

DATES	EDITORIAL	SITES	SPECIAL AWARDS & SECTIONS	MATCHING ADVERTORIAL	BONUS DISTRIBUTION
FEBRUARY Ad Close 1/08/10 Material Due 1/14/10 Mail Date 2/04/10	City Meetings	CAROLINA/GEORGIA, NEW YORK/NEW JERSEY*	San Diego • 2010 Inner Circle Award Ballot	2009 Inner Circle Award Winners for Hotels (matching advertorial - 1/2 page or larger)	The Special Event, Jan. 2010 Destinations Showcase, Feb. 25 • MPI MeetDifferent, Feb 20-23 • Pharma Meeting Mgmt. Forum, March 15-16 • Int'l Association of Conference Centers, March 24-26
APRIL Ad Close 3/12/10 Material Due 3/18/10 Mail Date 4/12/10	Meeting Marketing Strategies	GREATER DC • SOUTH CENTRAL STATES (MO/AR/KS/OK)*	Maryland • CVB Supplement • 2010 Inner Circle Award Ballot	2010 Facilities Review: Hotels, Resorts, & Conference Centers (matching advertorial - 1/2 page or larger)	Affordable Meetings Mid-America, April 14-15 • Springtime in the Park, May 27 • IMEX- Worldwide Exhibition, May 27-28
JUNE Ad Close 5/13/10 Material Due 5/19/10 Mail Date 6/14/10	Technology Update • Green Meetings	Golf & Spa Resorts • GREATER CHICAGO • TEXAS • FLORIDA*	Beyond Borders Supplement • 2010 Inner Circle Award Ballot		Affordable Meetings West, June 10-11 • Destinations Showcase Chicago • MPI WEC, July 24-27
AUGUST Ad Close 7/14/10 Material Due 7/20/10 Mail Date 8/11/10	AM Innovators • Affordable Meetings and Trends for Budget-minded Planners	New/Expanded Facilities • MIDWEST • CARIBBEAN*	2010 Inner Circle Award Winners Announced	Second-Tier Cities Update (matching advertorial —1/2 page or larger)	ASAE, Aug.21-24 • Affordable Meetings National, Sept. 9-10 • IT&ME/Motivation Show, Oct. 12-14
OCTOBER Ad Close 9/14/10 Material Due 9/20/10 Mail Date 10/11/10	Trade Show Trends	Theme Parks/Water Parks • SOUTHWEST MEETINGS • MID-SOUTH STATES (TN/AL/MS/KY/WV/LA) • HAWAII *	Mexico	Update on CVBs & Convention Centers including 2010 Inner Circle Award Winners (matching advertorial - 1/2 page or larger)	
DECEMBER Ad Close 11/11/10 Material Due 11/17/10 Mail Date 12/11/10	International Meetings • Small Meetings	MID-ATLANTIC STATES (NY/DE/DC/MD/PA/VA/WV) • CANADA • FLORIDA MEETING PLANNER'S GUIDE*			PCMA, Jan. 10-13

* ALL BOLD CAP LISTINGS UNDER SITES INCLUDE MATCHING EDIT (1/2 PAGE OR LARGER)

Gross Rates Effective January 1, 2010	4-color	1x	3x	6x	9x	12x
	Full Page	9,280	7,425	6,495	6,030	5,575
	2/3 Page	7,890	6,315	5,525	5,130	4,735
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	1/3 Page	5,680	4,545	3,975	3,690	3,410
	1/4 Page	4,905	3,925	3,515	3,190	3,010
	1/6 Page	3,930	3,145	2,915	2,715	2,615
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B&W	1x	3x	6x	9x	12x
Full Page	7,265	5,410	4,480	4,015	3,560
2/3 Page	5,875	4,300	3,510	3,115	2,720
1/2 Page	4,960	3,565	2,870	2,515	2,170
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1/2 p Spread	8,920	6,395	5,135	4,505	3,880
2 Page Spread	14,215	10,630	8,840	7,950	7,050

Color	Page	Spread
Standard 2C	880	1,570

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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** How-to articles and checklists on everything from AV to F&B. **OPINIONS** Commentary from industry



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