

>>> 2009 Calendar

Medical Meetings

	Important Dates	Editorial Focus	Pharma Meetings	Sites & Venues	Special Sections & Awards	Matching Advertorials	Bonus Distribution
January/February	Ad Close: 12/17/08 Materials Due: 12/24/08 Mail Date: 1/20/09	16th Physicians' Preferences in CME Survey	2nd Annual West Coast Medical Device and Bio/Pharmaceutical Meeting Management Forum Wrap-up	Unique Incentive Destinations • Carolinas/Georgia	2009 M&D Award Ballot	2008 M&D Award Winners • (1/2 page or larger ads)	MPI Conference, February 7-10 • Alliance for CME Conference, January 28-31 • Destinations Showcase, February 26
March/April	Ad Close: 2/18/09 Materials Due: 2/25/09 Mail Date: 3/19/09	Alliance for CME Annual Conference Report	Fifth Annual Pharmaceutical Meeting Management Forum Preview	Conference Centers • Texas • Central Florida (Orlando, Tampa, Daytona)	San Diego • 2009 M&D Award Ballot		5th Annual Pharmaceutical Meeting Planners Forum, March 29-31 • Affordable Meetings Mid-America, April 1-2
May	Ad Close: 4/21/09 Materials Due: 4/29/09 Mail Date: 5/20/09	Medical Meetings Resource Guide: The leading destinations, facilities, and non-hospitality suppliers for pharmaceutical and medical association meetings.				(Matching advertorials for 1/2 page or larger)	
June	Ad Close: 5/4/09 Materials Due: 5/12/09 Mail Date: 6/4/09	CME • City Meetings	Fifth Annual Pharmaceutical Meeting Management Forum Wrap-up	Resorts • Greater Chicago • New England • Hawaii	Las Vegas • Beyond Borders Supplement		Affordable Meetings West, June 10-11 • MPI WEC, July 11-12 • Destinations Showcase, June 25
July/August	Ad Close: 6/19/09 Materials Due: 6/26/09 Mail Date: 7/22/08	State of the CME Industry Report	Hot Topics	Medical Conferences at Golf Resorts • Mid-Atlantic (MD/DC/VA/DE/PA/NY/NJ) • Caribbean	2009 M&D Award Winners Announced • CVB Supplement		ASAE, August 15-18
September/October	Ad Close: 8/19/09 Materials Due: 8/26/09 Mail Date: 9/17/09	International Meetings/CME • CVBs/Convention Centers	Hot Topics	Gaming Destinations • Desert Meetings • Mid-South (TN/KY/AL/MS/LA/WV) • Mountain Meetings (CO/UT/WY/ID/MT/OR/WA/Reno/Tahoe)			2009 IT&ME/Motivation Show • AMA CME Provider/Industry Collaboration Annual Conference, October 2009
November	Ad Close: 10/1/09 Materials Due: 10/8/09 Mail Date: 11/3/09	2010 Medical Associations Annual Meetings Guide • Medical Education/Communication Companies Directory; CME/Medical Meetings Services Guide					
December	Ad Close: 10/29/09 Materials Due: 11/4/09 Mail Date: 12/1/09	CME Provider/Industry Collaboration Conference Report • Large Meetings	Hot Topics	Spas • Midwest • Florida Meeting Planner's Guide • Conference Canada	Mexico • Las Vegas		PCMA Annual Meeting, January 2010

IN EVERY ISSUE:

Vitals: News that includes CME and pharma industry regulatory updates.
Cover story and features: The latest developments about CME/pharma industry collaboration, physician education trends, strategic meeting management for pharmaceutical and medical association meeting planners; medical conference and trade show trends.
Consult: Columns from industry experts.
Sites: News of facility openings, expansions, renovations and On Locations.

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.

MEDICAL 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	8,035	7,630	6,950	6,660	6,075	5,790	Full Page	6,020	5,615	4,935	4,645	4,060	3,775	Standard 2C	765	1,360
2/3 Page	7,100	6,745	6,175	5,930	5,430	5,195	2/3 Page	5,085	4,730	4,160	3,915	3,415	3,180	Matched 2C	955	1,705
1/2 Page	6,315	6,175	5,525	5,320	4,905	4,700	1/2 Page	4,300	4,160	3,510	3,305	2,890	2,685	Cover 4: Add 20%		
1/3 Page	5,195	4,970	4,615	4,460	4,155	4,005	1/3 Page	3,180	2,955	2,600	2,445	2,140	1,990	Covers 2 & 3: Add 15%		
1/4 Page	4,525	4,345	4,060	3,945	3,695	3,585	1/4 Page	2,510	2,330	2,045	1,930	1,680	1,570	Page 1 and Opposite Table of Contents: Add 15%		
1/6 Page	3,765	3,635	3,450	3,360	3,155	3,100	1/6 Page	1,750	1,620	1,435	1,345	1,140	1,085			
1/2p Spread	11,300	10,760	9,900	9,530	9,115	8,780	1/2p Spread	7,700	7,160	6,300	5,930	5,515	5,180			
2 Page Spread	15,365	14,545	13,310	12,655	11,510	10,590	2 Page Spread	11,765	10,945	9,710	9,055	7,910	6,990			