



Develo[^]pments

THE VOICE OF THE VACATION OWNERSHIP INDUSTRY

Develo[^]pments magazine is the “voice of the timeshare industry” with the American Resort Development Association (ARDA) in Washington, D.C. The association, founded in 1969, also maintains strategic alliances with counterparts in Australia, Canada, Europe, the Caribbean and Latin America, Mexico, and South Africa. *Develo[^]pments* speaks not only to the industry but also for the industry to its various constituencies—legislators, regulators, academics, financial analysts, sister organizations, and the media.

First published in 1978, *Develo[^]pments* analyzes industry trends in timeshare, resort, and community developments. In each issue, you will find insightful articles on matters that directly affect you, your professionalism, your growth and ultimately, your bottom line.

Develo[^]pments is a forum for the industry to express ideas and concerns and to address the constant changes in the industry. The ARDA membership represents the key players in today’s resort development industry. *Develo[^]pments* is your magazine.

Develo[^]pments is published 10 times a year, which includes the double annual ARDA World Convention and ARDA Fall Conference issues. It includes useful information on marketing, finance, sales, design, resales, public relations, community development, international issues, vacation clubs and points systems, management, and regulation.

In 2009, *Develo[^]pments* went digital, allowing our readers access to the magazine online and in print. By increasing the circulation and adding an interactive interface, *Develo[^]pments* is the destination for advertisers looking to reach the vacation ownership industry.

The American Resort Development Association

The American Resort Development Association (ARDA) is the Washington, D.C.-based professional association representing the vacation ownership and resort development industries. Established in 1969, ARDA has members in over 30 countries ranging from privately held firms to publicly traded companies and international corporations with expertise in shared ownership interests in leisure real estate. The membership also includes timeshare owner associations (HOAs), resort management companies, and owners through the ARDA Resort Owners Coalition (ARDA-ROC).

ARDA promotes the growth and development of the timeshare industry through a variety of capacities:

Advocacy

Actively involved in local, state, and national governmental affairs, ARDA monitors regulatory issues that affect timeshare. ARDA actively engages in lobbying efforts focused on the establishment of a legislative environment that fosters industry growth and further enhances consumer confidence and protection.

Networking

ARDA offers industry professionals educational and networking opportunities through its annual ARDA Convention and Exposition, the ARDA Fall Conference, committee meetings, and a variety of regional educational seminars offered each year.

Business Partnerships/ Bridge-Building

Through alliances with organizations in related and complementary industries in North America and overseas, ARDA pursues business and growth opportunities on behalf of its members.

Outreach

ARDA reaches out to myriad audiences with news of the bright future and positive economic impact of the timeshare industry and the increasingly diverse and attractive vacation ownership opportunities now available to consumers.

Knowledge

Through a variety of informational tools, including published research summaries, news updates and e-mail alerts, *Developments* magazine, and its website, ARDA shares market intelligence and keeps its members informed of industry trends and current events.

Support and Development

The ARDA International Foundation (AIF) offers professional and educational development through publications covering the industry's ethical, legal, regulatory, and operational intricacies; study courses; tests that assess industry knowledge; and recognition of continuing educational efforts.

For more information about ARDA, visit the website at www.arda.org or contact the association headquarters at (202) 371-6700.

The timeshare industry

- 1,548 resorts in the United States
- Most resorts
 - Florida (23%)
 - California (8%)
 - South Carolina (7%)
- \$6.4 billion U.S. timeshare sales volume in 2010
- \$19,308 the average price for a week of timeshare use in the U.S. in 2010
- \$731 per week of annual use is the average maintenance fee in the U.S. (weighted)
- 8.1 million timeshare intervals owned in the U.S.
- 197,668 timeshare units in the U.S.
- 128 units is the average size of a timeshare resort in the U.S.

About today's owners

- Average age is 52 years
- 80% are married or have domestic partners
- 92% own their home
- \$78,400 is the median household income
- 57% are college graduates or hold a graduate degree

Purchase motivation Why buy timeshare?

- Certainty of quality accommodations
- Location of the resort
- Save money on future vacation costs
- Opportunity to exchange with other resorts, internally and externally

Satisfaction rates

Among U.S. timeshare owners:

- About 84% indicate satisfaction with their timeshare experience
- 69% would recommend their home resort to friends and families
- 58% would recommend timeshare in general

Owner use

- 48% use their time
- 24% exchange
- 13% rent to others
- 13% give their week to a friend or family member
- 26% bank for future use

**Turn your ad
into an interactive
experience.**

**Contact Joel Nepomuceno,
jnepomuceno@arda.org,
for more information.**



Brand building

Brand building is one of the most important tools in a marketing strategy. Customers who identify with a brand are more likely to recommend a specific product and be repeat buyers.

Comprehensive market share

ARDA membership consists of **95 percent of the domestic timeshare industry**. Utilize *Developments* advertisements to increase your exposure and deliver your message to the vast majority of the timeshare industry constituents.

Editorial for decision makers

Advertising in *Developments* magazine is a cost-effective, budget-efficient way to reach all industry leaders when they are looking for fresh ideas, best practices, and the latest industry news. The editorial material is written *by* timeshare industry leaders *for* timeshare industry leaders. Columns and articles come from peer-selected association members and business experts and include the innovative and authoritative ideas presented at ARDA seminars, workshops, and ARDA International Foundation (AIF) meetings.

Quality circulation

All subscriptions are paid, renewed within one year and in the name of an individual. No bulk subscriptions by title or department. BPA audit pending. Publishing schedule is monthly with double issues for the spring ARDA World Convention and ARDA Fall Conference. Bonus distribution includes all registered attendees at the ARDA World Convention and ARDA Fall Conference.

Contents

Developments reports on news and tracks trends around the vacation ownership industry today—the development, financing, marketing, and management of timeshare vacation ownership resorts, mixed-use projects, and more. Articles cover products, services, and technology of interest to the industry; the activities of prominent individuals and companies; environmental and operational issues of property management and development; and member profiles and informative discussions with leaders on a broad spectrum of topics relating to the fastest-growing segment of the hospitality industry.

Feature article

In-depth information or discussions with industry leaders cover a broad spectrum of topics.

Columns

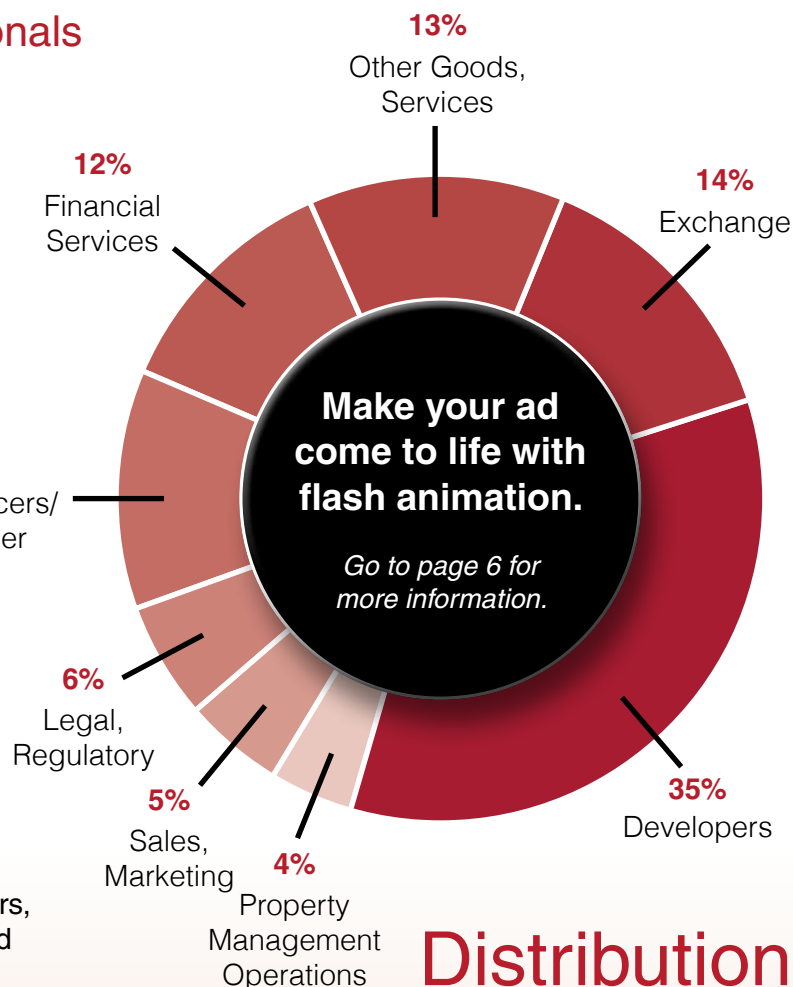
Articles on sales, marketing, resort management, technology, industry innovations, finance, human resources, public relations, legal and regulatory issues, architecture and design, fractional ownership, education and other vacation ownership-related business issues.

Departments

- Case Study
- International
- Success Spotlight
- Education
- Letter from ARDA's Chairman, Dan Harrill, Holiday Inn Club Vacations
- Advocacy
- Member Profile: informative discussions with industry leaders in a question-and-answer format
- Briefs and People: news, notes and upcoming events from around the industry
- ARDA's President & CEO, Howard Nusbaum, covers a variety of issues and concerns related to vacation ownership
- State Affairs
- Industry News
- VIP Listings
- Foundation/Research
- Owners
- Technology
- Construction & Design

Target industry professionals

The top decision makers in the resort and community development industry read *Developments* and are exposed to—and influenced by—its professional advertisements.



Reach your market

Developments magazine is the only place your advertising reaches every prospect at once. ARDA members represent approximately 95 percent of the domestic timeshare market and, along with its global alliance partners, three-quarters of the \$9 billion world vacation ownership market.

Distribution

Total reach: *Developments* reaches 3,000 subscribers both international and domestic, with an average pass-along rate of 3. *Developments* is also distributed at many industry-related events each year.

Action taken after reading *Developments**:

- **57%** of readers visit an advertiser's website as a result of seeing an ad.
- **22%** have called, e-mailed, or wrote an advertiser directly.
- **18%** recommend purchasing an advertised product/service.
- **11%** have purchased an advertised product/service.

Role in purchasing?*

- **46%** of readers approve/authorize the purchasing of products/services.
- **20%** recommend/specify the purchase of products/services.
- **6%** research products/services to buy.

*Source: *Developments* Magazine 2007 Readership Survey

Four color	Convention Issue Only	1x	3x	5x	10x	20x
Full Page	\$3,800	\$3,110	\$2,915	\$2,750	\$2,545	\$2,390
2/3	\$3,190	\$2,655	\$2,500	\$2,320	\$2,160	\$1,990
1/2	\$2,650	\$2,200	\$2,075	\$1,945	\$1,735	\$1,575
1/3	\$2,090	\$1,745	\$1,635	\$1,555	\$1,420	\$1,310
1/6	\$1,725	\$1,400	\$1,320	\$1,235	\$1,130	\$1,080

For more information, contact:

Joel Nepomuceno
 Manager, Industry Sales
 (202) 207-1074 direct
 jnepomuceno@arda.org

Non-members add 15%

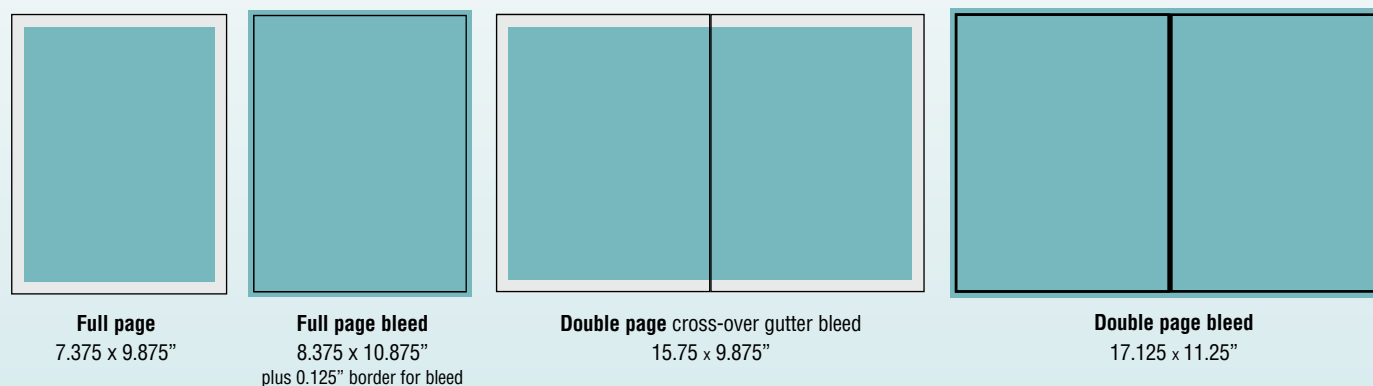
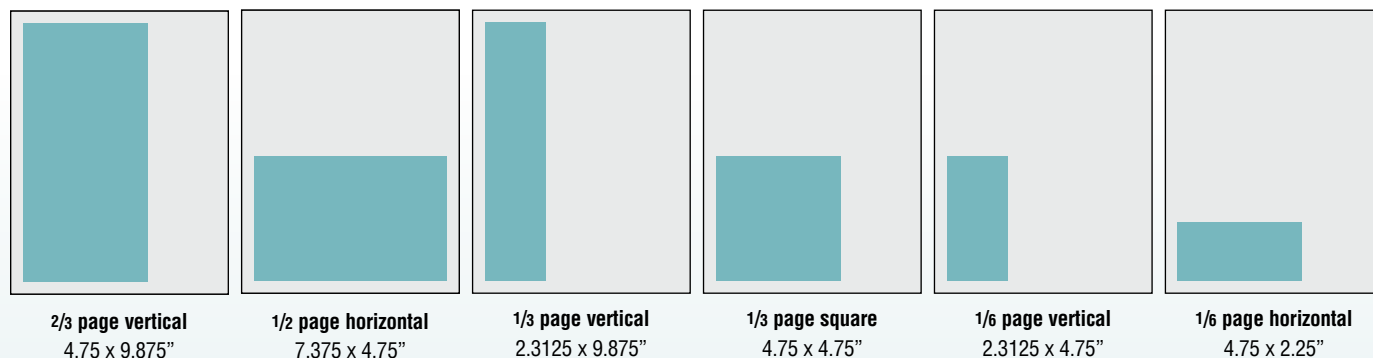
Price protected during the term of the contract

Guaranteed Positions

Inside Front Cover	\$4,280	\$3,565	\$3,340	\$3,180	\$2,920	\$2,740
Inside Back Cover	\$4,110	\$3,480	\$3,260	\$3,095	\$2,850	\$2,675
Back Cover	\$4,365	\$3,650	\$3,420	\$3,225	\$2,975	\$2,785
Preferred Page	\$3,915	\$3,400	\$3,220	\$3,040	\$2,800	\$2,630
Gate Fold	\$7,500	\$5,000				

Frequency Discounts:

Frequency rates are determined by the number of insertions appearing within a calendar year. Advertising schedules composed of mixed space units are entitled to frequency discounts. A spread is counted as two insertions toward a frequency rate.



Bleed ads Keep live matter 0.4375" from gutter and trim edges.

Printing and binding Offset lithography, saddle-stitched

Deadlines

Bonus Distributions

January	Outlook/State of the Industry Articles due November 4, 2011 Ads close November 18, 2011 Ad art due November 30, 2011	ARDA World Convention Americas Lodging Investment Summit (ALIS)
February	2012 Convention Preview Articles due December 2, 2011 Ads close December 16, 2011 Ad art due December 29, 2011	
March	International Articles due January 5, 2012 Ads close January 13, 2012 Ad art due January 31, 2012	ARDA World Convention ARDA Trustee Retreat CRDA Convention Ragatz Associates Fractional Interest Conference
April/May	ARDA World Convention Issue Product Innovations Articles due February 3, 2012 Ads close February 10, 2012 Ad art due February 17, 2012	ARDA World Convention
June	ACE Project of Excellence & Convention Highlights Articles due April 4, 2012 Ads close April 13, 2012 Ad art due April 30, 2012	ARDA Northeast ARDA Trustee Retreat
July	Architecture, Construction & Design Articles due May 2, 2012 Ads close May 18, 2012 Ad art due May 31, 2012	ARDA Northeast 2013 ARDA Southeast ARDA West
August	Recreation & Amenities Articles due June 1, 2012 Ads close June 15, 2012 Ad art due June 29, 2012	ARDA Northeast 2013 ARDA Southeast ARDA West
September	Resort Management/ Operations/HOAs Articles due July 2, 2012 Ads close July 13, 2012 Ad art due July 29, 2012	ARDA Northeast 2013 ARDA Southeast ARDA West Shared Ownership Investment Conference (SOIC)
October	Law & Finance Articles due August 2, 2012 Ads close August 17, 2012 Ad art due August 31, 2012	ARDA Fall Conference
November/ December	Fall Conference Issue Technology/Innovations Articles due September 3, 2012 Ads close September 14, 2012 Ad art due September 28, 2012	ARDA Fall Conference

For complete advertising contract terms and conditions, please visit the ARDA website www.arda.org.



American Resort Development Association

All advertisers will be able to upgrade their print ad to an electronic one in the new digital *Developments*, at no additional cost. Re-use your current ad campaign or add rich media/animation to bring your ad to life. Allow your prospects to interact with your ad, sending them straight to your website. Online advertising combined with print advertising creates a great tool for both branding and new lead generation.

Lead generation

Generating leads has never been so easy. Now, with digital version of *Developments*, you can track your ad activity by seeing the number of “click-throughs” and the average length of time readers stay on your page. Choose to include an AdGen (like a reader-response card) to your advertisement and gather demographic information to ensure future sales. The information gathered by the AdGen will be sent directly to you.

Traffic activity

Looking to increase your traffic activity on your company’s website? Follow the leads you will receive through *Developments*. All digital ads will include an embedded link of the advertiser’s website for free. ARDA will provide a detailed analysis of your ad traffic for each issue.

Expanding your target reach

Expand the size of your print ad campaign through the new digital *Developments*! The electronic version can be forwarded among ARDA member companies at a much faster rate than the traditional print edition’s pass-along rate,* making it easy for the purchasing managers and resort property managers to receive the magazine and view your ad.

Bring your ad to life with our new interactive features:

- **Fading Links \$150**
Use fading links in any color to draw attention to live Web links in your ad.
- **Flash Animation \$500**
Enhance your print ad by providing your own flash animation to ARDA’s designers OR have our designers create simple animation effects to give your digital ad an added boost.
- **Custom Flash Animation \$750**
Turn your static print ad into an attention-grabbing, animated message by having ARDA designers transform your ad into its own interactive experience.
- **GateFold \$750**
Only available for two-page spreads running in the print edition.
- **Audio Ads \$900**
Add music or sound clips to your ad.
- **Video Ads \$1,000**
Incorporate video in your ad. Several player options available for easy customization.

Need New or Updated Video Clips?

ARDA member firms can produce quality materials for use on your website, in *Developments* ads, and a host of other marketing opportunities. Contact Joel Nepomuceno at 202-207-1074 for more information, or see the ARDA Resort Buyer’s Marketplace at www.arda.org/marketplace.

*Based on the *Developments* Magazine 2007 Readership Survey

Don't just advertise within *Developments* magazine. Be a sponsor! By sponsoring the digital edition of *Developments*, you are supporting ARDA and the new electronic format. As a sponsor, your company logo will be the first thing that readers will see when they open the magazine electronically and will be maintained during the entire viewing time.

Presenting Sponsor \$5,000

- Background logo
- Landing page (Left opening page)
- Welcome verbiage "Digital *Developments* presented by"



A video link can turn your print ad into a customer testimonial or product demonstration.

Get your name out

A consistent advertising program in *Developments* is the most effective and economical way of ensuring professional exposure for your products and services to this growing and lucrative market. Online advertising offers a combination of cost-effectiveness, highly targeted marketing, and unmatched tracking capabilities.

Advertising in either of the ARDA World publications, or the three convention-focused editions of *Developments*, is a great way to get that recognition! The On-site Program, Attendee List/ Industry Phonebook, and the convention issue of *Developments* are each made available at the registration center and throughout the convention's key function spaces.

The On-site Program

The most referred-to publication at ARDA World, with all the information for the educational sessions, special events, exhibit hall, speaker listing and more. Use your ad to draw traffic to your booth by including your booth number. Ads Close: January 31, 2012.

Ad Size	Rate
Full page	\$2,300
² / ₃ page	\$2,000
¹ / ₂ page	\$1,800
¹ / ₃ page	\$1,300
¹ / ₆ page	\$900

All ads are 4-color process.

Attendee List/Industry Phonebook

The greatest longevity of any ARDA publication the—'phonebook' that sits on industry professionals' desks all year long. Ads Close: January 31, 2012.

Ad Size	Rate
Full page	\$2,300
² / ₃ page	\$2,000
¹ / ₂ page	\$1,800
¹ / ₃ page	\$1,300
¹ / ₆ page	\$900

All ads are 4-color process.

Developments Package

- February 2012 Convention Preview
- April/May 2012 Convention Issue
- June 2012 Convention Wrap-up

Ad Size	Rate
Full page	\$8,745
² / ₃ page	\$7,500
¹ / ₂ page	\$6,225
¹ / ₃ page	\$4,905
¹ / ₆ page	\$3,960

See the *Developments* rate card for rates.

All ads are 4-color process.

Package Deals—exclusively for Exhibitors and Sponsors

Combine the *Developments* package with the On-site Program Guide or the Attendee List/Industry Phonebook and take 20% off the total.

Advertise in all five publications and take 25% off the total.

Interested in out-of-the box marketing opportunities?

Add a blow-in card, a belly band, or AdGen (a reader response card), to the print or digital *Developments*. Contact Joel Nepomuceno at jnepomuceno@arda.org or (202) 207-1074 for more information.



Submit articles

Writing for *Developments* is an excellent opportunity for industry professionals to share their expertise, gain peer recognition, and better their industry. All ARDA members are invited and encouraged to submit articles. This is a prime opportunity to articulate your views and expose readers to you and your company. Submissions are reviewed by the editorial board for objectivity, relevance and value to the membership. We expect the journalistic standards of accuracy and fairness to be observed.

Participants in the AIF Registered Resort Professional (RRP) and Associate Resort Professional (ARP) designation programs may earn up to two credits towards their designation by contributing substantive articles to *Developments* magazine. A maximum of one-half credit will be given for each published article. This is an excellent opportunity for experienced industry professionals to share their expertise, gain peer recognition and earn AIF credits at the same time.

Spread the word

Developments spreads the word about your accomplishments and successes. "Around the Industry" details company news and announces personnel promotions and additions, as well as personal accomplishments, such as awards and service recognition. We urge you to send us your news to keep the entire industry abreast of your accomplishments. Materials must generally be received two months prior to the first day of the issue's cover month to be considered for that issue. However, due to space constraints, not all material can be published in the next available issue.

Make *Developments* a tool for you—a tool which helps you learn and grow from other industry professionals, disseminate your information, and continue your personal growth through one of ARDA's many membership benefits.

Word count page-equivalence

Please use the following parameters for determining page equivalence:

900 words + no graphic = 1 page*

700–750 words + headshot = 1 page†

500 words + headshot and standard graphic = 1 page‡

* *Developments* magazine is a 3-column/page publication, and each column comprises up to 300 words. Please note, however, that no all-text pages will be published: it's the publisher's expectation that every page will include some graphic interpretation of the copy, be it a sidebar, headshot, photo, graph or other illustration.

† All bylined articles must also include a brief (40 words or less) biographic blurb.

‡ Graphic sized between 2x3 and 4x5.

Author guidelines

1. ARDA retains the right of acceptance or rejection and the right to edit any submissions.
2. ARDA does not endorse commercial products, services, or individuals offering services within the resort industry. Articles should reflect this objectivity and encourage learning of techniques rather than publicizing certain commercially available products or services.
3. *Developments'* audience consists of professionals in the vacation ownership industry. The level of difficulty of articles should be set accordingly with specific, concise, and accurate information.
4. Occasionally, the editor and ARDA editorial board determine that articles submitted do not meet association publication and editorial standards. In these cases, every attempt is made to provide a review process to assist in article revision.
5. ARDA generally publishes only original manuscripts that have not been published in other mediums. Author warrants text and illustration copyrights.
6. You are encouraged to discuss your topic idea with the editorial staff prior to article submission.
7. Publication of an article after the manuscript deadline cannot be guaranteed.
8. Length may range from 800 to 2,500 words and will depend on subject and discussion with editorial staff.
9. Black and white or color artwork to accompany the article may be submitted.
10. Include your name, company name, address, telephone, and business title with your article. Include three to four sentences of biographical information about yourself and/ or your company. Include a high-resolution headshot photo.
11. Articles should be typewritten, double-spaced and submitted preferably as an MS Word document via e-mail.



Developments Advertising Artwork Preparation

Quality is a priority for *Developments*, and we review all artwork submitted to guarantee that each issue best represents your organization and the vacation ownership industry. To help us maintain that high standard, please read and follow these guidelines.

General Guidelines

- Create your layout to the exact dimensions of the reserved ad size.
- For ads that bleed, keep all important copy and artwork 7/16" away from the page edges. Bleed artwork a minimum of 1/8" and output with crop marks. Non-bleed ads do not need crop marks.
- Place images and artwork into your layout at 100% of size with a resolution of 300 dpi (dots per inch) or those created as vector art. This maintains image sharpness and detail.
- Use only CMYK images in your layout. RGB images will not render color accurately when printed. Spot colors will be reproduced as CMYK.
- Use Adobe Photoshop to convert RGB images to CMYK with a destination profile of U.S. Web Coated (SWOP) v2. Go to Edit > Convert to Profile. Then select the profile "U.S. Web Coated (SWOP) v2" in the Destination Space box. Save the change.
- Convert spot colors to CMYK before exporting or saving as a PDF file. The PANTONE Color Bridge should be used to assign CMYK values to convert spot colors. Software programs may not convert spot colors consistently and color shifting can occur.
- When available, pre-flight your file before exporting or saving your PDF file. This will indicate any items that may adversely affect print quality.

Please submit advertisement artwork as PDF/X1-a files. PDF/X-1a is a standard ISO file format used to reliably exchange final print-ready ads and pages. Design software programs such as the Adobe CS Suite (InDesign, Adobe Illustrator, Adobe Photoshop) and QuarkXpress allow for exporting or saving to PDF/X-1a files. Avoid using non-design desktop programs such as Microsoft Word and PowerPoint.

Creating PDF/X-1a Documents

Instructions for creating PDF/X1-a files are below. These guidelines help to ensure color and layout accuracy when printed. If color is critical, it is highly recommended that a match print be submitted to establish quality control standards.

Adobe InDesign

1. Go to File > Export and select Adobe PDF in the Format menu.
2. In the Adobe Export PDF dialog box, select High Quality Print in the Adobe PDF Preset menu and PDF/X1-a:2003 in the Standard menu. This converts the resolution and color designations to their proper settings. Review those in the feature selections listed on the left side of the dialog box.
Compression
Bicubic Downsampling should be set to 300 pixels for all images.
Output
Color Conversion: Convert to Destination (Preserve Numbers)
Destination: Document CMYK-U.S. Web Coated (SWOP) v2
Output Intent Profile Name: Document CMYK-U.S. Web Coated (SWOP) v2
3. For ads that bleed only:
Under Marks and Bleeds in the left-hand feature listing, select All Printer Marks and use Document Bleed Settings. Enter a minimum bleed area of 0.25" for all four page sides.

Adobe Photoshop

1. Go to File > Save As and select Adobe PDF in the Format menu.
2. Follow the instructions above for step 2.
3. For ads that bleed only:
We recommend placing your artwork in a design layout program such as InDesign or QuarkXpress. Crop marks and bleeds will have to be manually created in Photoshop PDF files. Allow for a minimum bleed area of 0.25" for all page sides and add 1/2" crop marks.

Adobe Illustrator

1. Go to File > Save As and select Adobe PDF in the Format menu.
2. Follow Adobe InDesign instructions for steps 2 and 3.
Note: In the Compression features, all images will be indicated as Do Not Downsample

QuarkXpress

Files created using QuarkXpress 6.0 or earlier should be printed as Postscript files and converted to PDF/X-1a file using Acrobat Distiller. Files created using QuarkXpress 7.0 can be exported to PDF/X1-a files accurately directly within the program.

QuarkXpress 6.0 or earlier:

1. Go to File > Print. In the print dialog box, under Setup, set the Printer Description to Adobe PDF. Other features should follow these settings:
Output: Bleed
Print Colors: Composite CMYK Bleed Type
Halftoning: Conventional Symmetric
Resolution: 2400dpi Amount: 0.25"
Frequency: 133lpi
2. Click Print, then use the following settings in the Print dialog box.
Output options:
Select Save as > File, Format: Postscript
Printer Feature:
Resolution: 2400dpi
Save and name the postscript file.
3. Open Acrobat Distiller. Under Default Settings, select PDF/X1-a:2001. Drag and drop the postscript file into the Distiller window.

QuarkXpress 7.0:

1. Export to a PDF file. Select PDF/X1-a in the Verification menu.

Animation

- Supply animation as Flash 7 or earlier files. We will need .swf AND .fla files supplied.
*Please note that we cannot use Flash 8 files.
- We do not support animations created using SWiSH.
- Make sure there is no white space around the edge of the Flash animation.
- Set the Flash file to a frame rate of 24 fps.
- For animations that shouldn't loop, please ActionScript it as such.
- Avoid any ActionScript that can affect the Nextbook engine, such as the _parent layer of the animation, _level0 and _root references, or global functions like setInterval.
- Animations need to be created for display at the maximum zoom size.
- The normal maximum zoom size is 950 pixels wide, but if the maximum zoom size is made larger or smaller, we will then provide different dimension for the Flash animations accordingly.
- Animations created for the intro page, opposite the cover, should be made at 852x1050 pixels or dimensions that are proportional.
- There should be no links in the animations we are given. We will create the links so they can be tracked.
- There is no file size limit on animations, but for loading purposes, the files should be as small as possible.
- Images should be set to lossless compression instead of photo compression.
- Filenames for Flash animation files (SWFs) should not include special characters such as brackets, question marks, quotes, commas, etc. Underscore characters are OK to use.
- Do not use any preloading process in the animations.

Audio

- Send audio files embedded in a Flash document. We also accept .mp3 or .wav files.
- .mp3 files should be set at a sample rate of 11kHz, 22kHz, 44kHz or 96kHz.

Video

- Send video files as an .flv or .avi file. We also accept Windows Media Player, Real Video or QuickTime formats.
- When sending QuickTime video files, please avoid using these video codecs: Intel Indeo Video and SoftDV. The recommended video codecs for QuickTime are:
 - Uncompressed video
 - Sorenson Video 1, 2, and 3
 - Motion JPEG A and B
- When sending QuickTime video files, please avoid using the IMA 4:1 audio codec. The recommended audio codecs for QuickTime are:
 - Uncompressed audio
 - ALaw 2:1
 - ADPCM
- When sending .avi files, avoid using the Intel Indeo video codec.

**Don't let
print advertising
limit your ads.**

**Contact Joel Nepomuceno,
jnepomuceno@arda.org,
for more information.**

Billing and payment terms

Brand building is one of the most important tools in a marketing strategy. Customers who identify with a brand are more likely to recommend a specific product and be repeat buyers.

Commissions

Advertising agencies may take 15% of gross billing on rate, provided that the account is paid within 30 days of invoice date. To qualify, advertising agencies representing a *Developments* client must submit a request on agency letterhead, which includes their separate and distinct company name, principal contact person, and mailing address. No commission is allowed on the cost of artwork, conversion charges, reprints, mechanical changes, or classified advertising charges.

After publication

Materials will be stored for six months and then destroyed unless written instructions to the contrary are sent to the Editor.

Short rates and rebates

Advertisers will be short rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Rate rebates will be made if the advertiser exceeds the amount of space contracted within 12 months to earn a lower rate than that at which they had been billed.

Advertising regulations, terms, and conditions

All other regulations, terms, and conditions are in the advertising contract.

Disclaimer

Advertiser and advertising agency assume liability for all content of advertisements printed, including names, portraits, text, representations or any sketch, map works, labels, trademarks, or other copyrighted matter. The publisher reserves the right to reject or cancel any advertisement for any reason at any time or to add the word "advertisement" at the bottom of any advertisement which too closely resembles *Developments'* editorial pages. ARDA has specific policies regarding the representation of non-member firms and organizations.

1. Advertising agencies may take 15% of gross billing on rate provided account is paid within 30 days of invoice date. To qualify, advertising agencies representing a *Developments* client must submit a written request on agency letterhead, which includes a separate and distinct company name, principle contact person, and mailing address from the agency's client Advertiser. No commission is allowed on the cost of artwork, conversion charges, reprints, or mechanical changes.
2. Materials will not be returned to Advertiser unless specifically requested. Materials will be discarded after six months.
3. Payment with order except for ARDA members, who may receive 30-day terms. Payment in full is due within 30 days of the initial invoice date. Advertising privileges will be suspended on accounts over 90 days past due. All expenses and legal fees incurred in collecting outstanding invoices will be paid by the Advertiser. The American Resort Development Association (ARDA) reserves the right to require payment in advance of publication.
4. Advertiser shall submit to ARDA all advertising and editorial materials not later than 45 days prior to publication. Alterations requiring additional work will be charged at current rates. When no other copy is provided by Advertiser by the closing date, ARDA may insert previous advertisement from *Developments* magazine. Insertion orders are binding after closing dates. Advertisers canceling after this date will be billed for space ordered.
5. ARDA reserves the right to reject any advertisement at any time after receipt of proof of text, copy and/ or illustrations, even though a prior similar order may have been approved. ARDA shall have the right to omit any advertisement when the space allotted to advertising has been filled. Unintentional or inadvertent failure to publish advertising invalidates the insertion order for that issue only. Failure of ARDA to insert any advertisement shall be considered immaterial and shall not constitute a breach of this Agreement, nor shall ARDA be liable for damages thereof. In such event, Advertiser shall have the option of having such advertisement printed in a future issue under these Terms and Conditions or of having no charge for such advertisement not inserted. Advertisements already run shall be paid for at rates in the Rate Card. ARDA reserves the right to require any advertising to be labeled "advertisement."
6. ARDA shall not be liable for any damages for failure to fulfill an order for any reason whatsoever, including but not limited to labor disputes, strike, war, riot, insurrection, civil commotion, fire, flood, accident, storm, act of God, or any other circumstances. In such event, the Advertiser's sole remedies shall be those in paragraph five above.
7. Any specification or order for the use or non-use of any particular page or position where the advertisement is to be inserted shall be treated as a request only, and ARDA shall not be obligated to comply with said request. In the event said request for position is granted, Advertiser shall pay an additional position charge.
8. Any taxes which may be imposed on any advertising shall be advanced by ARDA on behalf of Advertiser, be billed to Advertiser and be due and payable immediately.
9. ARDA reserves the right to cancel this Agreement at any time upon Advertiser's failure to pay any bill when due.
10. In the event ARDA must employ an attorney to collect sums due or to enforce compliance by Advertiser with any of the terms of this Agreement, Advertiser shall pay to ARDA attorney's fees and other costs incurred by ARDA in connection with any legal actions and appeals thereof.
11. Advertisers will be short rated if, within a 12 month period from the date of the first insertion, they do not use the amount of space upon which their billing has been based.
12. Advertiser shall indemnify ARDA and hold ARDA harmless from any and all loss, cost, expense and damages on account of any and all manner of claims, demands, actions and proceedings that may be instituted against ARDA on grounds alleging that any advertisement submitted hereunder by or on behalf of Advertiser violates any copyright or any proprietary right of any person, or that it contains any matter that is libelous or scandalous, or invades any person's right to privacy or other personal rights. Advertiser agrees at Advertiser's own expense, to promptly defend and continue the defense of any such claim, demand, action or proceeding that may be brought against ARDA, provided that ARDA shall promptly notify Advertiser with respect thereto. The Advertiser shall reimburse ARDA for any amount paid by ARDA in settlement of claims or in satisfaction of judgments obtained by reason of publication of such advertising copy, together with all expenses incurred in connection therewith, including but not limited to, reasonable attorney's fees and court costs.
13. This writing contains the entire Agreement of the Parties. No representations were made or relied upon by either party, other than those expressly set forth in this Agreement. No agent, employee or other representative of either party is empowered to alter any of the terms hereof, unless done in writing and signed by a duly authorized officer, employee or other representative of the respective parties.
14. Should any part of this Agreement for any reason be declared invalid, such decision shall not affect the validity of any remaining portion, which remaining portion shall remain in force and effect as if this Agreement had been executed with the invalid portion thereof eliminated. And it is hereby declared the intention of the parties hereto that they would have executed the remaining portion of this Agreement without including therein any such part, parts, or portion which may, for any reason, be hereafter declared invalid.
15. This Agreement shall be construed under the laws of the District of Columbia. Venue for any legal actions regarding this Agreement shall be in the District of Columbia.
16. Statement of policy: The American Resort Development Association expects all members and others featured as authors or advertisers in ARDA publications, or exhibitors or speakers at ARDA meetings to be in full compliance with the ARDA Code of Standards & Ethics. The Association reserves the right to refuse publication of questionable articles or advertisements in any of its publications, to prohibit or remove from its trade shows whole exhibits or any exhibit merchandise or materials of any kind that raise any issues of ethics, and to refuse or cancel the appearance by any speaker determined to have advocated, been engaged in, or associated with unethical conduct. All authors, advertisers, exhibitors and speakers appearing in ARDA publications or meetings are hereby on notice of this policy and accept any invitations, agreements and contracts subject to it. As a consequence of this policy, all such persons or companies agree that their sole recourse against ARDA for any exclusion pursuant to this policy shall be refund of monies paid for advertising or exhibit space. Further, there shall be no claim for refund for exhibit space where exhibit materials or merchandise excluded was incidental to the purpose of the exhibit.



social events

speakers & networking



trade shows



Sponsorship & Visibility Offerings 2012

ARDA sponsorships offer the highest visibility opportunities focused directly at your target audience, the **vacation ownership** community.

ARDA sponsorships are notable for their success in recognizing and branding the leaders in the timeshare, fractional ownership, and private residence club industries.

Enjoy the recognition and returns of saturation-level promotion. ARDA sponsorships are your key to unlocking the vacation ownership industry.

To secure your sponsorships call Bob Craycraft, VP Industry Relations at **(202) 207-1079** or **bcraycraft@arda.org**.