

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	\$5,280
Jr. Page	\$4,895	\$4,670	\$4,485	\$4,375	\$4,230	\$3,945
1/2 Page (h or v)	\$4,450	\$4,245	\$4,075	\$3,975	\$3,845	\$3,545
1/3 Page (sq or v)	\$3,880	\$3,690	\$3,540	\$3,440	\$3,315	\$3,110
1/6 Page (h or v)	\$2,850	\$2,710	\$2,600	\$2,530	\$2,435	\$2,230
Small/Special Meeting Sites*	\$795	\$765	\$725	\$705	\$680	\$640
2 Page Spread	\$11,500	\$10,935	\$10,495	\$10,205	\$9,835	\$9,505
1/2 Page Spread	\$8,810	\$8,405	\$8,075	\$7,875	\$7,615	\$6,380
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
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 & 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

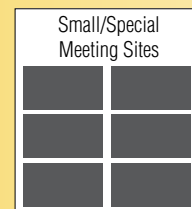
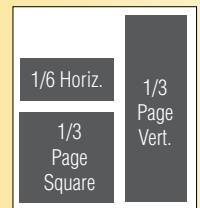
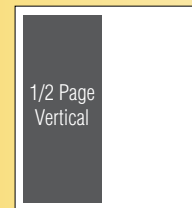
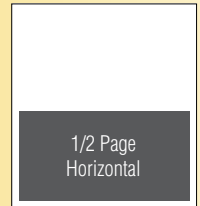
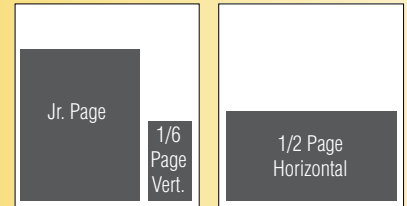
FREQUENCY

- *Meetings 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.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** when completed.