

DATES	EDITORIAL	SITES	SPECIAL AWARDS & SECTIONS	MATCHING ADVERTORIAL	BONUS DISTRIBUTION
JANUARY/ FEBRUARY Ad Close 12/17/09 Material Due 12/23/09 Mail Date 1/19/10	17th Physicians' Preferences in CME Survey	Unique Incentive Destinations • GREATER DC*	• 2010 M&D Award Ballot	2009 M&D Award Winners (for ½ or larger)	The Special Event, Jan. 2010 Destinations Showcase, Feb. 25 • MPI MeetDifferent, Feb. 20-23
MARCH/APRIL Ad Close 2/18/10 Material Due 2/24/10 Mail Date 3/11/10	Alliance for CME Annual Conference Report • 6th Annual Pharmaceutical Meeting Mgmt Forum Preview	Conference Centers • TEXAS • FLORIDA*	San Diego • 2010 M&D Award Ballot		Pharma Meeting Mgmt. Forum, March 15-16 • Affordable Meetings Mid-America, April 14-15
MAY Ad Close 4/21/10 Material Due 4/27/10 Mail Date 5/18/10	Resource Guide: Leading destinations, facilities, & non-hospitality suppliers for pharma / medical association meetings.			Matching advertorials (for ½ page or larger)	Springtime in the Park, May 27 • IMEX-Worldwide Exhibition, May 27-28
JUNE Ad Close 5/11/10 Material Due 5/17/10 Mail Date 6/09/10	CME • City Meetings • Pharma Meetings: 6th Annual Pharma Meeting Management Forum Wrap-up	Resorts • GREATER CHICAGO • NEW ENGLAND • HAWAII*	Las Vegas • Beyond Borders Supplement • CVB Supplement		Affordable Meetings West, June 10-11 • Destinations Showcase Chicago
JULY/AUGUST Ad Close 6/18/10 Material Due 6/24/10 Mail Date 7/19/10	State of the CME Industry Report Pharma Meetings: Hot Topics	Medical Conferences at Golf Resorts • MID-ATLANTIC (MD/DC/V A/DE/PA/NY/NY) • CARIBBEAN*	2010 M&D Award Winners Announced		MPI WEC, July 24-27 • ASAE, Aug. 21-24 • Affordable Meetings National, Sept. 9-10
SEPTEMBER/ OCTOBER Ad Close 8/18/10 Material Due 8/24/10 Mail Date 9/16/10	International Meetings/ CME • CVBs/Convention Centers Pharma Meetings: Hot Topics	Gaming Destinations • Theme Parks • Desert Meetings • MID-SOUTH (TN/KY/AL/MS/LA/ WV) • MOUNTAIN MEETINGS (CO/UT/WY/ID/MT/OR/WA/RENO/TAHOE)*			Motivation Show, Oct. 12-14
NOVEMBER/ DECEMBER Ad Close 10/15/10 Material Due 10/22/10 Mail Date 10/29/10	CME Provider/Industry Collaboration Conference Report • Large Meetings Pharma Meetings	Sites & Venues: Spas • MIDWEST • FLORIDA MEETING PLANNER'S GUIDE • CONFERENCE CANADA *	Mexico • Las Vegas • 2011 Medical Association Annual Meeting Guide; Eighth Annual Medical Education Communication Companies Directory & CME Services 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	8,035	6,430	6,025	5,225	4,820
2/3 Page	7,100	5,680	5,325	4,615	4,260
1/2 Page	6,315	5,020	4,735	4,105	3,790
1/3 Page	5,195	4,155	3,895	3,375	3,120
1/4 Page	4,525	3,620	3,395	3,015	2,815
1/6 Page	3,765	3,015	2,865	2,790	2,665
1/2 p Spread	11,300	9,040	8,475	7,350	6,780
2 p Spread	15,365	12,295	11,525	9,990	9,220

B&W	1x	3x	6x	9x	12x
Full Page	6,020	4,415	4,010	3,210	2,805
2/3 Page	5,085	3,665	3,310	2,600	2,245
1/2 Page	4,300	3,005	2,720	2,090	1,775
1/3 Page	3,180	2,140	1,880	1,360	1,105
1/4 Page	2,510	1,605	1,380	1,000	800
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1/2 p Spread	7,700	5,440	4,875	3,750	3,180
2 p Spread	11,765	8,695	7,925	6,390	5,620

Color	Page	Spread
Standard 2C	765	1,360
Matched 2C	955	1,705

Cover 4: Add 20%
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IN EVERY ISSUE

VITALS News that includes CME and pharma industry regulatory updates. **CONSULT** Columns from industry experts **COVER STORY/FEATURES** The latest developments about CME/pharma industry collaboration; physician education trends; strategic meetings management for pharmaceutical and medical association meeting planners; medical conference and trade show trends. **SITES** News of facility openings, expansions, renovations, and On Locations.