

## 2010 Publication & Guide Rates



### Publication 4-Color Rates

AD SIZE	FREQUENCY					
	1x	3x	6x	9x	12x	18x
Full Page	\$6,390	\$6,075	\$5,830	\$5,670	\$5,465	\$5,110
Jr. Page	\$4,895	\$4,670	\$4,485	\$4,375	\$4,230	\$3,915
1/2 Page (h or v)	\$4,450	\$4,245	\$4,075	\$3,975	\$3,845	\$3,560
1/4 Page (sq or v)	\$3,195	\$3,040	\$2,915	\$2,835	\$2,735	\$2,555
SMS*	\$795	\$755	\$725	\$705	\$680	\$640
2 Page Spread	\$9,585	\$9,115	\$8,745	\$8,505	\$8,200	\$7,670
1/2 Page Spread	\$7,120	\$6,790	\$6,520	\$6,360	\$6,150	\$5,695
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	\$7,650	\$6,705	\$6,635	\$6,355	\$6,120	\$5,935
2/3 Page	\$6,735	\$6,180	\$5,850	\$5,585	\$5,425	\$5,260
1/2 Page	\$5,865	\$5,410	\$5,120	\$4,925	\$4,750	\$4,605
1/3 Page	\$4,645	\$4,275	\$4,065	\$3,935	\$3,810	\$3,695
1/6 Page	\$3,410	\$3,195	\$3,065	\$2,975	\$2,885	\$2,740
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	11/20	11/25	12/4
FEB	12/18	12/23	1/8
MAR	1/22	1/29	2/5
APR	2/19	2/26	3/5
MAY	3/19	3/26	4/1
JUN	4/16	4/23	4/30
JUL	5/21	5/28	6/4
AUG	6/18	N/A	7/2
SEP	7/23	7/30	8/6
OCT	8/20	8/27	9/3
NOV	9/17	9/24	10/1
DEC	10/22	10/29	11/5

\*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 issue, annually	5/7	5/14	5/21



See reverse for ad specifications.

## 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 SOUTH PUBLICATION SPECS

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

#### FREQUENCY

- 12 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 SOUTH GUIDE PUBLICATION SPECS

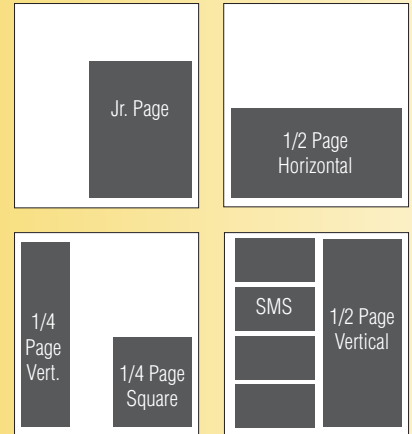
- Trim Size: 8 1/8" x 10 7/8"
- Binding: Perfect (glued)
- Printing: 4-color offset web

#### FREQUENCY

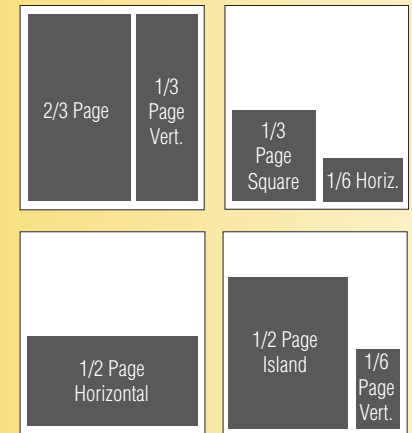
- Annual

**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](http://transfer.buildings.com)
- user name:** Meetings (case sensitive)
- password:** Transfer (case sensitive)

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

Please send a confirmation email to [production@meetingsmedia.com](mailto:production@meetingsmedia.com) when completed.