

2009 Meetings East magazine rate card

ISSUE DATES*	SPACE RESERVATION CLOSING DATES**	MATERIALS CLOSING DATES
FEB	12/29	1/9
MAR	2/6	2/20
APR/MAY	3/6	3/20
JUN/JUL	5/8	5/22
AUG	6/26	7/10
SEP	7/31	8/14
OCT/NOV	8/28	9/10
DEC/JAN	10/30	11/13



MEETINGS EAST PUBLICATION SPECS

- trim size: 10 3/4" x 14 1/2"
- binding: saddle stitched
- printing: 4-color offset web

FREQUENCY

- 8 issues distributed per year

- FEB**
- MAR**
- APR/MAY**
- JUN/JUL**
- AUG**
- SEP**
- OCT/NOV**
- DEC/JAN**

* 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

4-COLOR RATES

STANDARD/JUNIOR ad rates

AD SIZE	FREQUENCY				
	1x	3x	6x	9x	12x
full page	\$6,040	5,745	5,495	5,345	5,145
1/2 page	4,205	4,020	3,865	3,775	3,525
1/3 page	3,620	3,465	3,340	3,265	3,065
1/6 page	2,650	2,555	2,475	2,430	2,365

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

TABLOID ad rates

AD SIZE	FREQUENCY				
	1x	3x	6x	9x	12x
full page	\$7,265	6,895	6,585	6,400	6,155
1/2 page	5,100	4,860	4,660	4,540	4,380
1/4 page	3,860	3,695	3,560	3,475	3,365

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

- **black & white ads:** deduct \$1,000 from 4C rates

- **insert rates:** call sales representative

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"	N/A
full page	7 1/8" x 10"	N/A
1/2 page	7 1/8" x 4 7/8" h 4 5/8" x 7 1/2" i	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	N/A

horizontal **h** vertical **v** island **i** square **s**

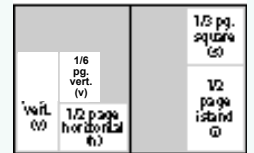
TABLOID ad sizes

AD SIZE	NON-BLEED (W x H)	BLEED* (W x H)
full-page spread	20 3/4" x 13 1/2"	22" x 15"
1/2-page spread	20 3/4" x 6 1/2" h	22" x 7 17/32"
full page	10" x 13 1/2"	11" x 15"
1/2 page	10" x 6 1/2" h 4 5/8" x 13" v	N/A
1/4 page	4 5/8" x 6 1/2" v	N/A

horizontal **h** vertical **v**

- * bleed trim: 1/8" on all sides; live area: 1/2" on all sides (equal to non-bleed dimensions)

STANDARD/JR layouts



TABLOID layouts

