

# 2009 Meetings South Guide rate card



## Reach decision-makers year-round

The *Meetings South 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 South. 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 South 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 South Guide* as their primary source to locate meeting facilities in the Southern U.S., the Caribbean Islands and Bermuda, and Mexico's Yucatan Peninsula. 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 South.\*\* You get a more targeted audience for your advertising dollars. In addition to the *Meetings South* magazine circulation base of 25,027\*, 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 Statement  
\*\* Publisher's Own Data

## ISSUE DATE

distributed with July issue, annually

## SPACE RESERVATION CLOSING DATE

May 1

## MATERIALS CLOSING DATE

May 15

*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	\$7,650	6,705	6,635	6,355	6,120
2/3 page	6,735	6,180	5,850	5,585	5,425
1/2 page	5,865	5,410	5,120	4,925	4,750
1/3 page	4,645	4,275	4,065	3,935	3,810
1/6 page	3,410	3,195	3,065	2,975	2,885

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 \$8,500  
2nd cover \$8,150  
3rd cover \$7,795

### insert rates: call sales representative

## MEETINGS SOUTH GUIDE PUBLICATION SPECS

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

## FREQUENCY

- annual

## MECHANICAL REQUIREMENTS

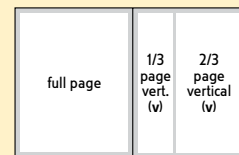
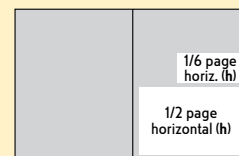
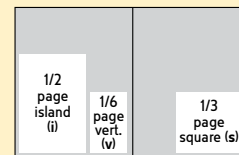
### STANDARD/JUNIOR ad sizes

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" <b>h</b> 4 5/8" x 7 1/2" <b>i</b>	8 3/8" x 5 9/16" 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> 4 5/8" x 2 1/2" <b>h</b>	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



# 2009 Meetings South magazine rate card



## MEETINGS SOUTH PUBLICATION SPECS

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

## FREQUENCY

- 12 issues distributed per year

## ISSUE DATES\*

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

## SPACE RESERVATION CLOSING DATES\*\*

11/21  
12/19  
1/23  
2/20  
3/20  
4/17  
5/22  
6/19  
7/24  
8/21  
9/18  
10/23

## MATERIALS CLOSING DATES

12/5  
1/5  
2/6  
3/6  
4/3  
5/1  
6/5  
7/3  
8/7  
9/4  
10/2  
11/6

\* 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	\$6,390	6,075	5,830	5,670	5,465
1/2 page	4,450	4,245	4,075	3,975	3,845
1/3 page	3,780	3,610	3,490	3,400	3,295
1/6 page	2,745	2,640	2,555	2,505	2,440

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

### TABLOID ad rates

AD SIZE	FREQUENCY				
	1x	3x	6x	9x	12x
full page	\$7,755	7,355	7,025	6,825	6,560
1/2 page	5,565	5,290	5,070	4,935	4,755
1/4 page	4,125	3,940	3,790	3,700	3,575

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**

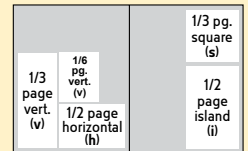
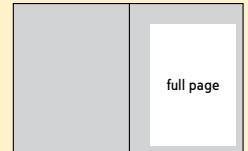
### TABLOID ad sizes

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

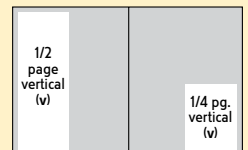
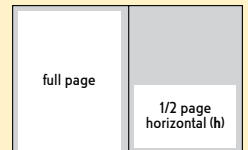
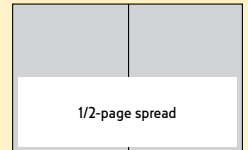
horizontal **h** vertical **v**

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

### STANDARD/JR layouts



### TABLOID layouts



Note: *Meetings Florida* (April) and *Meetings Texas* (September) both offer their own rates, specs and materials close dates. Please check with your representative or go to [www.MeetingsMedia.com/advertising.asp](http://www.MeetingsMedia.com/advertising.asp) for all the details.