

2010 Publication & Guide Rates



Publication 4-Color Rates

AD SIZE	FREQUENCY					
	1x	3x	6x	9x	12x	18x
Full Page	\$6,040	\$5,745	\$5,495	\$5,345	\$5,145	\$4,835
Jr. Page	\$4,625	\$4,420	\$4,250	\$5,145	\$3,880	\$3,700
1/2 Page (h or v)	\$4,205	\$4,020	\$3,865	\$3,775	\$3,525	\$3,365
1/3 Page (sq or v)	\$3,680	\$3,500	\$3,345	\$3,255	\$3,135	\$2,945
1/6 Page (h or v)	\$2,720	\$2,585	\$2,475	\$2,405	\$2,315	\$2,175
Small/Special Meeting Sites*	\$755	\$720	\$685	\$665	\$640	\$605
2 Page Spread	\$10,870	\$10,340	\$9,890	\$9,620	\$9,260	\$8,705
1/2 Page Spread	\$8,325	\$7,955	\$7,650	\$7,260	\$6,985	\$6,660
Covers, Gatefolds, Special Units	Contact your sales representative for availability and pricing					

*Price includes ad production charges

Guide 4-Color Rates

AD SIZE	FREQUENCY					
	1x	3x	6x	9x	12x	18x
Full Page	\$7,490	\$6,890	\$6,500	\$6,220	\$5,990	\$5,810
1/2 Page	\$5,745	\$5,310	\$5,020	\$4,840	\$4,665	\$4,525
1/3 Page	\$4,560	\$4,215	\$4,000	\$3,875	\$3,755	\$3,640
1/6 Page	\$3,370	\$3,150	\$3,025	\$2,930	\$2,850	\$2,765
Covers, Gatefolds, Special Units	Contact your sales representative for availability and pricing					

Full- & half-page spreads are available; call publisher for special rates

Publication Dates

ISSUE DATES*	RESERVATION DEADLINE**	ADVERTORIAL/ LISTING DEADLINE	MATERIALS DEADLINE
FEB	12/23	1/6	1/15
MAR	2/5	2/12	2/19
APR/MAY	3/5	3/12	3/19
JUN/JUL	5/7	5/14	5/21
AUG	6/25	7/2	7/9
SEP	7/30	8/6	8/13
OCT/NOV	8/27	9/3	9/10
DEC/JAN	10/29	11/5	11/12

*All issues mailed first week of the month
 **Cancellations must be made in writing; no cancellations will be accepted after space closing dates; covers cannot be cancelled



Guide Dates

ISSUE DATE	RESERVATION DEADLINE	ADVERTORIAL/ LISTING DEADLINE	MATERIALS DEADLINE
Distributed with June/ July issue, annually	4/23	4/30	5/7

2010 Publication & Guide Specs

Publication & Guide Mechanical Requirements

AD SIZE	NON-BLEED (W x H)	BLEED (W x H)
Full Page	7 1/8" x 10"	8 3/8" x 11 1/8"
Jr. Page	4 5/8" x 7 1/2"	N/A
1/2 Page Horiz.	7 1/8" x 4 7/8"	8 3/8" x 5 9/16"
1/2 Page Vertical	3 1/2" x 10"	N/A
1/3 Page Square	4 5/8" x 4 7/8"	N/A
1/3 Page Vertical	2 1/4" x 10"	N/A
1/6 Page Horiz.	4 5/8" x 2 1/2"	N/A
1/6 Page Vertical	2 1/4" x 4 7/8"	N/A
Small/Special Meeting Sites	3 1/2" x 2 1/2"	N/A
2 Page Spread	15 1/4" x 10"	16 1/2" x 11 1/8"
1/2 Page Spread	15 1/4" x 4 7/8"	16 1/2" x 5 9/16"

SPECS

- Trim Size: 8 1/8" x 10 7/8"
- Binding: Saddle stitched
- Printing: 4-color offset web

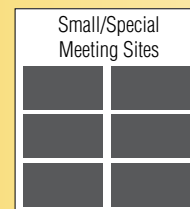
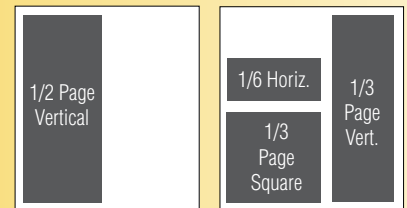
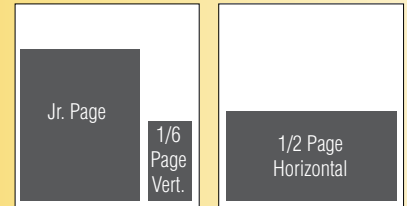
FREQUENCY

- *Meetings East*: 8 issues distributed per year
- *Meetings Focus Guide*: Annually

Bleed trim: 1/8" on all sides

Live area: 1/2" on all sides (equal to non-bleed dimensions)

Publication & Guide Ad Sizes



File Transmission

Upload files to our file transfer site as compressed zip files or uncompressed PDF files.

- File transfer:** transfer.buildings.com
- user name:** Meetings (case sensitive)
- password:** Transfer (case sensitive)

Once connected to our file transfer site, place files in the **Meetings_East** folder and identify them by company name, (i.e. company_room2.jpg)

Please send a confirmation email to **production@meetingsmedia.com** when completed.