

# 2009

## Meetings MidAmerica magazine rate card



### MEETINGS MIDAMERICA 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

### ISSUE DATES\*

- JAN/FEB
- MAR/APR
- MAY
- JUNE
- JULY/AUG
- SEP
- OCT
- NOV/DEC

### SPACE RESERVATION CLOSING DATES\*\*

- 11/26
- 1/30
- 3/27
- 5/1
- 6/5
- 8/7
- 9/4
- 10/2

### MATERIALS CLOSING DATES

- 12/12
- 2/13
- 4/10
- 5/15
- 6/19
- 8/21
- 9/18
- 10/16

\* 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	\$5,780	5,495	5,265	5,120	4,930
1/2 page	4,040	3,855	3,710	3,620	3,430
1/3 page	3,470	3,330	3,205	3,140	2,980
1/6 page	2,545	2,460	2,380	2,335	2,280

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

#### TABLOID ad rates

AD SIZE	FREQUENCY				
	1x	3x	6x	9x	12x
full page	\$6,950	6,600	6,300	6,125	5,895
1/2 page	4,885	4,660	4,470	4,350	4,200
1/4 page	3,705	3,545	3,415	3,340	3,230

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" <b>h</b> 4 5/8" x 7 1/2" <b>i</b>	N/A
1/3 page	4 5/8" x 4 7/8" <b>s</b> 2 1/4" x 10" <b>v</b>	N/A
1/6 page	2 1/4" x 4 7/8" <b>v</b>	N/A

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

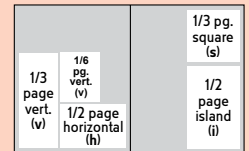
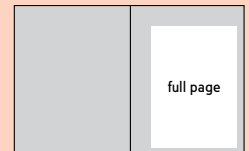
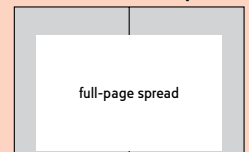
#### TABLOID ad sizes

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" <b>h</b>	22" x 7 17/32"
full page	10" x 13 1/2"	11" x 15"
1/2 page	10" x 6 1/2" <b>h</b> 4 5/8" x 13" <b>v</b>	N/A
1/4 page	4 5/8" x 6 1/2" <b>v</b>	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

