

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" 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**

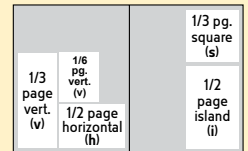
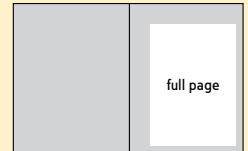
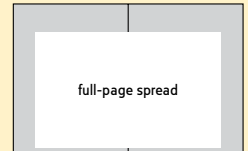
TABLOID ad sizes

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

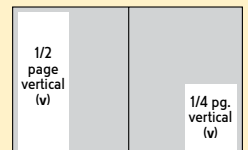
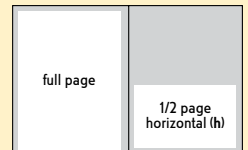
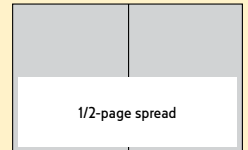
horizontal **h** vertical **v**

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

STANDARD/JR layouts



TABLOID layouts



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 for all the details.