

2012 Publication & Guide Rates

Publication 4-Color Rates

AD SIZE	FREQUENCY					
	1x	3x	6x	9x	12x	18x
Full Page	\$8,290	\$7,790	\$7,435	\$7,075	\$6,860	\$6,635
Jr. Page	\$6,195	\$5,855	\$5,605	\$5,355	\$5,210	\$4,955
1/2 Page (h or v)	\$5,635	\$5,320	\$5,090	\$4,870	\$4,735	\$4,510
1/3 Page (sq or v)	\$4,880	\$4,595	\$4,380	\$4,170	\$4,040	\$3,910
1/6 Page (h or v)	\$3,500	\$3,285	\$3,135	\$2,985	\$2,890	\$2,803
Small/Special Meeting Sites*	\$945	\$890	\$850	\$810	\$785	\$760
2 Page Spread	\$14,915	\$14,030	\$13,375	\$12,735	\$12,350	\$11,940
1/2 Page Spread	\$10,145	\$9,575	\$9,165	\$8,765	\$8,525	\$8,115
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	\$10,045	\$9,195	\$8,390	\$8,245	\$7,935	\$7,700
1/2 Page	\$7,580	\$6,965	\$6,580	\$6,325	\$6,085	\$5,895
1/3 Page	\$5,920	\$5,445	\$5,155	\$4,960	\$4,795	\$4,645
1/6 Page	\$4,245	\$3,945	\$3,765	\$3,645	\$3,525	\$3,415
Covers, Gatefolds, Special Units	Contact your sales representative for availability and pricing					

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

See reverse for ad specifications.



Publication Dates

ISSUE DATES*	RESERVATION DEADLINE**	ADVERTORIAL/LISTING DEADLINE	MATERIALS DEADLINE
JAN	11/23	12/2	12/9
FEB	12/30	1/6	1/13
MAR	1/27	2/3	2/10
APR	2/24	3/2	3/9
MAY	3/30	4/6	4/13
JUN	4/27	5/4	5/11
JUL	5/25	6/1	6/8
AUG	6/29	7/6	7/13
SEP	7/27	8/3	8/10
OCT	8/31	9/7	9/14
NOV	9/28	10/5	10/12
DEC	10/26	11/2	11/9

*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

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

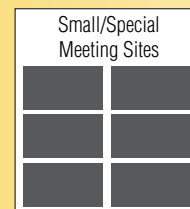
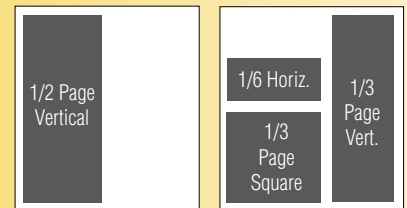
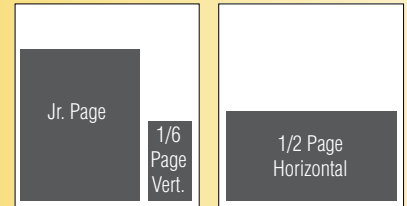
FREQUENCY

- *Meetings Focus West*: 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.