

2009 Meetings East Guide rate card



Reach decision-makers year-round

The *Meetings East Guide* is the most comprehensive and visually appealing directory in the meetings industry. It is used as a research and buying tool by meeting planning professionals needing fast, easy access to information about meeting facilities and destinations in the Eastern U.S. and Eastern Canada. With a shelf life of a full year, this time-saving, handy year-round directory helps planners evaluate and choose their next meeting sites.

Advertiser added value

Properties in the *Meetings East Guide* receive an expanded and highlighted listing that provides additional information and stands out from their competitors. CVBs receive a free matching advertorial when placing a half-page or full-page ad.

BPA and Bonus Distribution

Meeting professionals across the nation use the *Meetings East Guide* as their primary source to locate meeting facilities in the Eastern U.S. and Eastern Canada. It is the only annual directory circulated to a national audience of meeting professionals and site-selection decision-makers who are qualified as booking meetings in the East.** You get a more targeted audience for your advertising dollars. In addition to the *Meetings East* magazine circulation base of 22,046*, the guide also has a bonus distribution of 3,000 at top national and regional industry trade shows, including ASAE, MPI, Affordable Meetings and more!

* BPA Worldwide, June 2008

** Publisher's Own Data, August 2008

ISSUE DATE

distributed with June/July issue, annually

SPACE RESERVATION CLOSING DATE

April 24

MATERIALS CLOSING DATE

May 8

Cancellations must be made in writing; no cancellations will be accepted after space closing dates; covers cannot be cancelled

4-COLOR RATES

STANDARD/JUNIOR ad rates

AD SIZE	FREQUENCY				
	1x	3x	6x	9x	12x
full page	\$7,490	6,890	6,500	6,220	5,990
2/3 page	6,585	6,060	5,730	5,470	5,325
1/2 page	5,745	5,310	5,020	4,840	4,665
1/3 page	4,560	4,215	4,000	3,875	3,755
1/6 page	3,370	3,150	3,025	2,930	2,850

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

black & white ads:

deduct \$1,200 from 4C rates

bleed rate: 10% additional charge

covers (4-color):

back cover \$8,245

2nd cover \$7,900

3rd cover \$7,555

insert rates: call sales representative

MEETINGS EAST GUIDE PUBLICATION SPECS

- trim size: 8 1/8" x 10 7/8"
- binding: perfect (glued)
- printing: 4-color offset web

FREQUENCY

- annual

MECHANICAL REQUIREMENTS

STANDARD/JUNIOR ad sizes

AD SIZE	NON-BLEED (W x H)	BLEED (W x H)
full-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"
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	7 1/8" x 4 7/8" h 4 5/8" x 7 1/2" i	8 3/8" x 5 9/16" N/A
1/3 page	4 5/8" x 4 7/8" s 2 1/4" x 10" v	N/A
1/6 page	2 1/4" x 4 7/8" v 4 5/8" x 2 1/2" h	N/A

horizontal h vertical v island i square s

bleed trim: 1/8" on all sides; live area: 1/2" on all sides
(equal to non-bleed dimensions)
2/3 size cannot have advertorial

STANDARD/JR layouts

