

>>> 2009 Calendar

Association Meetings

	Important Dates	Editorial Focus	Sites	Special Sections & Awards	Matching Advertorials	Bonus Distribution
February	Ad Close: 1/9/09 Materials Due: 1/16/09 Mail Date: 2/13/09	City Meetings	Carolinas/Georgia, New York/New Jersey	San Diego • 2009 Inner Circle Award Ballot	2008 Inner Circle Award Winners for Hotels (1/2 page or larger ads)	Affordable Meetings Mid-America, April 1-2 • ASAE's Springtime, April 16
April	Ad Close: 3/10/09 Materials Due: 3/17/09 Mail Date: 4/8/09	Meeting Marketing Strategies	South Central States (MO/AR/KS/OK)	Maryland • CVB Supplement • 2009 Inner Circle Award Ballot	2009 Facilities Review: Hotels, Resorts, & Conference Centers (1/2 page or larger ads)	Affordable Meetings West, June 10-11
June	Ad Close: 5/12/09 Materials Due: 5/19/09 Mail Date: 6/10/09	Technology Update • Green Meetings	Golf & Spa Resorts • Greater Chicago • Texas • Central Florida (Orlando, Tampa, Daytona)	Beyond Borders Supplement • 2009 Inner Circle Award Ballot		Destinations Showcase, June 25 • MPI WEC July 11-14
August	Ad Close: 7/7/09 Materials Due: 7/14/09 Mail Date: 8/5/09	Annual Reader Survey • Affordable Meetings and Trends for SMERF and other budget-minded meetings	New/Expanded Facilities • Midwest • Caribbean	2009 Inner Circle Award Winners Announced	Second-Tier Cities Update (1/2 page or larger ads)	ASAE, August 15-18 • Affordable Meetings National, September 9-10
October	Ad Close: 9/8/09 Materials Due: 9/15/09 Mail Date: 10/7/09	Trade Shows	Southwest Meetings (AZ, NM, NV, Southern California) • Mid-South States (TN/AL/MS/KY/WV/LA) • Hawaii	Mexico	Update on Convention Centers: CVBs & Convention Centers, including 2009 Inner Circle Award Winners (1/2 page or larger ads)	IAEE Annual Meeting, December 8-10
December	Ad Close: 11/10/09 Materials Due: 11/17/09 Mail Date: 12/14/09	Small Meetings	Mid-Atlantic States (NY/DE/DC/MD/PA/VA/WV) • Canada • Florida Meeting Planner's Guide			PCMA Annual Meeting, January 2010 • MPI Conference, January 2010 • Destinations Showcase, 2010

IN EVERY ISSUE:

- Keynotes:** Provides analysis of trends and news of strategic importance to association meetings and expositions.
- Cover story and features:** Spotlight issues critical to the management and execution of association meetings, trade shows, and seminars.
- Breakouts:** SMERF-oriented how-to articles on everything from AV to F&B.
- Sites:** News of facility openings, expansions, renovations, and On Locations.
- Opinion:** Commentary from industry insiders.

Calendar and bonus distribution are subject to change throughout the year. Contact your sales representative or visit meetingsnet.com/advertisers for the most current information. Submissions for editorial consideration must be made at least eight weeks in advance of publication date. For complete details, see the public relations guidelines section in the media kit.

ASSOCIATION MEETINGS - 2009 RATES

Gross Rates Effective January 1, 2009

4-Color	1x	3x	6x	9x	12x	18x	B & W	1x	3x	6x	9x	12x	18x	Color	Page	Spread
Full Page	9,280	8,800	8,030	7,675	6,970	6,645	Full Page	7,265	6,785	6,015	5,660	4,955	4,630	Standard 2C	880	1,570
2/3 Page	7,890	7,465	6,860	6,575	6,005	5,720	2/3 Page	5,875	5,450	4,845	4,560	3,990	3,705	Matched 2C	1,040	1,915
1/2 Page	6,975	6,675	6,095	5,860	5,385	5,140	1/2 Page	4,960	4,660	4,080	3,845	3,370	3,125	Cover 4: add 20%		
1/3 Page	5,680	5,420	5,045	4,860	4,500	4,330	1/3 Page	3,665	3,405	3,030	2,845	2,485	2,315	Covers 2 & 3: add 15%		
1/4 Page	4,905	4,705	4,395	4,260	3,980	3,830	1/4 Page	2,890	2,690	2,380	2,245	1,965	1,815	Page 1 and Opposite Table		
1/6 Page	3,930	3,745	3,530	3,445	3,270	3,155	1/6 Page	1,915	1,730	1,515	1,430	1,255	1,140	of Contents: add 15%		
1/2p Spread	12,620	12,000	11,060	10,640	9,755	9,330	1/2p Spread	8,920	8,300	7,360	6,940	6,055	5,630			
2 Page Spread	17,915	16,940	15,445	14,755	13,370	12,680	2 Page Spread	14,215	13,240	11,745	11,055	9,670	8,980			