

## 2010 Publication & Guide Rates



### Publication 4-Color Rates

AD SIZE	FREQUENCY					
	1x	3x	6x	9x	12x	18x
Full Page	\$7,590	\$7,135	\$6,805	\$6,480	\$6,285	\$6,075
Jr. Page	\$5,675	\$5,360	\$5,135	\$4,905	\$4,770	\$4,540
1/2 Page (h or v)	\$5,160	\$4,870	\$4,665	\$4,460	\$4,335	\$4,130
1/3 Page (sq or v)	\$4,470	\$4,205	\$4,010	\$3,815	\$3,700	\$3,580
1/6 Page (h or v)	\$3,205	\$3,010	\$2,870	\$2,735	\$2,650	\$2,565
Small/Special Meeting Sites*	\$945	\$890	\$850	\$810	\$785	\$760
2 Page Spread	\$13,660	\$12,845	\$12,250	\$11,665	\$11,315	\$10,935
1/2 Page Spread	\$9,290	\$9,650	\$9,245	\$8,830	\$8,585	\$8,170
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	\$9,290	\$8,500	\$7,755	\$7,625	\$7,340	\$7,120
1/2 Page	\$7,010	\$6,440	\$6,085	\$5,850	\$5,625	\$5,455
1/3 Page	\$5,475	\$5,035	\$4,765	\$4,590	\$4,435	\$4,295
1/6 Page	\$3,925	\$3,650	\$3,485	\$3,370	\$3,260	\$3,160
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	11/13	11/20	11/25
FEB	12/11	12/18	12/23
MAR	1/15	1/22	1/29
APR	2/12	2/19	2/26
MAY	3/12	3/19	3/26
JUN	4/9	4/16	4/23
JUL	5/14	5/21	5/28
AUG	6/11	6/18	6/25
SEP	7/16	N/A	7/30
OCT	8/13	8/20	8/27
NOV	9/10	9/18	9/24
DEC	10/15	10/22	10/29

\*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 June issue, annually	3/26	4/1	4/9

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

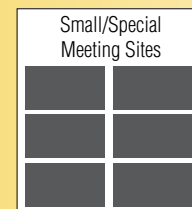
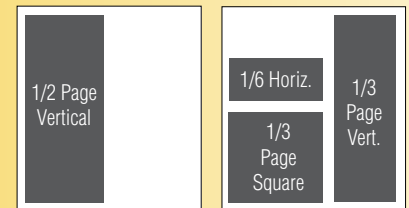
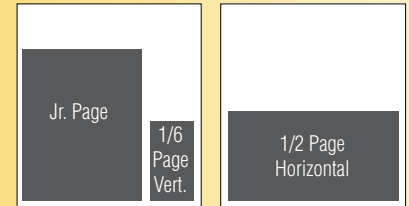
#### FREQUENCY

- *Meetings 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.buildings.com  
**user name:** Meetings (case sensitive)  
**password:** Transfer (case sensitive)

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

Please send a confirmation email to **production@meetingsmedia.com** when completed.