



Announcing Meetings Media's 2nd Annual

Meetings | Trends National Supplement

Advertise in the January 2010 Meetings | Trends national supplement, filled with industry trends analysis and the results of our comprehensive Meetings Market Trends Survey, and you'll be part of the national supplement everyone is buzzing about. Be seen. Be talked about.

This year planners and industry leaders want to know, more than ever, what the future looks like for meetings, conventions and incentives – Meetings Media has the answers! What's new? What's out? How are planners getting back to business? What will drive your business in 2010?

Meetings Media supplies the data and gathers expert analysis from industry leaders to answer crucial industry questions. This is a comprehensive, authoritative compendium of meetings industry knowledge and forecasts that you need to be a part of.

Advertising in this special supplement allows you to be associated with cutting-edge industry data:

- **A total industry resource:** We'll look at corporate, association and independent planners and analyze who's spending more, less and why. This supplement will also include special updates from key industry meeting and travel experts, as well as other special columns to provide a year-long resource for planners.
- **Continual exposure:** The Meetings | Market Trends supplement looks at every aspect of the marketplace, and provides our readers with a year-round, go-to source for information on key industry trends.
- **National exposure:** The supplement will be poly-bagged with the unique subscribers of all four publications — *Meetings West*, *Meetings South*, *Meetings MidAmerica* and *Meetings East*.
- **January distribution** for Meetings West, Meetings South and Meetings MidAmerica; **February** distribution for Meetings East.
- **Bonus distribution** at key industry events such as PCMA, MPI, ASAE, HSMIA and more.
- **Twelve-month shelf life** in an easy-to-store standard format.
- **BONUS:** Logo/links in special post issue marketing e-Blast.
- **Market your property/destination/product** in the 2nd Annual Meetings | Trends survey supplement and reach all of our subscribers. We offer a highly qualified audience of meeting professionals across the nation; no matter where they book, and no matter what association they belong to. We have subscribers who belong to MPI, PCMA, SGMP, SITE, ASAE and more.

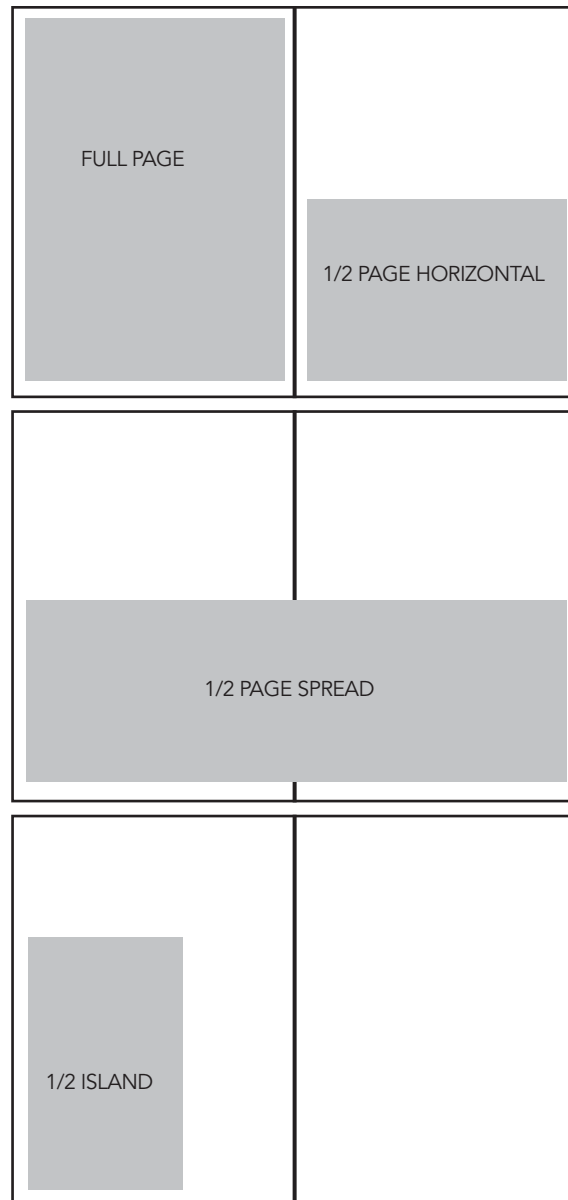
Rate Card and Issue Specifications

All rates are gross.

Full Page Standard	\$10,000
2 Page Spread	\$17,500
1/2 Page Standard	\$7,500
1/2 Page Spread	\$11,150
Back Cover	\$12,500
Cover 2 or 3	\$11,000

AD SIZES

	UNTRIMMED SIZE	TRIMMED SIZE
full page (bleed)	8 3/8" x 11 1/8"	8 1/8" x 10 7/8" (1/8" bleed on all sides)
full page (non-bleed)		7 1/8" x 10"
1/2 horizontal		7 1/8" x 4 7/8"
1/2 island		4 5/8" x 7 1/2"
1/2 spread (bleed)		16 1/2" x 5 9/16"
1/2 spread (non-bleed)		15 1/4" x 4 7/8"



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