have high expectations.**
They expect FOH's editorial not to be tainted by manufacturer's biases. They trust FOH because they know FOH has the same passion for performance audio they do. Magazines without passion inspire no one. FOH inspires every month. You can rest assured whenever two audio pros get together at some point in the conversation you will hear, "Hey, Did you read in FOH this month..."
- FOH is the audio magazine that puts working audio pros first.**
FOH provides its readers a monthly glimpse into the shared experience of working in performance audio. Our subscribers know FOH delivers a perspective on the gear, the industry, and the men and women working in it they will read nowhere else.
- FOH readers think—and work—"outside the box."**
They are not looking for a physics lesson. FOH provides them peer-to-peer editorial. This is editorial written by other sound pros who lug gear, mix shows, pack trucks, design systems and live the same life they are leading. It's honest. It's raw and it's real. That's why it's read. That's why it creates community.

"Interesting Topics, News, Reviews, & Advice in manageable bites, thanks."
Jim Ferrante, Stirling Audio Services

Are You Launching a New Product?

Try FOH /Stage Directions Strategic Product Launch



- New Product Announcements in FOH and Stage Directions magazines
 - Product of the Week in both the FOH and Stage Directions email newsletters
 - Your own specific email blast to the entire database of FOH and Stage Directions subscribers
 - Rotation in the "New Products" section on FOHonline.com and Stage-Directions.com
 - Featured Product in FOH and Stage Directions Instant Info blast
 - Tweets and Facebook posts calling attention to the new product and informing our followers about the new product
- This is the perfect combination of print and electronic media components that will:***
- Create immediate awareness in the market for your new product
 - Generate real leads
 - Increase traffic to your website
 - Coordinate marketing and editorial components
 - Enhance trade show traffic
 - Add additional branding to your overall company image.



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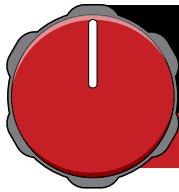
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RATE CARD

2018 PRINT RATES

SPECS



ALL BLEED ADS MUST HAVE 0.125 INCHES PAST THE TRIM EDGE AND ALL LIVE AREAS MUST REMAIN .25 INCHES INSIDE THE PAGE TRIM SIZE.

Fractional ads, use the non-bleed dimensions as your live area. Do not allow any essential type or art to fall outside this area. For spread ads, do not place any essential type or images across the gutter (center line) without adding .125" space on each side of the fold for safety (total .25").

All ads must be submitted in digital format. Preferred file submission: CMYK or grayscale, high resolution (300dpi or greater) Photoshop-compatible EPS, TIFF, JPEG or PDF files. If supplying layered files, all support images and fonts must be included with all fonts converted to outlines.

Other acceptable file formats are: Mac-compatible InDesign CS6 or Illustrator EPS files, collected with all working files and Postscript fonts (screen and printer) included.

PUBLISHER IS NOT LIABLE FOR INFERIOR OUTCOME IF GUIDELINES ARE NOT FOLLOWED.

This publication prints in a web offset, CMYK format and to SWOP standards. For color critical ads two digital color proofs must be provided, created from the supplied digital file on a contract-quality, digital halftone proofing system in accordance with SWOP standards (Imation Digital Matchprint, Kodak Approval, Iris, Rainbow, etc.)

Laser or inkjet proofs are not considered accurate in color and will be used for content confirmation only.

Publisher is not liable for color inaccuracy if guidelines are not followed and color proofs not supplied.

If you have questions or concerns regarding ad or insert specifications, please contact the production manager at 702.932.5585. For ad sales information, please contact your account manager.

Preferred method of ad file delivery—please upload digital files to: www.timeless-com.com/ads/ (100 MB Max)

Send color proofs to: Timeless Communications • Attn: (Publication Name/Issue Date)
6000 S. Eastern Ave., Suite 14-J • Las Vegas, NV 89119 • Tel: 702.932.5585 Fax: 702.554.5340

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TABLOID PAGE SIZES

4-Color	1x	3x	6x	13x
Tab Spread	\$7,370	\$7,180	\$6,800	\$6,475
Full Page Tab	\$4,500	\$4,295	\$4,100	\$3,915
3/4 Tab	\$3,985	\$3,870	\$3,715	\$3,525
1/2 Tab	\$3,595	\$3,450	\$3,305	\$3,200
1/3 Tab	\$2,700	\$2,545	\$2,475	\$2,400
1/4 Tab	\$2,295	\$2,185	\$2,090	\$1,935

JUNIOR PAGE SIZES

4-Color	1x	3x	6x	13x
Jr. Full Page	\$3,680	\$3,520	\$3,355	\$3,260
2/3 Jr. Page	\$2,750	\$2,695	\$2,625	\$2,550
1/2 Jr. Page	\$2,295	\$2,185	\$2,090	\$1,935
1/3 Jr. Page	\$1,890	\$1,845	\$1,755	\$1,685
1/4 Jr. Page	\$1,420	\$1,380	\$1,305	\$1,245
1/6 Jr. Page	\$ 985	\$ 950	\$ 845	\$805

PREMIUM AD POSITIONS

4-Color Only	1x	3x	6x	13x
Front Cover Showcase Ad	\$5,000	\$4,800	\$4,610	\$4,430
Inside Front Cover	\$5,000	\$4,800	\$4,610	\$4,430
Inside Back Cover	\$4,800	\$4,610	\$4,430	\$4,260
Back Cover	\$5,400	\$5,180	\$4,980	\$4,780

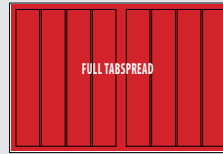
Market Place Advertising

4-Color Only	1X	3X	6X	9X	12X
1/4 Page	\$1,130	\$1,075	\$1,020	\$905	\$820
1/6 Page	\$830	\$815	\$750	\$665	\$605
1/12 Page	\$500	\$470	\$445	\$335	\$360
1/24 Page	\$370	\$345	\$330	\$295	\$265

PRODUCTION MARKETPLACE CLASSIFIEDS

Special advertising section for: Backline Rental, Case Companies Coach Companies, Communications, Freight Forwarding, Generator Rentals, Insurance Tour Supplies, Tour Pass / Itinerary Books, and Trucking.

AD SUBMISSION WEBSITE: www.timeless-com.com/ads/



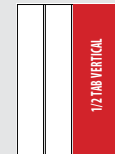
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w/bleed
w/22 x h/14.75



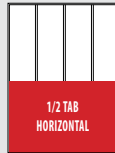
Full Page Tab
w/10.875 x h/14.5
w/bleed
w/11.125 x h/14.75



3/4 Tab Vertical
w/7.365 x h/13.5
w/bleed
w/7.9896 x h/14.75



1/2 TAB VERTICAL



1/2 Tab Horiz.
w/9.9375 x h/6.65
w/bleed
w/11.125 x h/7.275



1/3 Tab Horiz.
w/9.9375 x h/4.325
w/bleed
w/11.125 x h/4.95



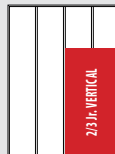
1/4 Tab Vertical
w/2.375 x h/13.5
w/bleed
w/2.9688 x h/14.75



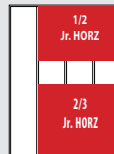
1/4 Tab Horiz.
w/9.9375 X h/3.5
w/bleed
w/11.125 x h/4.125



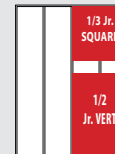
JUNIOR FULL PAGE



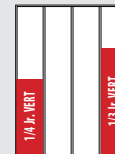
2/3 Jr. Vertical
4.85 x 9.75



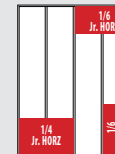
1/2 Jr. Horiz.
7.375 x 4.875



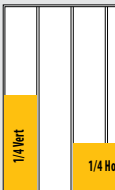
1/3 Jr. Square
4.85 x 4.85



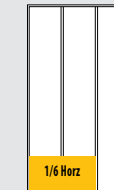
1/4 Jr. Vertical
2.375 x 7.0



1/6 Jr. Vertical
2.375 x 4.75
1/6 Jr. Horizontal
4.85 x 2.5



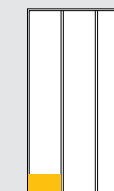
1/4 Page Horiz
4.85 W x 3.5 H
1/4 Page Vert
2.375 W x 7.0 H



1/6 Page Horiz
4.85 W x 2.5 H
1/6 Page Vert
2.375 W x 4.75 H



1/12 Page
2.375 W x 2.0 H



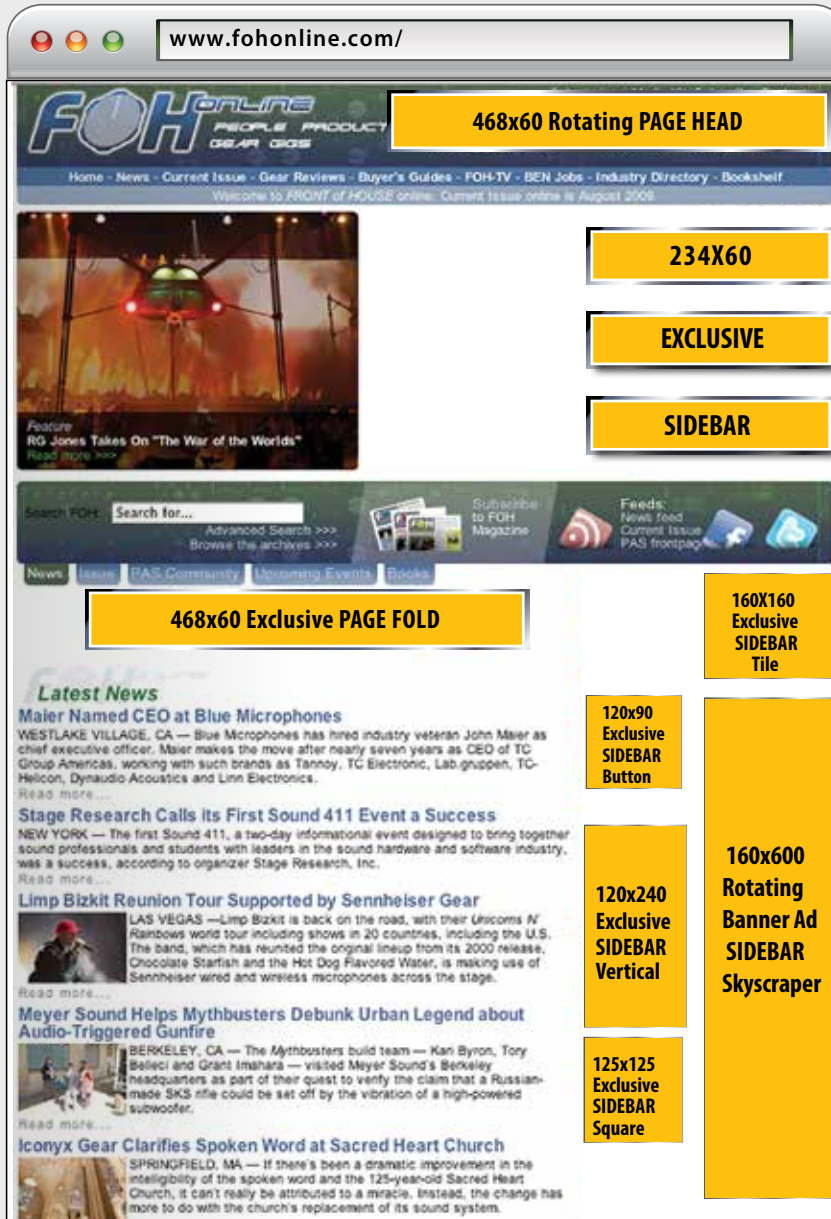
1/24 Page
2.375 W x 1.5 H

Payment: All ads must be prepaid. A check, money order, Visa, MasterCard, or American Express payment must accompany all new advertisements.



WEBSITE BANNER ADVERTISING

HIGH VISIBILITY



WEB BANNER SPECS

Acceptable Formats: .jpg, .gif, .swf — **Size requirements:** around 40K
Flash requirements: If you submit a .swf file you must include the EDITABLE .fla version as well. Do not embed links and do not send locked files. We do not allow audio. Flash files need to have a clickTAG tracking script embedded in them. See this website for details: <http://www.flashclicktag.com/>

468X60 ROTATING PAGE HEAD
This ad appears on ALL pages in the site and is SHARED. Limited availability.
\$1,350/month

468X60 EXCLUSIVE PAGE FOLD
This ad appears on ALL pages in the site and is EXCLUSIVE to the client.
\$1,250/month

234X60 EXCLUSIVE SIDEBAR
This ad appears on ALL pages in the site and is EXCLUSIVE to the client.
\$1,200/month

SIDEBARS
These ads are all EXCLUSIVE to the client. The Left side banners appear on ALL pages in the site and Right side banners appear on most pages WITHOUT articles. Placement may vary and there are multiple sizes available:

SIDEBAR	PRICE
120x90 Button	\$450/month
125x125 Square	\$500/month
160X160 Tile	\$550/month
120X240 Vertical	\$650/month
160X600 Skyscraper	\$1,100/month

RICH MEDIA
If you are interested in Rich Media advertisement, we will consider it on an individual basis.

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HIGH VISIBILITY



468x60
Header Exclusive

468x60
Exclusive Pagefold

160x160
Exclusive
Sidebars

Video of the Week

NEWSLETTER SPECS

Acceptable Formats: .jpg, .gif
Size requirements: From 50 to 200K
No Flash
All newsletter spots are EXCLUSIVE.

VIDEO INSERT/VIDEO OF THE WEEK
Subject to availability. **\$1,500/month**

468x60 EXCLUSIVE HEADER
Subject to availability. **\$1,200/month**

468X60 EXCLUSIVE PAGEFOLD
Subject to availability. **\$900/month**

160X60 EXCLUSIVE SIDEBAR
Stacking order may alternate. **\$850/month**

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Tel: 702.932.5585 • Fax: 702.932.5584 • www.fohonline.com



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93,197 Monthly Visitors – 361,048 monthly page views



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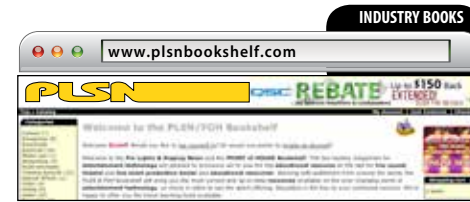
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FOHONLINE.COM

57,786 visitors monthly average**
30,048 unique visitors average**
187,804 page views**



Reach 8 different Websites with one buy!



EPDWEB.COM

8,746 visitors per month**
4,913 unique visitors**
40,643 page views**

Price per K	# of Impressions
\$30.00	50k
\$27.50	51k-150k
\$25.00	151k-250k
\$22.50	251k-350k
\$20.00	351k-500k
\$17.50	600k +

**Publisher's Own Data

CUSTOM EMAIL BLASTS

\$1,500/per email blast **FOH**
FRONT OF HOUSE

EMAIL

FOLLOWUP BLAST:
Five-question
questionnaire sent out
to respondents
of your original blast.

\$750

SALES CONTACTS

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CUSTOM E-MAIL BLASTS



Great for **New Product Roll-Outs**

19,000 + e-mails

Set your sights on sales with a targeted customized e-mail blast. **FOH** can deliver your message to more than 19,000 current e-mail addresses from our database. This is the best way to deliver your personalized message straight to the desks of decision-makers throughout the industry.

- This is great for a new product introduction, special programs, clients you have done work for or any other important information you want the market to know about your company.
- Drive traffic to your website.
- You can also use it before a trade show to inform attendees what you will be exhibiting at your booth along with your booth number. You can invite attendees to contact you before the show to arrange a specific time (set an appointment) that works with their schedule to stop by your booth to discuss ways you can help them. When someone calls you before a show you can get detailed information on what they do and what their needs are so you are well prepared when they come to your booth for the arranged appointment...and that much closer to making a sale!

Examples of Custom E-Blasts that other clients have done are available upon request.

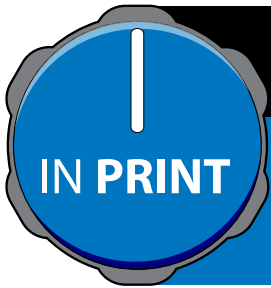
Acceptable Material: HTML ONLY

SPEC NOTE: Pre-designed email (html) - provide html code in .txt or .html file. Please be sure to use absolute, full paths to images and links.

- All styling is inline (no css or styling in header)
- Do not include scripting of any sort (i.e., no javascript)
- Table-based layouts will provide the most consistent display for all email clients and programs
- Design for a width of 600 pixels wide. There is no restriction on height using this option.

CUSTOM DESIGNED E-MAIL BLASTS





TOTAL MARKET • TOTAL REACH



FRONT OF HOUSE



FOH MAGAZINE

- 23,199 Qualified Subscribers*
- 49,254 Total Readership **
- 56.8% Presidents, Owners & Managers*

*June 2017 VAC Statement **Publishers Own Data



EVENT PRODUCTION DIRECTORY

- 40,000 Printed
- Advertorial Opportunities
- Poly-bagged in March Issue



2 & 4 PAGE ADVERTORIAL

- Professionally Written & Designed
- Includes 1,000 Reprints Choices
- Digital File for Your Website

CREATIVE BRANDING ADVERTISEMENT

- Belly Bands
- Inserts
- Advertorials
- Poly-Bag
- Gate Folds
- Belly Band Deluxe Spreads



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GOLD SPONSORSHIP INCLUDES:

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- Logo on all materials related to the Parnelli Awards in print and online
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- Online, your company's logo with a link to your website will be seen on every page of the Parnelli Awards website
- Logo visibility via signage the night of the event
- Thanks from the stage for sponsorship participation
- A FP 4/C ad in the Parnelli Awards program book
- A reserved table for 10

Other levels of sponsorship available. Ask your rep for details.

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- Copy Writing • Campaign Concepts
- Invitation Design • Ad Design
- Custom Promotion • Spec Work
- Editorial Design • Web Design