

2012 Publication & Guide Rates

Publication 4-Color Rates

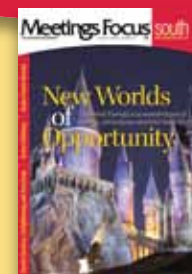
AD SIZE	FREQUENCY					
	1x	3x	6x	9x	12x	18x
Full Page	\$6,975	\$6,635	\$6,370	\$6,190	\$5,970	\$5,765
Jr. Page	\$5,345	\$5,100	\$4,900	\$4,780	\$4,620	\$4,310
1/2 Page (h or v)	\$4,860	\$4,635	\$4,450	\$4,340	\$4,200	\$3,870
1/3 Page (sq or v)	\$4,235	\$4,030	\$3,865	\$3,760	\$3,625	\$3,395
1/6 Page (h or v)	\$3,115	\$2,960	\$2,840	\$2,760	\$2,655	\$2,435
Small/Special Meeting Sites*	\$795	\$765	\$725	\$705	\$680	\$640
2 Page Spread	\$12,560	\$11,940	\$11,460	\$11,145	\$10,740	\$10,375
1/2 Page Spread	\$9,620	\$9,175	\$8,820	\$8,600	\$8,205	\$7,795
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	\$8,275	\$7,250	\$7,175	\$6,870	\$6,620	\$6,415
1/2 Page	\$6,345	\$5,850	\$5,620	\$5,325	\$5,140	\$4,975
1/3 Page	\$5,025	\$4,625	\$4,395	\$4,255	\$4,120	\$3,995
1/6 Page	\$3,685	\$3,455	\$3,310	\$3,215	\$3,120	\$2,965
Covers, Gatefolds, Special Units	Contact your sales representative for availability and pricing					

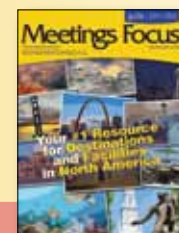
Full- & half-page spreads are available; call publisher for special rates



Publication Dates

ISSUE DATES*	RESERVATION DEADLINE**	ADVERTORIAL/ LISTING DEADLINE	MATERIALS DEADLINE
JAN	11/18	11/23	12/2
FEB	12/23	12/30	1/6
MAR	1/20	1/27	2/3
APR	2/17	2/24	3/2
MAY	3/16	3/23	3/30
JUN	4/20	4/27	5/4
JUL	5/18	5/25	6/1
AUG	6/22	6/29	7/6
SEP	7/20	7/27	8/3
OCT	8/24	8/31	9/7
NOV	9/21	9/28	10/5
DEC	10/19	10/26	11/2

*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

See reverse for ad specifications.

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
Small/Special Meeting Sites	3 1/2" x 2 3/4"	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

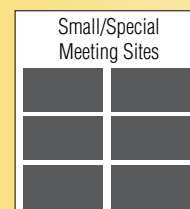
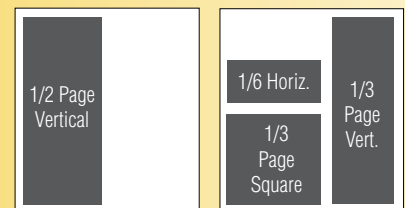
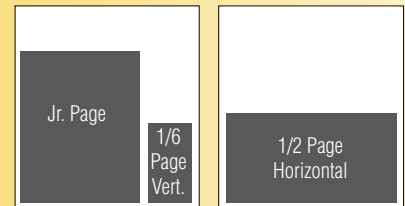
FREQUENCY

- *Meetings Focus South*: 12 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.