

# Bed Breakfast Chronicle

News, Trends and Events to Keep You "Inn the Know"

**About us** The Bed and Breakfast Chronicle is a semi-annual publication that provides Innkeepers with the latest industry news, trends, recipes, tips and hospitality products.

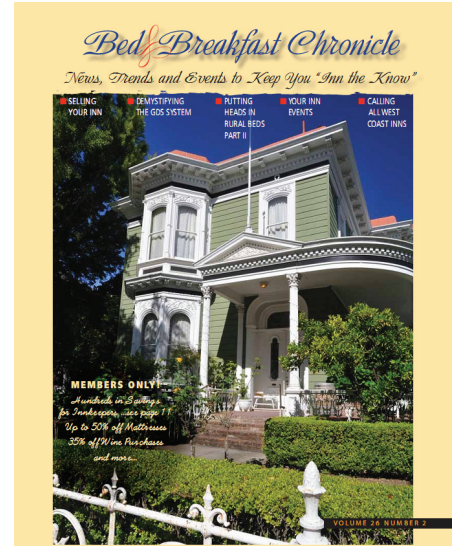
The Chronicle is mailed to thousands of Bed and Breakfasts across the United States, Canada, Europe and Asia. Innkeepers have grown to love the Chronicle and even ask for second and third copies to share with industry friends. It is a must read for Innkeepers who want to stay in the know about the B&B industry.

## About Our Company



Pamela Lanier's Bed and Breakfasts, Inns and Guesthouses International (BBIGI), has been assisting innkeepers with a comprehensive variety of boutique lodgings since 1982.

LanierBB.com includes details of over 45,000 properties, from bed and breakfasts, country inns, historic hotels, lodges, guesthouses, urban bed and breakfasts, small resorts, cabins, guest ranches, farmhouse accommodations, working farms and ranch vacations. Pamela Lanier's BBIGI, is a part of the Travel Guides network including Elegant Small Hotels and Family Travel. The best-selling print guidebook, "The Complete Guide To Bed and Breakfasts Inns & Guesthouses International", is currently beginning its 29th edition and has sold nearly 3 million copies worldwide. In addition to the B&B Guidebook, Lanier Publishing International produces a luxury guide, a Family Travel Guide, numerous cookbooks, and the Bed and Breakfast Chronicle, a magazine especially for Innkeepers.

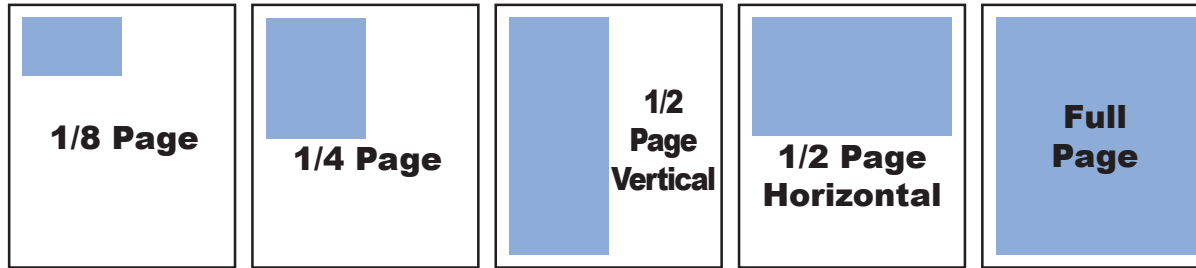


The Bed and Breakfast Chronicle is a well-rounded publication that educates, informs, and entertains Innkeepers around the globe.



# Rates

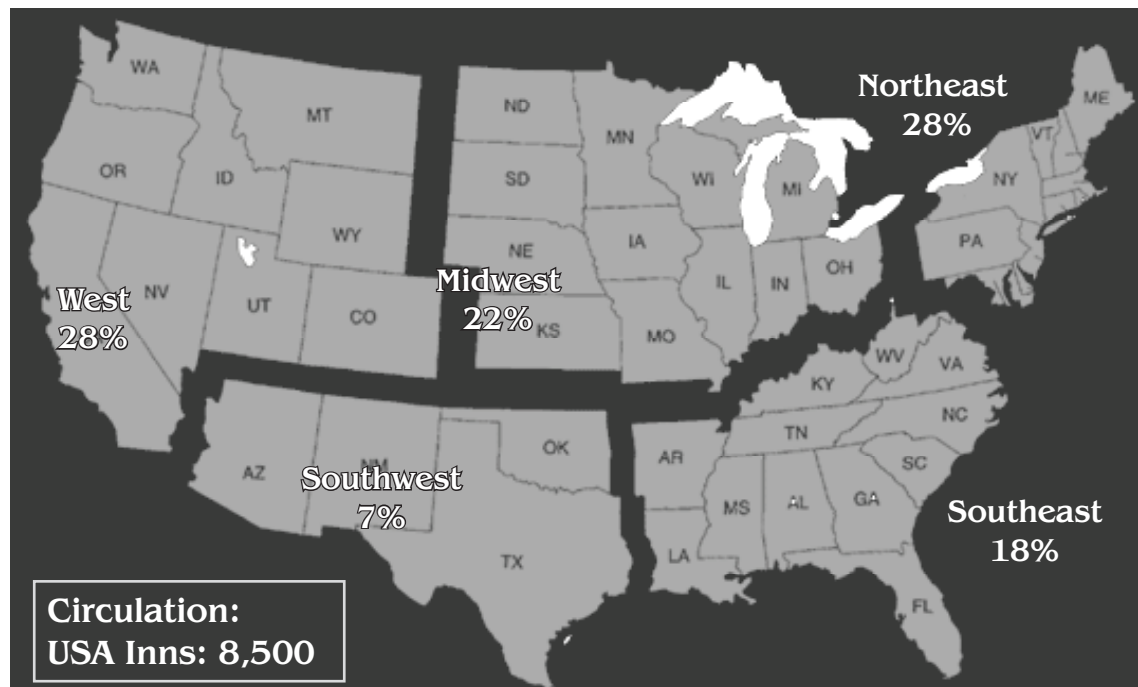
| Advertisement Size | Rate Per Issue | Explanation                                     |
|--------------------|----------------|---|
| 1/8 page           | Free           | Included with vendor membership                 |
| 1/4 page           | \$350          | Full-color quarter page ad                      |
| 1/2 page           | \$650          | Full-color half page ad, vertical or horizontal |
| Full Page          | \$1,250        | Full color, full-page ad. Excluding covers      |



Note: Above rates do not include ad designs. Lanier Publishing International can assist you with Ad designs, charged at 15% of ad rate. All ads are subjects to the terms and conditions set forth in the vendor membership contract.

# Circulation

**Total circulation: 10,200**



**Circulation International: 1,000**  
**Circulation B&B Associations: 285**  
**Circulation Aspiring Innkeepers: 700**

# Readership

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The Bed and Breakfast Chronicle is primarily read by Innkeepers operating B&B's across North America. The Chronicle provides insight into managing a B&B, including a buying guide for Innkeepers as well as entertaining news. Recent Lanier and industry surveys reported the following statistics on B&Bs:

- The typical B&B has between 4 and 11 rooms, with 6 guest rooms or suites being the average
- 22% of Lanier member B&Bs are child-friendly
- 25% of Lanier members offer spa services
- 45% of Lanier members offer wedding services
- 52% of Lanier members offer business facilities
- The Average Daily Rate at B&Bs was \$150
- The average B&B has been open for 10 years
- 69% of Lanier Member B&Bs are in rural locations; 24% are in resort locations
- 98% of rooms have private baths
- 93% offer free high speed wireless internet
- Most B&Bs provide the following in common areas: internet, magazines, hot/cold beverages, board games, fireplace, refrigerator, newspapers, telephone, cookies/cakes/candies/fruit, fresh flowers and televisions
- Most B&Bs provide the following in guest rooms: internet, television, luxury bed/linens, premium branded toiletries, robes, fireplaces, magazines and jetted tubs.

# Publishing Schedule

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Twice annually

- Spring Issue – Mid-April/Early May
- Fall/Winter Issue – mid November

# B&B VALUE COLLECTION FOR INNKEEPERS



## VENDOR REGISTRATION FORM:

### VENDOR INFORMATION (to appear online)

|              |              |        |          |  |
|--------------|--------------|--------|----------|--|
| VENDOR NAME: |              |        | DATE:    |  |
| ADDRESS:     |              |        |          |  |
| CITY:        | STATE/PROV.: | ZIP:   | COUNTRY: |  |
| PHONE:       |              | FAX:   |          |  |
| WEBSITE URL: |              | EMAIL: |          |  |

### **CHOOSE YOUR VENDOR TIER:**

Check the tier(s) below to indicate your participation level in the Vendor Membership Program:

|                          | ADVERTISEMENT                | DESCRIPTION   | COST               |
|--------------------------|------------------------------|---|--------------------|
| <input type="checkbox"/> | Tier 1<br>Text Only          | This type of vendor membership provides a vendor listing with vendor name, address, phone number, fax number, URL, e-mail, and product and/or service description of 300 characters or approximately 75 words.  | \$236<br>12 months |
| <input type="checkbox"/> | Tier 2<br>Text Plus Pictures | This type of vendor membership provides a vendor listing with vendor name, address, phone number, fax number, URL, e-mail, and product and/or service description of 300 characters or approximately 75 words as well as a 100(w) x 100(h) pixel space (5k, GIF format) for your logo and a 400(w) x 70(h) pixel space (10K, JPEG format) for original product/service photos. All images must be static. | \$356<br>12 months |

- Vendor will be granted 3 changes to their membership per quarter free of charge. All changes thereafter will incur a \$15 fee.

|              |  |
|--------------|--|
| <b>Total</b> |  |
|--------------|--|

All vendor memberships prices are for one complete year (with the exception of banners) starting on the day your contract and payment are processed. Your information will be available online within 5 business days after processing your account.

**LPI can automatically charge your credit card two (2) weeks prior to your renewal date so that no “down time” occurs. Only memberships that have been previously paid for will appear online, or in print.**

Yes, please automatically charge my credit card two weeks prior to the termination of this agreement unless otherwise notified by myself in writing.

Yes, we would like to offer a discount or value added opportunity to Lanier BBIGI members.

Lanier BBIGI Offer: \_\_\_\_\_

*(for example: 20% off your first order, \$100 coupon towards your next purchase, 10 free mugs with your first purchase)*

By signing below, Vendor agrees to be bound by the terms and conditions stated above and on the reverse side.

Please return application and payment via FAX or mail to:

**LANIER PUBLISHING INTERNATIONAL**

P.O. Box 2240  
Petaluma, CA 94953

Fax: 707-763-5762

Web site:

[www.LanierBB.com/VendorStorefront](http://www.LanierBB.com/VendorStorefront)

\_\_\_\_\_  
Vendor Name

\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Credit Card Type

\_\_\_\_\_  
Printed Name and Title

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Date

## Terms & Conditions

Vendor, by selecting Tier Option 1, 2 or 3 as noted in the Vendor Registration Form, which is made a part of hereof, enters into this agreement, which comprises the entire understanding of the parties and supersedes and cancels any previous oral or written agreements between the parties with respect to the subject matter hereof as follows:

1. Vendor understands and agrees that most properties in the LPI lodging system are independently owned by licensees, that LPI does not control the day to day operations of licensed properties, that LPI assumes no liability for the acts or omissions of a licensed property including any failure to pay any amount due Vendor, and that the sole remedy available against LPI for the acts or omission of a licensed property or for the failure of a licensed property to abide by the terms of the advertising program shall be removal of the property from the advertising program. LPI and its parents, subsidiaries, and affiliated companies shall not be liable for any activities of a licensed property, or for any special, incidental, indirect or consequential damages, even if they have been advised of the possibility of such damage.
2. This agreement does not constitute and shall not be construed as constituting a partnership or joint venture between Vendor and LPI. Neither party shall have the right to obligate or bind the other party in any manner whatsoever, and nothing herein contained shall give, or is intended to give, any rights of any kind to any third persons.
3. Vendor shall have no right to use any of LPI's intellectual property, including without limitation, the Website, trademarks, service marks, or copyrights or LPI or any of its subsidiaries or affiliates, except with the prior written approval of LPI. Vendor acquires no rights in any intellectual property, including without limitation any trademarks, service marks or copyrights of LPI, its subsidiaries or affiliates. All usage shall inure to the benefit of LPI. Vendor further agrees to include the proper trademark, service mark, and copyright registration symbols on all LPI intellectual property in accordance with all applicable trademark, service mark and copyright regulations. LPI agrees to provide Vendor the proper trademark, service mark, registration and copyright information.
4. Vendor agrees to indemnify, defend and hold harmless LPI, its parents, its divisions, subsidiaries, licensees, affiliates, and their officers, directors, employees, agents, successors, and assigns against any and all claims, actions, liabilities, losses, costs and expenses (including, without limitation, settlements, judgments, fines, damages, legal fees, court costs, expert fees, etc.) of any kind or nature and by any part what so ever (even when the negligence of LPI is alleged) arising or alleged to have arisen in whole or in part of: any acts, omissions or obligations of the Vendor, its parents, subsidiaries, licensees, and affiliates or their officers, directors, employees, agents or successors or assigns ("Vendors"); any product or service provided by the Vendor; any failure to perform or breach of this agreement by the Vendor; or any injury or damage, whether to person or property, sustained by any person, which is a result of the alleged act or omissions of the Vendor. LPI shall give reasonable notice to Vendor of any such claim, loss, action, damage, expense or liability. Vendor agrees that LPI shall have the right to participate in its defense and shall have the right to review all legal documents, prior to filing and to approve all settlements that may affect LPI. LPI reserves the right, without being required to do so and without waiver of any indemnity rights hereunder to select counsel for the defense of any claim, action or lawsuit within the scope of this indemnity provision. This provision shall survive the expiration or termination of this agreement.
5. Termination of this Agreement shall not extinguish the rights or obligations of the parties here under with respect to indemnification, ownership and disposition of information, confidentiality and accounting.
6. LPI, in its sole discretion, shall have the right to terminate this Agreement anytime without cause upon giving to Vendor written notice thereof at least thirty (30) days prior to the effective date of termination. Upon any such determination LPI shall refund a pro rata amount of unused fees paid to the Vendor based on time remaining.
7. If Vendor fails to comply with any provisions under this Agreement, LPI may terminate this Agreement. In order to terminate this Agreement, LPI must give Vendor written notice of the breach and ten (10) business days to cure such breach. If Vendor fails to cure the breach within the ten (10) business days or the breach cannot be cured, this Agreement shall be deemed terminated on the eleventh (11) business day after the notice of breach has been given. There will be no pro rate reimbursement for Vendor default.
8. If 10% or greater discount option is selected, any report of a failure to honor this discount will result in immediate removal from the Vendor Storefront without refund, and without prior notice.
9. Notices of default and termination as well as any other notices, demands and other communications contemplated by this Agreement shall be addressed to the addressees designated on the reverse. All notices of default and termination must be hand-delivered with proof of receipt; sent by certified or registered mail, return receipt requested; or sent by overnight courier, with proof of receipt; and shall be deemed given as of the date the receipt is signed. All other notices, demands or communications may be sent by regular mail, postage prepaid, or by facsimile (with evidence of completed transmission). If the notice, demand or other communications is sent by regular mail, it shall be deemed given four (4) days after it is postmarked. If sent by overnight courier, facsimile or telegraph, it shall be deemed given the next business day following its transmission. If it is delivered in person, it shall be deemed given on the date of delivery.
10. Any modification, assignment or transfer of this agreement, in whole or in part, or of any interest herein, without LPI's prior written consent shall be void.
11. This Agreement shall be governed by and construed in accordance with the laws of the United States and of the State of California as applied to transactions entered into and to be performed wholly within California between California residents. a.) Any dispute arising out of or relating to this Agreement, or the breach, termination or validity thereof, will be submitted by the parties to arbitration, to take place in Sonoma County California, by the American Arbitration Association under the commercial rules then in effect for that Association except as provided in this Section. Judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. b.) Notwithstanding par. a supra, LPI shall have the right to obtain a preliminary relief on any equitable claim in any court of competent jurisdiction, where such judgment is necessary to preserve its property and/or proprietary rights under this Agreement.
12. A party's failure at any time to enforce any of the provisions of this agreement or any right with respect thereto, will not be construed to be a waiver of such provision or rights, nor to affect the validity of this Agreement. The exercise by a party of any rights provided by this agreement shall not preclude or prejudice the exercise thereafter of the same or other rights under this agreement.
13. If any provision of this Agreement or the application of any provision hereof is held invalid, the remainder of this agreement and the application of such provision shall not be affected unless the provision held invalid shall substantially impair the benefits of the remaining portions of this Agreement.