

MEETINGSNET

EVERY MEETING IS DIFFERENT

meetingsnet.com

2009 Planning Guide

About MeetingsNet

Corporate Meetings & Incentives

Association Meetings

Medical Meetings

Financial & Insurance Meetings

Religious Conference Manager

Marketing Services & Rates

Online Services

Production Specifications





MeetingsNet

Every Meeting is Different

MeetingsNet publications include five market-specific magazines in the meetings industry: Association Meetings, Corporate Meetings & Incentives, Medical Meetings, Financial & Insurance Meetings and Religious Conference Manager. Each market-segmented publication is 100% dedicated to its segment of the meetings industry, unlike our competitors who deliver the broad-based “all things to all readers” approach. Our readers are senior-level executives responsible for planning meetings and/or incentives who seek information on the issues that directly affect their particular market, including trends and strategies that improve their job performance. These executives rely on our award-winning, targeted editorial to help them do their job.

Association Meetings is the only independent publication that focuses exclusively on association meetings and conventions. Readers rely on Association Meetings to deliver what no other publication in the market can provide – objective analysis of trends and issues affecting national and international association meetings and expositions.

Corporate Meetings & Incentives is the only publication focusing exclusively on meeting and incentive planning at large corporations, including Fortune 1000 corporations. We deliver executive strategies for meeting and motivating, and cover issues of interest to corporate meeting executives, including meeting consolidation and centralization, procurement influences and outsourcing trends.

Financial & Insurance Meetings is the only publication for comprehensive coverage focusing exclusively on issues that impact financial services and insurance meeting and incentive decision-makers. We provide our readers with must-read information on the latest meeting and travel news, industry trends, case studies, and regulatory updates. As the exclusive publisher of Financial & Insurance Conference Planners’ (FICP) newsletter, it is the voice of the insurance and financial services conference industry.

Medical Meetings is the only publication that covers the medical meetings, CME and pharmaceutical markets exclusively. Medical Meetings engages an audience of devoted medical meeting professionals with essential, industry-specific information and trends relevant to their unique convention, conference, and symposium needs. MM’s ongoing, detailed coverage of regulatory and educational issues, as well as its annual survey of physician preferences in CME, draws readers at a level that no other publication can match.

Religious Conference Manager, the official publication of the Religious Conference Management Association (RCMA), provides comprehensive in-depth editorial on the special issues that are important to the planners of religious conferences and meetings. Readers rely on RCM for clear, how-to information and trends that address their unique meeting concerns.

Additional Opportunities

Beyond Borders:

Delivered annually to senior-level executives directly responsible for planning meeting and travel programs outside the U.S., this award-winning reference tool is the most respected international meeting planning resource in the industry. The stand-alone supplement comes polybagged to its select audience with the June and July issues across all 5 magazines and is distributed at trade shows throughout the year.

MeetingsNet.com:

MeetingsNet.com is the online source for targeted meeting intelligence. Visitors to the Web site can access exclusive online content, category-specific topics like technology, motivations/incentives, and international meetings, and searchable archives, face2face Blog, archived webinars and more.

MeetingsNetExtra:

A weekly e-newsletter that provides meeting planning decision-makers with breaking news, exclusive analytical information and emerging trends in the quickly changing meetings industry.

Monthly Targeted E-Newsletters:

MeetingsNet also offers monthly in-depth industry-specific e-newsletters:

Association Meetings Extra • Financial & Insurance Meetings Extra • Medical Meetings • Extra Religious Conference Manager Extra • Beyond Borders Extra

CVB Supplement

MeetingsNet will publish a supplement specific to CVBs. Your advertising message in our CVB Supplement will saturate the market of our 82,000 subscribers. It will be inserted into our five meetings publications from April through August allowing you to receive maximum exposure at a discounted rate.

Pharmaceutical Meeting Management Forum

Brought to you by *Medical Meetings* and The Center for Business Intelligence, this annual forum in March brings together the industry's leading experts in pharmaceutical meeting planning. The program features detailed case studies from some of the industry's leading companies and provides pharmaceutical meeting planners with the information they need in order to maximize the value of their meetings. The forum includes peer-to-peer problem-solving sessions and closed-door industry exchanges on the hottest topics in pharmaceutical meeting planning. A wide range of sponsorships are available.

Medical Device and Bio/Pharmaceutical Meeting Management Forum

Brought to you by *Medical Meetings* and The Center for Business Intelligence, this annual forum each December has a special focus on medical device and small pharma/biotech meetings. The program features detailed case studies from some of the industry's leading organizations and provides information needed in order to maximize the value of medical device and bio/pharmaceutical meetings. A wide range of sponsorships are available.



THE SUBSCRIBERS

Circulation: 37,000
Total Reach per Issue with Pass-Along: 74,000

Corporate Meetings & Incentives reaches 37,000 qualified subscribers who have responsibility for planning corporate meetings and/or incentive programs.

- **Corporate Meetings & Incentives** targets senior-level executives. 81.8% of subscribers are senior-level corporate executives with meeting planning authority. This ensures that you reach the largest percentage of readers with purchasing power.
- The 2006-07 Purchase Influence in American Business Study, by Erdos & Morgan, shows that advertising in **CMI** allows you to reach the most purchasing influencers. **CMI** reaches more senior executives who approve or authorize expenditures for meetings and convention sites; incentive travel; and airline/hotel/car rental than its larger-circulation competitors
- **Corporate Meetings & Incentives** reaches companies with revenues of \$100 million and more, including the Fortune 1000.

Annual Averages:

- 72%** of our readers plan 5 or more off-site meetings annually
- 75%** plan meetings that average more than 100 attendees
- 57%** plan meetings that average less than 100 attendees
- 54%** of our readers plan training meetings
- 58%** of our readers plan incentive travel
- 16** Average number of meetings and/or incentives planned
- \$2.2 million** Average annual budget allocated for meeting and/or trade show activity
- 100%** of our subscribers plan meetings
- 218** Average number of attendees per meeting and/or incentive
- \$3,600** average per-person spending for incentive trips

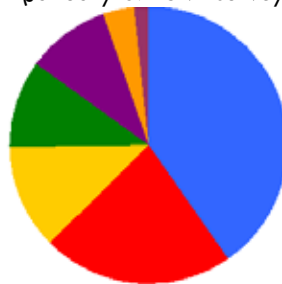


CMI has a multi-tiered readership: C-level executives, heads of procurement, directors of sales & marketing, meeting department managers, directors of meetings and travel, meeting planners, independents, and travel, meeting managers, and third party meeting managers. C-level executives are cited as most frequently making decisions regarding incentive program site selection (January 07 CMI survey).



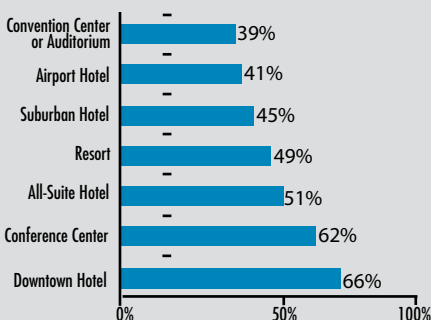
Subscriber Industries:

- Manufacturing/High Technology
Manufacturing: 40.4%
- Professional Service Company/Institution: 22.2%
- Retail/Wholesale Trade: 12%
- Transportation, Communications, Utilities: 10.3%
- Banking, Financial/Investment/Security, Insurance, Real Estate: 9.9%
- Agriculture, Forestry and Fisheries, Mining, Construction: 3.5%
- Meeting Planning Company: 1.7%



46% of **CMI** subscribers save their issues for future reference
62% of **CMI** subscribers have visited an advertiser's Web site after seeing its ad in **CMI**
32% have filed an ad for future reference
26% have discussed/routed an ad to others

Subscribers hold meetings at various venues:



Areas where subscribers hold off-site meetings:

- United States 100%
- Caribbean/Bermuda 23.1%
- Europe 20.7%
- Mexico 20.2%
- Canada 19.2%
- Africa/Near East 12.5%
- Central/South America 11.9%
- Asia/Pacific 10.1%

Source: Publisher's Own Data

Corporate Meetings & Incentives Recent Awards:

Editorial:

- 2008 gold national award for best publication redesign from the American Society of Business Press Editors
- 2008 bronze regional award for best special section ("CMI 25") from the American Society of Business Press Editors
- 2005 silver regional award for best cover from the American Society of Business Press Editors
- 2005 gold regional award for best technology article ("Turbo Networking") from the American Society of Business Press Editors
- 2006 ASBPE Northeast Regional Gold Award for Technical Article, "Turbo Networking," February 2005

	Important Dates	Editorial Focus	Sites	Special Sections & Awards	Matching Advertorials	Bonus Distribution
January	Ad Close: 12/3/08 Materials Due: 12/10/08 Mail Date: 1/6/09	Air Charter Guide • Annual Incentive Trends Survey	New/Renovated Facilities • Midwest • Cruises	2009 Paragon Award Winners Announced		MPI Conference, February 7-10
February	Ad Close: 1/5/09 Materials Due: 1/12/09 Mail Date: 2/10/09	Planning Large Meetings	New/Expanded Facilities • Carolinas/Georgia	San Diego		Destinations Showcase, February 26
March	Ad Close: 2/4/09 Materials Due: 2/11/09 Mail Date: 3/10/09	Affordable Meetings	Texas	Las Vegas		Affordable Meetings Mid-America, April 1-2
April	Ad Close: 3/4/09 Materials Due: 3/10/09 Mail Date: 4/3/09	The Recreational Issue: Golf, Spas and Teambuilding	Golf & Spa Resorts • Hawaii	Golf & Spa Resort Directory		
May	Ad Close: 4/7/09 Materials Due: 4/14/09 Mail Date: 5/6/09	City Meetings • Small Meetings Update	Gaming • Caribbean • South Central States (AR/KS/MO/OK) • Canada			IMEX, May 26-28
June	Ad Close: 5/6/09 Materials Due: 5/11/09 Mail Date: 6/5/09	20 Changemakers: Twenty corporate planners who have transformed the meeting industry	All-Inclusive Resorts • New England • Central Florida	Beyond Borders Supplement • CVB Supplement	2009 Resort Guide (1/2 page or larger ads)	Affordable Meetings West, June 10-11
July	Ad Close: 6/5/09 Materials Due: 6/12/09 Mail Date: 7/7/09	Green Meetings	New/Expanded Facilities • Southwest Meetings (AZ, NM, NV, Southern California)	2010 Paragon Awards Ballot	2009 Paragon Award Winners (1/2 page or larger ads)	MPI WEC, July 11-14
August	Ad Close: 7/6/09 Materials Due: 7/13/09 Mail Date: 8/4/09	Working with CVBs	Colorado/Utah/Wyoming	2010 Paragon Awards Ballot	CVB Spotlights (1/2 page or larger ads)	ASAE, August 15-18
September	Ad Close: 8/4/09 Materials Due: 8/11/09 Mail Date: 9/8/09	The CMI 25: Top Meeting & Incentive Planning Companies	Spas • Greater Chicago	Caribbean Supplement • 2010 Paragon Awards Ballot		Affordable Meetings National, September 9-10, 2009 IT&ME/Motivation Show, Sept. 29-Oct. 1
October	Ad Close: 9/4/09 Materials Due: 9/11/09 Mail Date: 10/6/09	Management Training	Conference Centers • Theme Parks/Water Parks • Mid-South (AL/KY/LA/MS/TN/WV)			SITE Int'l Conference, Oct. 30-Nov. 2
November	Ad Close: 10/2/09 Materials Due: 10/9/09 Mail Date: 11/3/09	Executive Retreats	Gaming • Mountain Meetings (CO/UT/WY/ID/MT/OR/WA/Reno/Tahoe) • Mid-Atlantic (CT/DC/DE/MD/NJ/NY/PA/VA)	Mexico		
December	Ad Close: 11/4/09 Materials Due: 11/11/09 Mail Date: 12/7/09	Facilitating Small Meetings	Golf Resorts • Florida Meeting Planner's Guide • Canada	Las Vegas		The Special Event, January 2010

IN EVERY ISSUE:

Keynotes: Our front section takes a strategic look at meetings, with news analyses, insider insights, technology tidbits, and best practices.
Cover story and features: The latest issues and trends affecting meeting planners and senior executives involved in meetings.
Breakouts: Hands-on advice from the experts: Betsy Bondurant on Strategic Meetings Management, James Goldberg on Meetings Law, Bob Nelson on Motivation and Recognition, Mike Mucci on Golf Event Planning, as well as our humor column, Mike Donlin's "Last Laugh."
Also: checklists and tips to help readers do their job better.
Sites: News of facility openings, expansions, renovations and On Locations.
PostCon: An after-hours look at a major industry player.

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.

CORPORATE MEETINGS & INCENTIVES - 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	10,535	9,985	9,140	8,765	7,985	7,610	Full Page	7,935	7,385	6,540	6,165	5,385	5,010	Standard 2C	1,305	2,245
2/3 Page	8,830	8,390	7,745	7,445	6,835	6,540	2/3 Page	6,230	5,790	5,145	4,845	4,235	3,940	Matched 2C	2,065	3,615
1/2 Page	7,800	7,430	6,890	6,635	6,130	5,885	1/2 Page	5,200	4,830	4,290	4,035	3,530	3,285	Metallic	1,915	3,470
1/3 Page	5,975	5,735	5,380	5,225	4,890	4,725	1/3 Page	3,375	3,135	2,780	2,625	2,290	2,125	Cover 4: Add 20%		
1/4 Page	5,235	5,045	4,765	4,640	4,385	4,175	1/4 Page	2,635	2,445	2,165	2,040	1,785	1,575	Covers 2 & 3: Add 15%		
1/6 Page	4,510	4,320	4,120	4,025	3,855	3,740	1/6 Page	1,910	1,720	1,520	1,425	1,255	1,140	Page 1 and Opposite Table of Contents: Add 15%		
1/2p Spread	13,760	12,930	12,150	11,705	10,825	10,365	1/2p Spread	9,185	8,355	7,575	7,130	6,250	5,790			
2 Page Spread	20,135	19,030	17,420	16,660	15,155	14,395	2 Page Spread	15,560	14,455	12,845	12,085	10,580	9,820			

THE SUBSCRIBERS

Circulation: 19,361
Total Reach per Issue with Pass-Along: 31,913

All of **Association Meetings'** subscribers are 100% BPA-qualified as having responsibility for planning meetings and conventions for the association market.

- **Association Meetings** reaches national, international, regional, and large state associations that meet outside of their state.
- **Association Meetings** thoroughly covers the market reaching 12,365 different associations, assuring you that **AM** saturates the marketplace.
- **Association Meetings** gives your advertising dollars a reach beyond the membership lists of industry associations.

Annual Averages:

\$886,000 Average annual budget allocated for meeting and/or trade show activity	100% plan meetings that average more than 100 attendees	81% plan meetings that average less than 100 attendees
1,438 Average attendance at conventions	10 Average number of meetings planned per year	500 Average number of attendees per meeting
100% of our readers plan meetings and/or conventions		



Association Meetings reaches more than 19,000 qualified subscribers, of which 100% are responsible for planning meetings and conventions for the association market.

Subscriber Titles:

- Association Administrative Executive: 67.7%
- Other Association Executives: 2.3%
- Association Meetings/Convention/Conference Planner, Meeting/Administrative Assistant, Program/Special Events Director: 22.6%
- Association Director/Manager of Education or Training, Professor: 2.0%
- Association Exhibit Director/Manager, Trade Show Director/Manager: 3.6%
- Independent Meeting Planner, Meeting Consultant: 1.8%



41.8% of subscribers have visited an advertiser's web site as a result of reading/seeing an advertisement in AM

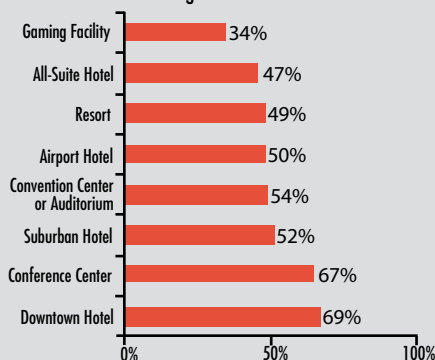
25.8% have filed an ad for future reference
17% have discussed/routed an ad to a colleague

Subscriber Industries:

- Professional Association/Society, Union, Foundation: 42.9%
- Government, Civic Group: 2.9%
- Trade Association/Society: 36.1%
- Social, Hobby, Sports: 1.1%
- Education, Research: 7.3%
- Religious: .9%
- Independent Meeting Planner: 3.5%
- Trade Show Manager or Organizer: .8%
- Association Management Company: 3.1%
- Travel Agency: .8%
- Fraternal, Ethnic, Veterans: .6%



Subscribers hold meetings at various venues:



Areas where subscribers hold off-site meetings:

- United States 100%
- Canada 16.4%
- Europe 12.8%
- Caribbean/Bermuda 12.3%
- Mexico 11.6%
- Asia/Pacific 8.2%
- Central/South America 6.0%
- Africa/Near East 5.4%

Source: Publisher's Own Data

Association Meetings Recent Awards:

Editorial:

- 2006 ASBPE Northeast Regional Gold Award for Regular Column-Staff Written, "Visa Reform, Women's Work," February and June 2005.
- 2005 ASBPE Northeast Regional Gold Award for Best Series, "Taking On Waste," April and June 2004.

>>> 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			



<http://meetingsnet.com/medicalmeetings/>

MEDICAL MEETINGS

A MEETINGSNET MAGAZINE

THE SUBSCRIBERS

Circulation: 12,002

Total Reach per Issue with Pass-Along: 23,515

All **Medical Meetings'** subscribers are 100% BPA-qualified as having responsibility for planning meetings and/or incentive travel programs for the medical industry.

Annual Averages:

\$1.7 million
Average annual budget allocated for meeting and/or trade show activity

254 Average meeting or incentive attendance

60% of our readers plan incentive travel

68% plan meetings that average less than 100 attendees

18 Average number of meetings/conventions/incentives planned per year

100% plan meetings that average more than 100 attendees



Subscriber Industries:

- Pharmaceutical or Biomedical Equipment Manufacturer or Distributor: 37.3%
- Medical or Scientific Association: 19.4%
- ACME* Membership: 18.1%
- Hospitals/Medical Centers: 8.9%
- Medical Education/Communication or Marketing Company: 4.6%
- Insurance Organization, Private Foundations, Association Management Firms, Government Agency: 4.4%
- Healthcare or Scientific Education Facility/Medical School: 4.3%
- Independent Meeting Planning Companies/Tour Operator/Travel Agency: 3.0%

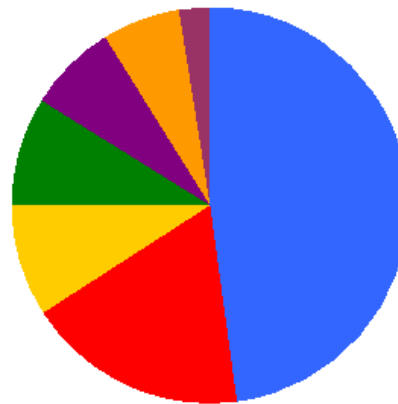
Subscriber Titles:

- Administrative Executive: 48.3%
- ACME* Membership: 18%
- Education & Training: 9.4%
- Meeting/Travel/Convention Personnel: 8.9%
- Advertising and Sales Personnel: 7.4%
- Other Administrative Executive, Government Officials: 6.3%
- Procurement Management: 2.6%

Areas where subscribers hold off-site meetings:

- United States: 100%
- Europe: 22%
- Canada: 18.3%
- Mexico: 16%
- Caribbean/Bermuda: 16.5%
- Asia/Pacific: 12.3%
- Central/South America: 9.2%
- Africa/Near East: 7.2%

Source: Publisher's Own Data

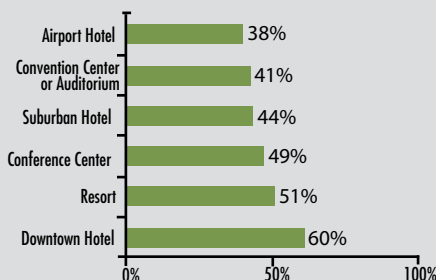


* Alliance for Continuing Medical Education

53.2% of **MM** subscribers save issues for future reference
39.4% of subscribers have visited an advertiser's web site as a result of reading/seeing an advertisement in **MM**
35.8% have filed an ad for future reference
28.4% have discussed/routed an ad to a colleague
25.7% route their issue to others in organization

Source: Medical Meetings Survey of Subscribers, June 2008:

Subscribers hold meetings at various venues:



Medical Meetings Recent Awards:

Medical Meetings Editor, Tamar Hosansky, was selected to receive the 2007 President's Award on behalf of the Alliance for Continuing Medical Education. The award is in recognition of leadership and educational contributions to the Alliance as Editor of Medical Meetings magazine.

Editorial:

- 2008 ASBPE Northeast Region Bronze Award for Editorial/Editor's Letter, "Campaign for CME" June 2007; "Spread the Word: CME Saves Lives" July/August 2007.
- 2006 ASBPE Northeast Region Gold Award for Original Research, "Bias, What Bias?" January/February 2006.
- 2005 ASBPE Northeast Region Silver Award for Signed Editorial, "A Doctor's House Call," January/February 2004.
- 2005 ASBPE Northeast Region Bronze Award for Original Research, "Do Lectures Deliver?," July/August 2004.
- 2005 Neal Awards finalist for Best News Coverage, "Stark Raving Mad," September/October 2005. The Neal Awards are the magazine industry's most prestigious and most sought-after editorial honor that recognizes and rewards editorial excellence in business-to-business publications.

>>> 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			

THE SUBSCRIBERS

Circulation: 9,000
Total Reach per Issue with Pass-Along: 16,893

All **Financial & Insurance Meetings** subscribers are 100% BPA-qualified as having responsibility for planning meetings and/or incentive travel programs for insurance and financial services companies.

Financial & Insurance Meetings is the exclusive publisher of **Financial & Insurance Conference Planners' (FICP)** newsletter.

Annual Averages:

\$3.5 million
average total annual meetings budget

72% plan meetings that average more than 100 attendees

66% of our readers plan training meetings

62% of our readers plan incentive travel

62% plan meetings that average less than 100 attendees

100% of our subscribers plan meetings and/or incentives

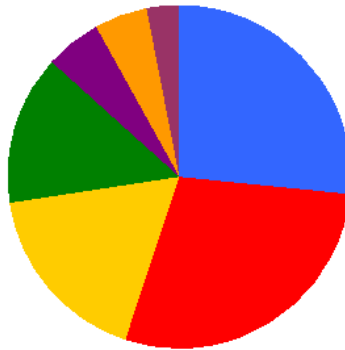
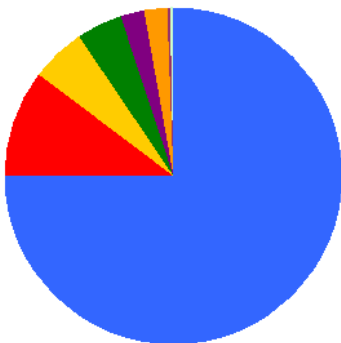
22 average number of meetings and/or incentives planned per year

212 average number of attendees per meeting and/or incentive



Subscriber Titles:

- General Management: 75%
- Sales/Marketing: 10.4%
- FICP Membership: 5.2%
- Meetings Management: 4.5%
- General Agent/Agency Manager: 2.2%
- Other Insurance Company Executive: 2.2%
- Independent Meeting Planner, Meeting Consultant: 0.3%
- Procurement Management: 0.3%

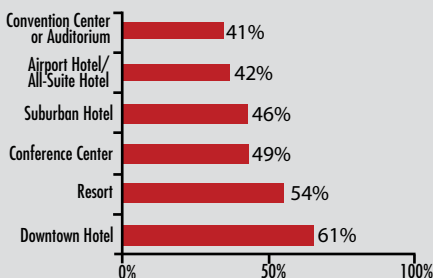


Subscriber Industries:

- Life/Health Insurance: 27.9%
- Full-Service Investment or Securities Firm: 26.2%
- Property/Casualty Insurance: 17.2%
- Multiple Lines Insurance: 13.8%
- FICP Membership: 5.2%
- Independent Meeting Planning Firm: 4.8%
- Trade Associations (Insurance): 3.1%

63.2% of subscribers have visited an advertiser's web site as a result of reading/seeing an advertisement in FIM
42.1% of FIM subscribers save their issues for future reference
31.6% have filed an ad for future reference
28.1% have discussed/routed an ad to a colleague
29.8% have contacted an advertiser via e-mail/telephone
17.5% route their issue to others in organization

Subscribers hold meetings at various venues:



Areas where subscribers hold off-site meetings:

- United States 100%
- Caribbean/Bermuda 24.3%
- Europe 23.1%
- Mexico 22.1%
- Canada 19.6%
- Asia/Pacific 11.1%
- Africa/Near East 11.1%
- Central/South America 9.8%

Source: Publisher's Own Data

Financial & Insurance Testimonials:

"In this industry, we receive numerous publications on a monthly basis. With the schedules that we planners keep, it's really impossible to read or even peruse them all. *FIM* is the one publication that I do take the time to read from cover-to-cover. It is the most relevant publication for the business that we are in. The information is always timely and provides an invaluable tool for me when requiring benchmarks or best practices information. I can honestly say that I learn something new with each article. It's also another connection to FICP through the FICP Newsletter, and through surveys conducted amongst my peer group. *FIM* is one of the few publications that never makes it to the "circular file."

Michael Burke, Conference & Trade Services, The Hanover Insurance Group

"*FIM* keeps me up-to-date on the issues and trends specific to our industry, and on the best practices of my peers at other companies. It's an indispensable resource that I save for future reference. I look forward to every issue and read it from cover-to-cover."

Sharon P. Chapman, CPM, CMM, Travel and Corporate Events Planner, Berkshire Life Insurance Company of America

>>> 2009 Calendar

Financial & Insurance Meetings

	Important Dates	Editorial Focus	In the Field	Sites	Special Sections & Awards	Matching Advertorials	Bonus Distribution
January/February	Ad Close: 12/5/08 Materials Due: 12/12/08 Mail Date: 1/8/09	FICP Member Survey	FICP Annual Meeting Wrap-Up • FICP Newsletter	Carolinas/Georgia • Gaming • Texas		2008 Premium Circle Award Winners (1/2 page or larger ads)	MPI Conference, February 7-10
March/April	Ad Close: 2/6/09 Materials Due: 2/12/09 Mail Date: 3/9/09	Training • International Meetings & Incentives	FICP Newsletter • MPI Wrap-Up	Conference Centers • Central Florida • Mid-Atlantic (MD/DC/VA/DE/PA/NY/NJ)	Las Vegas • 2009 Premium Circle Award Ballot		Affordable Meetings Mid-America, April 1-2
May/June	Ad Close: 4/9/09 Materials Due: 4/16/09 Mail Date: 5/7/09	Small Meetings Update	FICP Newsletter	Resorts • Canada • Midwest • Southwest Meetings (AZ, NM, NV, Southern California)	San Diego • CVB Supplement • 2009 Premium Circle Award Ballot		Affordable Meetings West, June 10-11 • FICP Education Forum, June 21-23 • MPI WEC, July 11-12
July/August	Ad Close: 6/9/09 Materials Due: 6/16/09 Mail Date: 7/9/09	Golf & Spa Feature • Golf Gifts	Hotel Customer Advisory Board Coverage • FICP Newsletter	Golf & Spa Resorts • Hawaii • Mountain Meetings (CO/UT/WY/ID/MT/OR/WA/Reno/Tahoe)	Golf & Spa Resort Directory • Beyond Borders Supplement		Affordable Meetings National, September 9-10
September/October	Ad Close: 8/7/09 Materials Due: 8/15/09 Mail Date: 9/9/09	Incentive Trends	FICP Education Forum Wrap-Up • FICP Newsletter • MPI Wrap-Up • Hotel Customer Advisory Board Coverage	New/Renovated Facilities • Caribbean • Mid-South (AL/KY/LA/MS/TN/WV)	2009 Premium Circle Award Winners Announced		2009 IT&ME/Motivation Show
November/December	Ad Close: 10/5/09 Materials Due: 10/12/09 Mail Date: 11/5/09	CVB Trends	FICP Newsletter • IT&ME/Motivation Show Wrap-Up	New/Renovated Facilities • Theme Parks/Water Parks • CT/NJ/NY/RI • Florida Meeting Planner's Guide	Mexico • Las Vegas	FICP Hospitality Partners (1/2 page or larger ads)	FICP Annual Meeting, November 15-19

IN EVERY ISSUE:

Opening Bell: Info, insights, and ideas for financial and insurance meetings. Includes industry updates, interviews with pros and pundits, the latest on rules and regs, fresh ideas for meetings and incentive programs, and more.

Cover story and features: Case studies and articles highlighting incentive travel and meeting management trends.

In the Field: Hotel and other financial and insurance advisory board write-ups; industry meeting coverage. *FIM* is the only meetings magazine invited to sit in on insurance/financial services advisory boards, including Marriott, Hyatt, Fairmont, Krisam, and Lynette Owens.

FICP Newsletter: The official newsletter of Financial & Insurance Conference Planners includes interviews with FICP board members, updates on the FICP Annual Conference and Education Forum, and FICP news.

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.

FINANCIAL & INSURANCE 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	6,050	5,760	5,275	5,085	4,675	4,475	Full Page	4,225	3,935	3,450	3,260	2,850	2,650	Standard 2C	605	1,060
2/3 Page	5,435	5,165	4,770	4,595	4,245	4,055	2/3 Page	3,610	3,340	2,945	2,770	2,420	2,230	Matched 2C	820	1,425
1/2 Page	4,920	5,700	4,365	4,210	3,910	3,765	1/2 Page	3,095	2,875	2,540	2,385	2,085	1,940	Cover 4: Add 20%		
1/3 Page	4,100	3,940	3,675	3,575	3,360	3,300	1/3 Page	2,275	2,115	1,850	1,750	1,535	1,475	Covers 2 & 3: Add 15%		
1/4 Page	3,630	3,505	3,300	3,220	3,045	2,945	1/4 Page	1,805	1,680	1,475	1,395	1,220	1,120	Page 1 and Opposite Table of Contents: Add 15%		
1/6 Page	3,180	3,080	2,925	2,865	2,740	2,675	1/6 Page	1,355	1,255	1,100	1,040	915	850			
1/2p Spread	8,705	8,335	7,715	7,460	6,940	6,680	1/2p Spread	5,405	5,035	4,415	4,160	3,640	3,380			
2 Page Spread	11,510	10,940	10,015	9,620	8,830	8,435	2 Page Spread	8,210	7,640	6,715	6,320	5,530	5,135			

THE SUBSCRIBERS

Circulation: 4,600
Total Reach per issue with pass-along: 7,500

Religious Conference Manager subscribers include all members of RCMA (Religious Conference Management Association), a professional, nonprofit, interfaith organization whose members have responsibility for planning and/or managing meetings, conferences, conventions, or assemblies for religious organizations and those who provide services within this specialized field.

Founded in 1972, RCMA is dedicated to enhancing the professionalism of its members and improving the experience of religious meeting attendees throughout the world.

In addition to our bi-monthly magazine, RCMA Highlights will be published on three consecutive days at the RCMA's Annual Conference & Exposition in Grand Rapids, MI in 2009. In addition to daily distribution at the Annual Conference, all three dailies will be collated and mailed to all members of RCMA immediately following the conference.

Subscribers have substantial budgets:

\$1.2 million

Average annual budget allocated for meeting and/or conventions

44.4%

have meeting budgets of \$250,000 or more

41.3%

have meeting budgets of \$100,000 or more

Source: Religious Conference Manager Survey of Subscribers, June 2008.



Average Duration of Meetings:

- Convention/Conference: 4 days
- Retreat: 3.4 days
- Board: 2.3 days
- Committee/Seminar: 2.2 days
- Other: 2 3/4 days

49.6% of RCM subscribers save their issues for future reference
9.4% route their issue to others in organization

37.8% of subscribers have visited an advertiser's web site as a result of reading/seeing an advertisement in RCM
31.5% have filed an ad for future reference
12.6% have recommended the product/service to others
33% have discussed/routed an ad to a colleague
18.8% have contacted an advertiser via e-mail/telephone

80.9% of RCM subscribers agree or somewhat agree that it is the most comprehensive resource on religious meeting/conference planning strategies and ideas

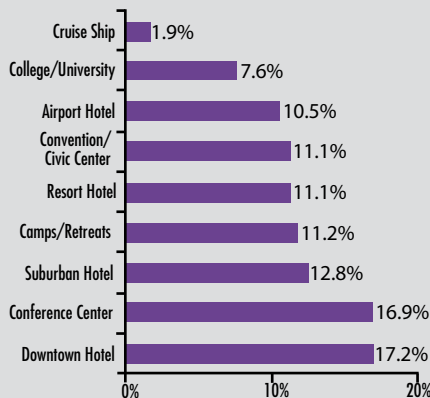
76.5% of subscribers agree or somewhat agree that RCM is the one they read most carefully

Subscriber Titles:

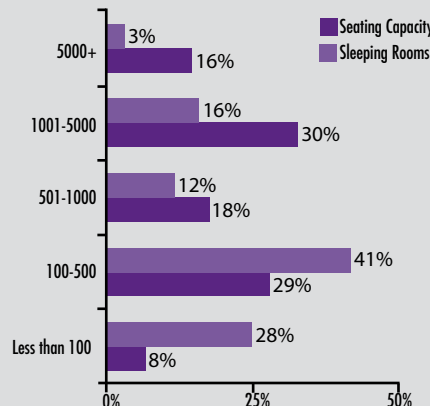
- Conference or Event Coordinator, Meeting Planner: 30.9%
- Director of Meetings/Conferences/Conventions: 11.3%
- Other: 8.2%
- Executive Secretary, Executive Director, Director, President: 21.6%
- Secretary, Coordinator, Administrative Assistant: 7.2%
- VP, Associate Director, Administrator: 11.3%
- Pastor, Minister, Bishop, Clergy: 6.2%



Subscribers hold meetings at various venues:



Subscribers hold the largest meetings:



RCMA Highlights

Tabloid show dailies published on three consecutive days at the RCMA's 37th Annual Conference & Exposition in Grand Rapids, MI:
Wednesday, January 28th
Thursday, January 29th
Friday, January 30th

and then mailed to all RCMA members after the conference.

Advertising rates for RCMA Highlights (all three days included):

Size	B & W Rate	Width x Height (Inches)
Tabloid (King) Page	\$4,460	10 x 13 3/4
Standard (Junior) Page	\$3,765	7 7/8 x 10 3/8
1/2 Page Vertical	\$3,105	5 x 13 3/4
1/2 Page Horizontal	\$3,105	10 x 6 1/2
1/4 Page	\$1,960	5 x 6 1/2
Tabloid Spread	\$8,430	21 1/2 x 13 3/4
Standard Spread	\$7,130	16 1/4 x 10 3/8
1/2p Tabloid Spread	\$5,185	21 x 6 1/2

Color Charges	Page	Spread
Second Color Standard	585	950
Four Color	1,640	2,825

>>> 2009 Calendar

Religious Conference Manager

	Important Dates	Editorial Focus	RCMA Features	Sites & Venues	Special Sections	Matching Advertisers	Bonus Distribution
January RCMA Highlights	Ad Close: 12/22/08 Materials Due: 1/5/09		RCMA Highlights: Three Show Dailies at RCMA's 37th Annual Conference, January 27-30, in Grand Rapids, MI				Destinations Showcase, February 26
February	Ad Close: 1/20/09 Materials Due: 1/27/09 Mail Date: 2/18/09		The RCMA Handbook: A practical guide filled with advice and information that planners use year-round.	Carolinas/Georgia			Affordable Meetings Mid-America, April 1-2
April	Ad Close: 3/3/09 Materials Due: 3/10/09 Mail Date: 4/1/09	Youth Meetings	2009 RCMA Annual Conference & Exposition Wrap-Up: Conference Photos, Tutorial Summaries, 2009 Slate of Officers	South Central States (AR/KS/MO/OK)		Resort Guide (1/2 page or larger ads)	
June	Ad Close: 5/5/09 Materials Due: 5/11/09 Mail Date: 6/3/09	CVB Directory	RCMA Member Survey Results	Mid-South (AL/KY/LA/MS/TN/WV)	Beyond Borders Supplement		Affordable Meetings West, June 10-11 • Destinations Showcase, June 25
August	Ad Close: 7/2/09 Materials Due: 7/9/09 Mail Date: 8/3/09	City Meetings • Theme/ Water Parks		Texas	CVB Supplement • San Diego		ASAE, August 15-18 • Affordable Meetings National, September 9-10
October	Ad Close: 9/3/09 Materials Due: 9/10/09 Mail Date: 10/5/09	Small-City Options	2010 RCMA Annual Conference & Exposition Preview • Profile of RCMA's 2010 Host City—Fort Worth	Midwest			
December	Ad Close: 11/3/09 Materials Due: 11/10/09 Mail Date: 12/10/09	Conference Center Round-Up	2010 RCMA Annual Conference Exhibitor List • 2010 RCMA Annual Conference & Exposition Program	Florida • Caribbean	Mexico		Religious Conference Management Association Annual Conference, January 26-29, 2010

IN EVERY ISSUE:

RCMA Tidings: Important and timely news and information from the Religious Conference Management Association, including the President's message.
Connections: Voices contains opinions from religious meeting planners, and our profile includes insights from a religious meeting planner.
Lessons: Commentary and columns from experts in the field. Each issue includes insights from authorities on legal, food-and-beverage, and other areas.
Sites: News of facility openings, renovations, expansions and On Locations reports.

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RELIGIOUS CONFERENCE MANAGER - 2009 RATES

Gross Rates Effective January 1, 2009

4-Color	1x	3x	6x	9x	12x
Full Page	4,990	4,575	3,375	3,205	3,040
2/3 Page	4,615	4,095	3,165	2,995	2,835
1/2 Page	4,065	3,600	2,835	2,695	2,630
1/3 Page	3,590	3,220	2,575	2,465	2,325
1/4 Page	3,470	3,135	2,510	2,405	2,285
1/6 Page	2,780	2,545	2,110	2,050	1,960
1/2p Spread	7,240	6,575	5,140	4,770	4,635
2 Page Spread	9,260	8,270	6,290	5,980	5,595

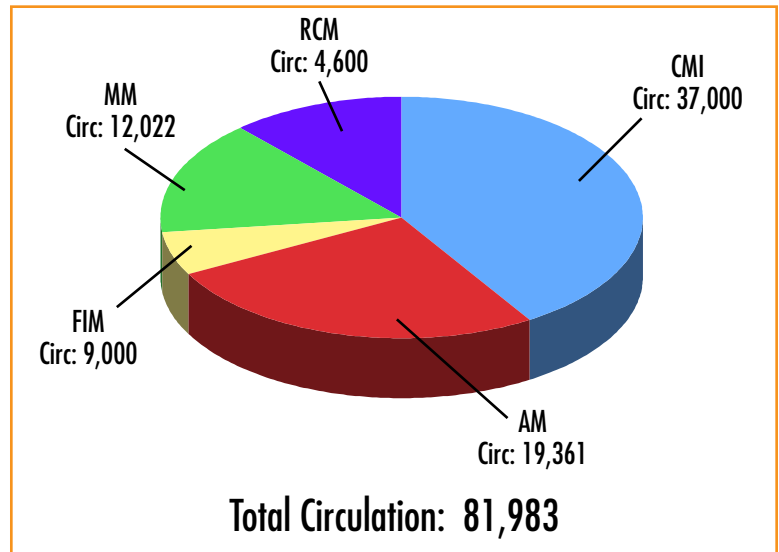
B & W	1x	3x	6x	9x	12x
Full Page	3,800	3,385	2,185	2,015	1,850
2/3 Page	3,425	2,905	1,975	1,805	1,645
1/2 Page	2,875	2,410	1,645	1,505	1,440
1/3 Page	2,400	2,030	1,385	1,275	1,135
1/4 Page	2,280	1,945	1,320	1,215	1,095
1/6 Page	1,590	1,355	920	860	770
1/2p Spread	5,140	4,475	3,040	2,670	2,535
2 Page Spread	7,160	6,170	4,190	3,880	3,495

Color	Page	Spread
Standard 2C	515	925

Cover 4: Add 20%
 Covers 2 & 3: Add 15%
 Page 1 and Opposite
 Table of Contents: Add 15%

MeetingsNet's No-Nonsense Approach...

Unlike our broad-based competitors, MeetingsNet magazines offer no-nonsense, no-waste access to meeting decision-makers in specific, vertical markets. Our readers are professionals in the most important and significant niches within the meetings industry; corporate; insurance (the largest buyers of incentive travel), pharmaceutical, association, financial services, and religious segments. Our targeted editorial gives readers in those segments the most relevant information and knowledge in order to do their jobs.



Your No-Nonsense Advertising Solution

Whether your focus is on the association market, corporate market, or all five market segments, MeetingsNet has your solution with three powerful no-nonsense combinations.

	AM	CMI	FIM	MM	RCM
Target the association market	X			X	X
Target the corporate/incentive market		X	X	X	
Target all five market segments	X	X	X	X	X

2009 No-Nonsense Packages

Choose from one of our no-nonsense packages at a huge discount off the gross 1x rate!

No-Nonsense 5-Book Buy (CMI/AM/MM/FIM/RCM)
Reach more than 81,000 meeting professionals and **save 50% off rate card!**

	Rate Card	No-Nonsense
Page	\$38,890	\$19,445
2/3 Page	33,870	16,935
1/2 Page	30,075	15,040
1/3 Page	24,540	12,270
1/4 Page	21,765	10,885
1/6 Page	18,165	9,085
1/2p Spread	53,625	26,815
Spread	74,185	37,095

No-Nonsense Association Market Buy (AM/MM/RCM)
Reach more than 35,000 meeting professionals and **save 40% off rate card!**

	Rate Card	No-Nonsense
Page	\$22,305	\$13,385
2/3 Page	19,605	11,765
1/2 Page	17,355	10,415
1/3 Page	14,465	8,690
1/4 Page	12,900	7,740
1/6 Page	10,475	6,285
1/2p Spread	31,160	18,695
Spread	42,540	25,525

No-Nonsense Corporate/Incentive Market Buy (CMI/FIM/MM)
Reach more than 58,000 meeting professionals and **save 40% off rate card!**

	Rate Card	No-Nonsense
Page	\$24,620	\$14,770
2/3 Page	21,365	12,820
1/2 Page	19,035	11,420
1/3 Page	15,270	9,160
1/4 Page	13,390	8,035
1/6 Page	11,455	6,875
1/2p Spread	33,765	20,260
Spread	47,010	28,205

Additional Services

E-postcards:

The personalized, quick, and direct way to reach top-quality meeting executives from MeetingsNet's electronic database. Use this vehicle to make a special offer, point prospects to your Web site and generate leads.

Rate: \$7,345 gross

Video E-postcards:

Meeting planning executives will wish they were at your venue or destination with customized MeetingsNet Video E-postcards. Whether you're a property, destination or service, video e-postcards are the perfect way to reach quality meeting executives from our MeetingsNet electronic database.

Rate: \$8,890 gross

Webinars:

Webinars are online sponsored events that can cover a wide variety of industry-relevant and timely topics. Audiences are offered the opportunity to have real-time interaction with subject-matter experts and industry leaders to discuss key issues, solutions and best practices. Webinars are then archived on meetingsnet.com. As a sponsor you receive qualified leads, positive branding and thought-leadership positioning as part of a comprehensive integrated marketing program.

Podcasts:

An effective way to deliver valuable content in an audio format. Visitors can listen to or download your sponsored Podcast.

E-Newsletters

Reach our qualified, targeted audiences by surrounding your advertising message with the timely and informative environment provided by our e-newsletters. Each authoritative e-newsletter provides the latest industry news, trends and information meeting planners need to do their jobs.

MeetingsNetExtra

– weekly e-newsletter mailed every Tuesday to meeting decision-makers in the corporate, association, financial services, insurance and medical markets.

Association Meetings Extra

– mailed the first Thursday of each month, featuring timely, targeted information to help association meeting and trade show planners do their jobs.

Religious Conference Manager Extra

– mailed the second Thursday of each month, written specifically for religious conference planners.

Financial & Insurance Meetings Extra

– mailed the second Wednesday of each month, covering breaking news, trends and tips, regulatory updates, and more for financial services and insurance meeting planning executives.

Medical Meetings Extra

– mailed the third Thursday of each month, covering breaking news for CME professionals and medical/pharmaceutical meeting planners.

Beyond Borders Extra

– mailed the third Wednesday of each month, focusing on the needs of meeting planners taking meetings, incentives, and events outside of the U.S.

2009 E-Newsletter Gross Rates

MeetingsNet Extra

Top Position	468 x 60	\$5,865
2nd Position	120 x 240	\$2,935
3rd Position	120 x 240	\$2,025
4th Position	468 x 60	\$1,535
5th Position	468 x 60	\$910
6th Position	468 x 60	\$875

A minimum frequency of 3 months is required on the 5th and 6th positions.

Association Meetings Extra

Top Position	468 x 60	\$2,310
2nd Position	120 x 600	\$1,615
3rd Position	468 x 60	\$925

A minimum frequency of 3 months is required on the 3rd position.

Financial & Insurance Meetings Extra

Top Position	468 x 60	\$1,455
2nd Position	120 x 600	\$1,040
3rd Position	468 x 60	\$685
4th Position	468 x 60	\$585

A minimum frequency of 3 months is required on the 3rd and 4th position.

Medical Meetings Extra

Top Position	468 x 60	\$1,455
2nd Position	120 x 600	\$1,040
3rd Position	468 x 60	\$685
4th Position	468 x 60	\$585

A minimum frequency of 3 months is required on the 3rd and 4th position.

Religious Conference Manager Extra

Top Position	468 x 60	\$1,230
2nd Position	120 x 600	\$1,060
3rd Position	468 x 60	\$685
4th Position	468 x 60	\$585

A minimum frequency of 3 months is required on the 3rd and 4th position.

Buy Multiple Issues And Save

3 months: 10%

6 months: 15%

12 months: 20%



MEETINGSNET Online Opportunities

Partner with **MeetingsNet** and create an integrated strategy to connect with your target customers. **MeetingsNet** can deliver your message across a wide range of digital content channels.

MeetingsNet.com: An online source for targeted meeting intelligence, the Web site offers flexible and impactful solutions to reach meeting professionals who search for information and suppliers online.

MeetingsNet.com Web site sponsorships:

- Web site Banners and Buttons – Check with your sales representative for availability.
- Exclusive One-Stops – targeted content on specific topics such as technology, motivation/incentives, international meetings and more.
- face2face Blog – daily reporting on a variety of categories of interest to meeting planners. Gain high visibility from one of the most popular sites on meetingsnet.com.

MeetingsNet offers a variety of cost-efficient options to build your brand online:

MeetingsNet Home Page & Article Pages 2009 Online Rates (gross)			Monthly Rates
Leader Board (ROS)	728x90	Multiple or Single sponsorship	\$125 Gross CPM
Top Left Button	180x150	Exclusive sponsorship	\$2,665
Right Side Banner A (ROS)	300x60	Exclusive sponsorship	\$2,030
Right Side Banner B (ROS)	300x60	Exclusive sponsorship	\$1,780
Rightside Large Button	300x250	Maximum of 3 rotating sponsors	\$1,050

MeetingsNet Home Pages 2009 Online Rates (gross)
(includes magazine sponsorship of all Web site pages)

MeetingsNet Home Pages 2009 Online Rates (gross)			Monthly Rates
Association Meetings			
Top Left Button	180x150	Exclusive sponsorship	\$975
Right Side Button	300x250	Exclusive sponsorship	\$885
Lower Large Button	300x250	Exclusive sponsorship	\$635
Corporate Meetings & Incentives			
Top Left Button	180x150	Exclusive sponsorship	\$2,460
Right Side Button	300x250	Max 2 rotating sponsors	\$1,270
Lower Large Button	300x250	Exclusive sponsorship	\$2,240
Financial & Insurance Meetings			
Top Left Button	180x150	Exclusive sponsorship	\$875
Right Side Button	300x250	Exclusive sponsorship	\$795
Lower Large Button	300x250	Exclusive sponsorship	\$730
Medical Meetings			
Top Left Button	180x150	Exclusive sponsorship	\$1,255
Right Side Button	300x250	Exclusive sponsorship	\$1,145
Lower Large Button	300x250	Exclusive sponsorship	\$1,075
Religious Conference Manager			
Top Left Button	180x150	Exclusive sponsorship	\$380
Right Side Button	300x250	Exclusive sponsorship	\$345
Lower Large Button	300x250	Exclusive sponsorship	\$315

face2face Blog		Gross Rates
728x90 banner		\$1,140
300x250 button		\$1,075
One-Stops		\$2,500 gross
Exclusive sponsorship includes: 728x90, 300x250, and 180x150		
E-postcard		\$7,345 gross
Video E-postcard		\$8,890 gross
APEX Webinar Series		
Package of (4) webinars		\$27,060 gross
Package of (3) webinars		\$22,825 gross
Package of (2) webinars		\$17,410 gross
Frequency Discounts:		
3 months: 10% 6 months: 15% 12 months: 20%		
Online ad technical specs can be found at meetingsnet.com/advertisers		

Additional Services

Sponsored White Papers

Generate leads and educate your customers with a sponsored white-paper program. We work with you to ensure your message reaches the key markets, customers, and prospects you need through this online effort.

Beyond Borders

The award-winning annual magazine delivered to 35,000 senior-level executives directly responsible for planning meetings and events outside the U.S.A.

Products & Services Center

Highlight your must-have ancillary products and services for meetings and incentive programs in this special section found in all 36 issues across all five MeetingsNet publications.

Spaces & Places

Appearing in all 36 issues across all five MeetingsNet magazines, this small-space section is dedicated to unique meeting venues around the world.

Custom Publishing

Developed, designed, and produced by MeetingsNet's professional in-house team. Whether for use within our publications or for your own use, we will work with you to write, design, print, and deliver your custom marketing message to the right audience through client-sponsored projects.

Market Data and Custom Research Services

The research team at Penton Media provides market-related data and custom-research services, ideal for when you are entering a new market, launching a new product, creating a new marketing campaign, or for any other strategic purpose when you need to make informed research-based decisions. Our researchers are custom-research experts, knowledgeable in specific industry sectors. Ask your sales representative about the latest research information available for your market, or for details about custom-research opportunities.

Lists & Databases

Select from the MeetingsNet database and/or the entire Penton Business Media database of more than 3.2 million subscribers. Postal, telemarketing and e-mail lists are available for rent. For more information, contact Curvin Lovejoy, List Manager, at (845) 732-7262 or curvin.lovejoy@walterkarl.infousa.com.

Article and Ad Reprints

A great way to add credibility to your organization, reprints can be printed to include your company logo and contact information. For more information, contact Penton Reprints at 888-858-8851 or email reprints@pentonreprints.com.

2009 Special Unit Rates

Ad Unit	CMI	AM	MM	FIM	RCM
Bellyband	10,535	9,280	8,035	6,050	4,990
1/2 Cover Tip	20,155	17,915	15,375	11,515	9,285
3 Page Gatefold Off C2*	20,155	17,915	15,375	11,515	9,285
4 Page Gatefold Off C2**	27,780	24,560	21,165	15,990	12,335
2 Page Supplied Insert	10,535	9,280	8,035	6,050	4,990
4 Page Supplied Insert	19,980	17,605	15,265	11,530	9,165
6 Page Supplied Insert	22,795	20,050	17,365	13,160	10,000
8 Page Supplied Insert	25,615	22,500	19,090	14,785	10,835
12 Page Supplied Insert	28,755	25,100	21,890	16,845	13,490
4-Color Printed Polybag***	27,770	23,710	21,165	15,995	12,340
Notemarks	CMI	AM	MM	FIM	RCM
Premium Notemark	22,710	20,120	16,810	12,950	9,135
Premium Plus Notemark	30,250	27,435	22,770	17,855	12,410

No Nonsense Rates do NOT apply to these units.

1 Magazine - Use Rates at Left

2 Magazines - 15% Discount

3 Magazines - 20% Discount

4 Magazines - 25% Discount

5 Magazines - 30% Discount

Rates at left are gross rates. Rates do NOT include production prices. These are space costs only.

*(When Available - C2 plus 2 page gate)

** (When Available - C2/Pg 1 plus 2 pg gate off of C2)

*** (Can print on front and back)



MEETINGSNET Production Specifications

For complete preparation guidelines and file delivery information, visit www.pentonads.com or contact the publication's Production Coordinator.

General Specifications

Printing Method: Web Offset

Binding: Perfect Bound

Paper: Cover printed on 70-lb. coated offset; text printed on 45-lb. coated groundwood finish

Ink: SWOP standard and four-color process

Line Screen: 133 lines per inch

All MeetingsNet publications are manufactured CTP (Computer-To-Plate). Advertising materials must arrive in an electronic format.

TRIM SIZE: 7-3/4" x 10-3/4"

SIZE:	WIDTH	x	DEPTH
2-pg spread (bleed)	16-1/4"	x	11"
Page (bleed)	8-1/8"	x	11"
Page (nonbleed)	7-3/8"	x	10-1/4"
1/2 pg spread (bleed 3 sides)	16-1/4"	x	5-3/8"
1/2 pg spread (crossover, no outer bleed)	15-1/4"	x	4-7/8"
2/3 pg	4-7/8"	x	9-3/4"
1/2 pg horizontal	7-3/8"	x	4-7/8"
1/2 pg vertical (island)	4-7/8"	x	7-1/2"
1/3 pg vertical	2-1/4"	x	9-3/4"
1/3 pg square	4-7/8"	x	4-7/8"
1/4 pg	3-5/8"	x	4-7/8"
1/6 pg vertical	2-1/8"	x	4-3/4"

Space Unit Size In Inches: Space can be used only in the above sizes. Space exceeding size indicated in any direction is considered bleed except for gutter bleeds in spread.

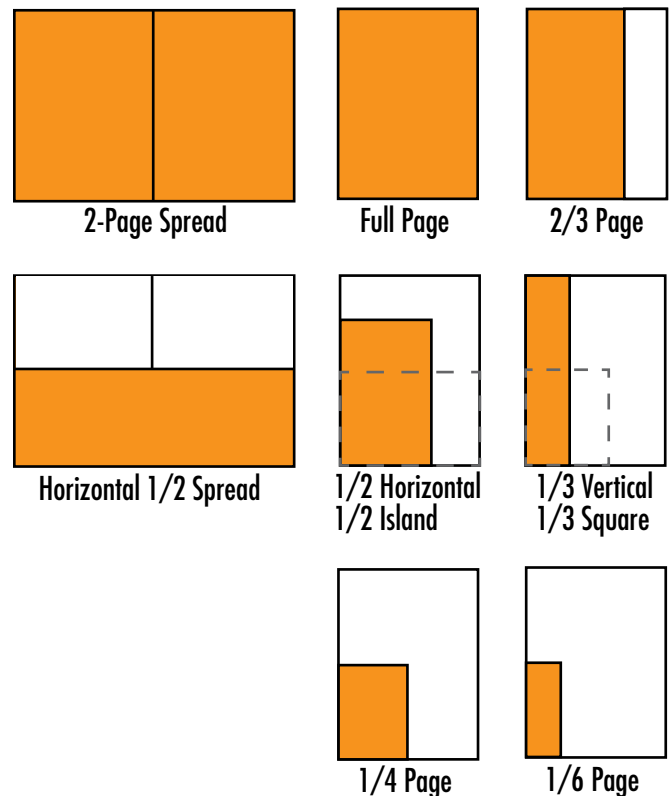
Shipping Instructions:

Send all advertising contracts, insertion orders, materials, and correspondence to:

Production Coordinator, Association Meetings/ Corporate Meetings & Incentives/ Financial & Insurance Meetings/ Medical Meetings or Religious Conference Manager
9800 Metcalf Avenue
Overland Park, KS 66212

Clearly mark: "Advertising Materials"; (913) 967-7214; fax (913) 967-1629; stephen.lambert@penton.com

Advertising materials must be shipped prepaid to publication to arrive by the materials due date.



Safety: Keep all live matter 3/8" in from trim on all sides
Page Format: Three columns (13 picas each, or 2-3/16")

Digital Ad Specifications

Please contact the publication's Production Coordinator when files are submitted.

PDF Format: Advertisers are encouraged to submit PDF and PDF/X1-A files prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file, and more information on creating acceptable PDF files, visit www.pentonads.com. Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.) .

Preferred Applications: Ad layouts should be created using either QuarkXPress™, Adobe Pagemaker® or Adobe InDesign®. Provide all supporting graphics and fonts with application files.

Proofs: Minimal requirement: a text and element proof to assist in preflighting digital ad files. For critical color match, digital halftone proof required (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.). Accurate color reproduction can not be guaranteed without an accompanying SWOP-certified proof.

Photo Elements: 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.

Line Art/Text: 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. To avoid registration problems in PhotoShop, black text should be created in black channel only.

Color Tone Values: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

Color Mode: Convert to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

Fonts: When submitting application files, include screen and printer fonts. For illustrations, it is recommended to convert text to outline, however outline text cannot be altered.

Lettering: Reproduce all reverse lettering with minimal colors. Type smaller than 8 point with fine serifs should be avoided.

Media: Mac or IBM CD, Zip 100, floppy or FTP Upload: <ftp://ftpserver2.penton.com/adclient>
[User ID and Password = adclient]

Inserts: Contact your Sales Representative for rates, production specifications, and shipping instructions, or visit www.pentonads.com.

Online Ad Technical Specifications

More detailed specs available upon request.

ONLINE

Formats Accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblaster, Enliven, Bluestreak, Motif. (Will accept for testing: DHTML, Audio, Real, Shoskeles; Non-accepted formats: Java, Java Applet, Video)

Image Dimensions and file sizes: 180x150, 728x90, 300x250, 300x60, 36K.

Frames and Looping: Max Frames = 4, Looping = 3 times
3rd Party Ad Serving Most 3rd Party Ad tags including DART, Atlas, Bluestreak, and Mediafarm accepted. All 3PAS must be accompanied by anti-caching documentation. ALL Rich Media must be accompanied by a standard GIF for use as fall back for non-rich media enabled browsers. Standard turnaround time for Banners is 2 business days for non-Rich Media and 5 business days for Rich Media. ALL Rich Media must include a target=blank command that will launch a new browser.

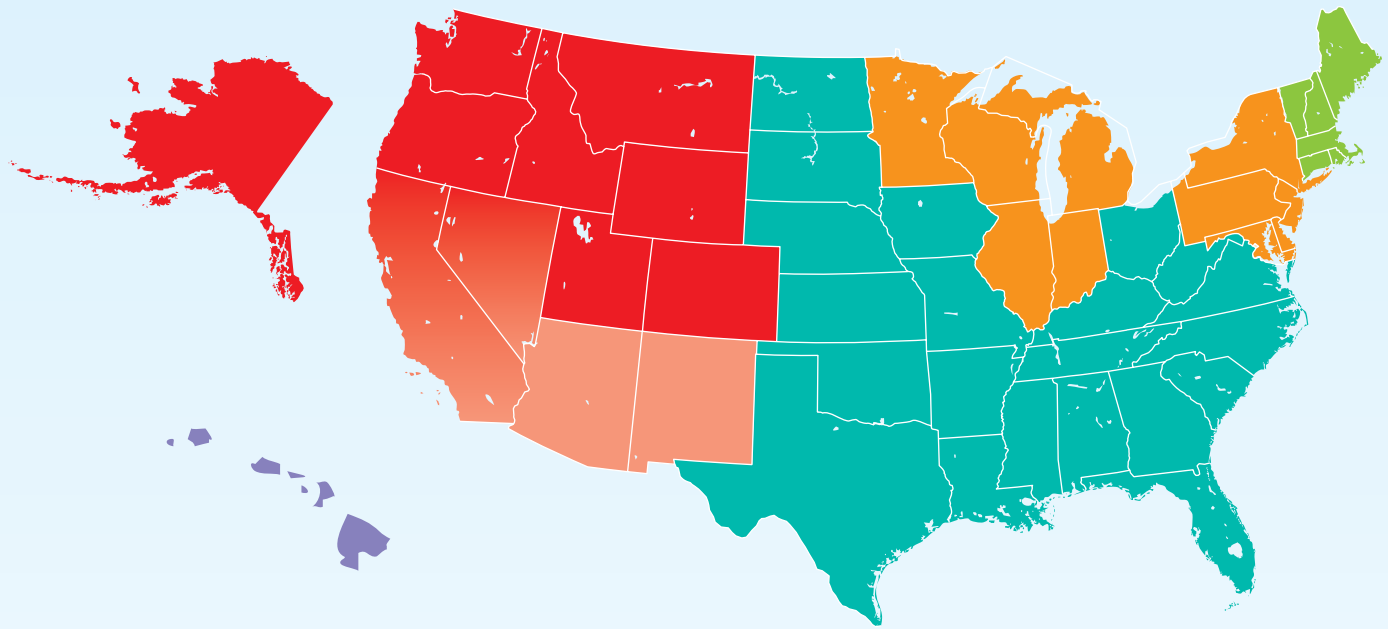
E-NEWSLETTERS

Formats Accepted: GIF, Animated GIF or JPEG files only.
No Rich Media or Flash.

Image Dimensions and file sizes: 468x60 full banner, 15-20k; 120x60 logo, 8-10K; 120x600 tower, 36K.

Frames and Looping: Max Frames = 4, Looping = 3 times

3rd Party Ad Serving: Most 3rd Party Ad tags accepted. 3rd Party Ad tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation. Materials due 2 business days prior to e-newsletter blast.



Sales Representatives

United States

- ARIZ., S. CALIF., NEV. (EXCEPT RENO/TAHOE), N.M.**
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 Hutch Looney & Associates
 Hutch@HLooney.com
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 Tel. (818) 990-9000
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- ALASKA, N. CALIF., COLO., IDAHO, MONT., RENO/TAHOE NEV., ORE., UTAH, WASH., WYO.**
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- MASS., MAINE, CONN., N.H., R.I., VT.**
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- ALA., ARK., FLA., GA., IOWA, KAN., KY., LA., MISS., MO., NEB., N.C., N.D., OHIO, OKLA., S.C., S.D., TENN., TEXAS, VA., W.VA.**
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