

2012 Publication & Guide Rates

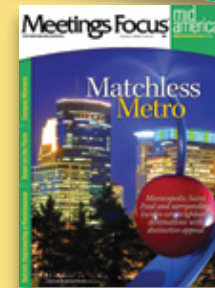
Publication 4-Color Rates

AD SIZE	FREQUENCY					
	1x	3x	6x	9x	12x	18x
Full Page	\$6,310	\$6,000	\$5,750	\$5,590	\$5,380	\$5,050
Jr. Page	\$4,855	\$4,630	\$4,455	\$4,345	\$4,120	\$3,880
1/2 Page (h or v)	\$4,410	\$4,210	\$4,055	\$3,955	\$3,745	\$3,530
1/3 Page (sq or v)	\$3,850	\$3,535	\$3,385	\$3,290	\$3,170	\$2,975
1/6 Page (h or v)	\$2,855	\$2,535	\$2,425	\$2,355	\$2,275	\$2,130
2 Page Spread	\$11,360	\$10,800	\$10,350	\$10,065	\$9,690	\$9,095
1/2 Page Spread	\$8,735	\$8,330	\$8,020	\$7,825	\$7,425	\$6,990
Covers, Gatefolds, Special Units	Contact your sales representative for availability and pricing					

Guide 4-Color Rates

AD SIZE	FREQUENCY					
	1x	3x	6x	9x	12x	18x
Full Page	\$7,750	\$7,135	\$6,665	\$6,375	\$6,140	\$5,960
1/2 Page	\$5,955	\$5,500	\$5,200	\$5,025	\$4,840	\$4,690
1/3 Page	\$4,725	\$4,370	\$4,150	\$3,950	\$3,825	\$3,675
1/6 Page	\$3,495	\$3,275	\$3,145	\$3,050	\$2,970	\$2,875
Covers, Gatefolds, Special Units	Contact your sales representative for availability and pricing					

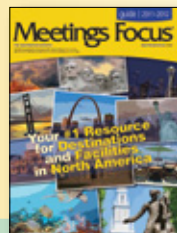
Full- & half-page spreads are available; call publisher for special rates



Publication Dates

ISSUE DATES*	RESERVATION DEADLINE**	ADVERTORIAL/ LISTING DEADLINE	MATERIALS DEADLINE
JAN/FEB	12/9	12/16	12/23
MAR/APR	2/3	2/10	2/17
MAY	4/6	4/13	4/20
JUN/JUL	5/4	5/11	5/18
AUG	6/15	6/22	6/29
SEP	7/13	7/20	7/27
OCT	8/17	8/24	8/31
NOV/DEC	10/5	10/12	10/19

*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 August issue, annually	6/15	6/22	6/29

2012 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
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

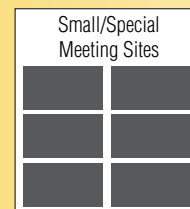
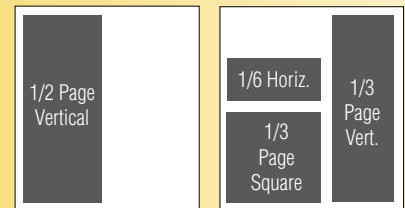
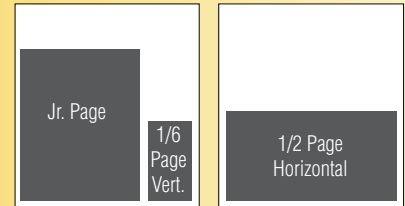
FREQUENCY

- *Meetings Focus MidAmerica*: 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.meetingsfocus.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@meetingsfocus.com when completed.