

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	\$3,232
1/4 Page (sq or v)	\$2,890	\$2,750	\$2,635	\$2,560	\$2,465	\$2,310
SMS*	\$720	\$685	\$655	\$635	\$615	\$580
2 Page Spread	\$8,670	\$8,245	\$7,895	\$7,680	\$7,395	\$6,935
1/2 Page Spread	\$6,465	\$6,170	\$5,935	\$5,790	\$5,490	\$5,170
Covers, Gatefolds, Special Units	Contact your sales representative for availability and pricing					

*Price includes ad production charges

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 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
2/3 Page	\$6,305	\$5,805	\$5,490	\$5,245	\$5,105	\$4,950
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



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 Mechanical Requirements

AD SIZE	NON-BLEED (W x H)	BLEED (W x H)
Full Page	10" x 11"	11 1/16" x 12 1/4"
Jr. Page	6" x 8"	N/A
1/2 Page Horiz.	10" x 5 1/4"	N/A
1/2 Page Vertical	4 5/8" x 11"	N/A
1/4 Page Square	4 5/8" x 5 1/4"	N/A
1/4 Page Vertical	2 1/4" x 11"	3" x 12 1/4"
SMS	4 5/8" x 2 1/2"	N/A
2 Page Spread	20 7/8" x 11"	21 7/8" x 12 1/4"
1/2 Page Spread	20 7/8" x 5 1/4"	21 7/8" x 6 1/4"

MEETINGS MIDAMERICA PUBLICATION SPECS

- Trim Size: 10 13/16" x 12"
- Binding: Saddle stitched
- Printing: 4-color offset web

FREQUENCY

- 8 issues distributed per year

Bleed trim: 1/8" on all sides
Live area: 1/2" on all sides
 (equal to non-bleed dimensions)

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"
2/3 Page	4 5/8" x 10"	N/A
1/2 Page Horiz.	7 1/8" x 4 7/8"	8 3/8" x 5 9/16"
1/2 Page Island	4 5/8" x 7 1/2"	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"

MEETINGS MIDAMERICA GUIDE PUBLICATION SPECS

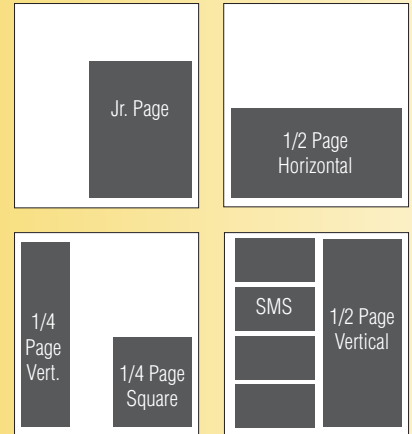
- Trim Size: 8 1/8" x 10 7/8"
- Binding: Perfect (glued)
- Printing: 4-color offset web

FREQUENCY

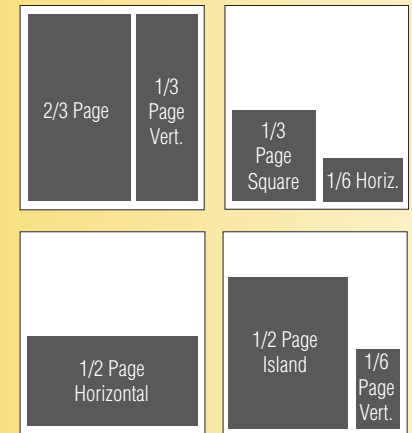
- Annual

Bleed trim: 1/8" on all sides
Live area: 1/2" on all sides
 (equal to non-bleed dimensions)

Publication Ad Sizes



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.