

## 2010 Publication & Guide Rates



### Publication 4-Color Rates

AD SIZE	FREQUENCY					
	1x	3x	6x	9x	12x	18x
Full Page	\$5,780	\$5,495	\$5,265	\$5,120	\$4,930	\$4,625
Jr. Page	\$4,445	\$4,240	\$4,080	\$3,980	\$3,775	\$3,555
1/2 Page (h or v)	\$4,040	\$3,855	\$3,710	\$3,620	\$3,430	\$3,230
1/3 Page (sq or v)	\$3,525	\$3,235	\$3,100	\$3,015	\$2,905	\$2,725
1/6 Page (h or v)	\$2,615	\$2,320	\$2,220	\$2,160	\$2,080	\$1,950
Small/Special Meeting Sites*	\$720	\$685	\$655	\$635	\$615	\$580
2 Page Spread	\$10,405	\$9,890	\$9,475	\$9,215	\$8,875	\$8,325
1/2 Page Spread	\$8,000	\$7,630	\$7,345	\$7,165	\$6,795	\$6,400
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	\$7,165	\$6,595	\$6,165	\$5,895	\$5,680	\$5,510
1/2 Page	\$5,505	\$5,090	\$4,810	\$4,645	\$4,475	\$4,340
1/3 Page	\$4,370	\$4,040	\$3,835	\$3,720	\$3,610	\$3,495
1/6 Page	\$3,235	\$3,030	\$2,910	\$2,825	\$2,745	\$2,660
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	11/25	12/4	12/11
MAR/APR	1/29	2/5	2/12
MAY	3/26	4/1	4/9
JUN	4/30	5/7	5/14
JUL/AUG	6/4	6/11	6/18
SEP	8/6	8/13	8/20
OCT	9/3	9/10	9/17
NOV/DEC	10/1	10/8	10/15

\*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 July/ August issue, annually	5/21	5/28	6/4

## 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

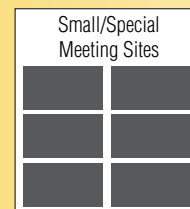
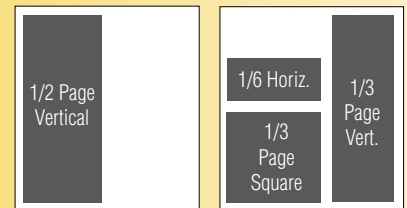
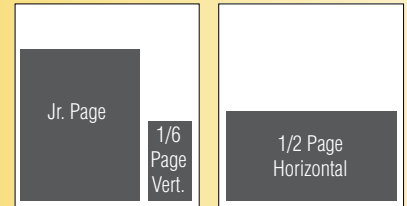
#### FREQUENCY

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

Once connected to our file transfer site, place files in the **Meetings\_MidAmerica** folder and identify them by company name, (i.e. company\_room2.jpg)

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