

	Editorial	Site Files-matching advertorial (1/2 page or larger)	Special Awards/ Sections	Matching Advertorial (1/2 page or larger)	Bonus Distribution
<b>January</b> <b>Show Dailies</b> Ad Close: 12/21/12 Materials Due: 12/28/12	<ul style="list-style-type: none"> <li>RCMA Highlights: Show Dailies</li> <li>News from the show floor</li> <li>Expanded exhibitor listings for advertisers</li> </ul>				<ul style="list-style-type: none"> <li>RCMA Emerge Conference, January 28-31, 2013</li> </ul>
<b>February</b> Ad Close: 1/31/13 Materials Due: 2/7/13	<ul style="list-style-type: none"> <li>The Resource Guide/ Back to Basics</li> </ul>	<ul style="list-style-type: none"> <li>Carolinas</li> <li>Georgia</li> </ul>	<ul style="list-style-type: none"> <li>2013 Praise Awards Ballot- RCMA members vote for the best hotels, convention centers and CVBs</li> </ul>		
<b>April</b> Ad Close: 4/1/13 Materials Due: 4/8/13	<ul style="list-style-type: none"> <li>Youth Meetings</li> <li>Theme Parks/Water Parks</li> <li>2013 RCMA Emerge Conference Wrap-up: Conference Photos, Tutorial Summaries</li> </ul>	<ul style="list-style-type: none"> <li>South Central States (AR/KS/MO/OK)</li> </ul>	<ul style="list-style-type: none"> <li>CVB Supplement w/Destination Marketing Association Int'l</li> <li>2013 Praise Awards Ballot</li> </ul>	<ul style="list-style-type: none"> <li>Hotel/Resort Guide</li> </ul>	<ul style="list-style-type: none"> <li>Springtime Expo, May 16</li> <li>IMEX Worldwide Exhibition, May 21-23</li> <li>HSMIA's MEET West, May 29-30</li> </ul>
<b>June</b> Ad Close: 5/31/13 Materials Due: 6/7/13	<ul style="list-style-type: none"> <li>Religious Meeting Trends</li> <li>Family Meetings</li> </ul>	<ul style="list-style-type: none"> <li>Mid South (AL/KY/LA/MS/TN/WV)</li> </ul>	<ul style="list-style-type: none"> <li>Beyond Borders Supplement</li> </ul>	<ul style="list-style-type: none"> <li>CVB &amp; Convention Center Spotlight</li> <li>Unique Venue/Campus Meetings</li> </ul>	<ul style="list-style-type: none"> <li>AIBTM, June 11-13</li> <li>MPI WEC, July 20-23</li> <li>ASAE, August 3-6</li> </ul>
<b>August</b> Ad Close: 7/31/13 Materials Due: 8/7/13	<ul style="list-style-type: none"> <li>City Meetings</li> <li>Colleges &amp; Universities</li> </ul>	<ul style="list-style-type: none"> <li>Mid-Atlantic (DC/DE/MD/NJ/NY/PA/VA)</li> <li>Texas</li> </ul>	<ul style="list-style-type: none"> <li>2013 Inner Circle Winners Announced</li> </ul>	<ul style="list-style-type: none"> <li>2013 Praise Award Winners</li> </ul>	
<b>October</b> Ad Close: 9/30/13 Materials Due: 10/7/13	<ul style="list-style-type: none"> <li>Small-City Options</li> <li>Regional Meetings</li> <li>2014 RCMA Emerge Conference Preview and Program</li> </ul>	<ul style="list-style-type: none"> <li>Midwest</li> </ul>			<ul style="list-style-type: none"> <li>IMEX America, Oct 15-17</li> </ul>
<b>December</b> Ad Close: 11/4/13 Materials Due: 11/11/13	<ul style="list-style-type: none"> <li>Conference Center Roundup</li> <li>2014 RCMA Emerge Conference Exhibitor Listing</li> </ul>	<ul style="list-style-type: none"> <li>Florida</li> <li>Caribbean</li> <li>Mexico</li> </ul>			<ul style="list-style-type: none"> <li>Religious Conference Management Association Emerge Conference Jan 24-27</li> </ul>

## In Every Issue

- RCMA INFO** Important and timely news and information from the Religious Conference Management Association
- CONNECTIONS** News and views from religious meeting planners
- 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, and expansions, plus On Location reports

Advertising Gross Rates: 4-Color				
	1X	3X	6X	
Full Page	\$4,990	\$3,990	\$3,090	
2/3 Page	\$4,615	\$3,690	\$2,840	
1/2 Page	\$4,065	\$3,250	\$2,590	
1/3 page	\$3,590	\$2,870	\$2,365	
1/4 page	\$3,470	\$2,775	\$2,305	
1/6 page	\$2,780	\$2,225	\$1,990	
1/2 Page Spread	\$7,240	\$5,790	\$4,300	
2 Page Spread	\$9,260	\$7,410	\$5,500	

Advertising Gross Rates: Black & White				
	1X	3X	6X	
Full Page	\$3,800	\$2,800	\$1,900	
2/3 Page	\$3,425	\$2,500	\$1,650	
1/2 Page	\$2,875	\$2,060	\$1,400	
1/3 page	\$2,400	\$1,680	\$1,175	
1/4 page	\$2,280	\$1,585	\$1,115	
1/6 page	\$1,590	\$1,035	\$800	
1/2 Page Spread	\$5,140	\$3,690	\$2,200	
2 Page Spread	\$7,160	\$5,310	\$3,400	

## Custom Ink

Color .....	Page .....	Spread
Standard 2C .....	\$515 .....	\$925
Matched 2C .....	\$1,915 .....	\$3,470

## Premium Positions

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

## RCMA Highlights

We publish tabloid show dailies on three consecutive days at RCMA's Emerge Conference in Minneapolis, MN: Tuesday, January 29, Wednesday, January 30 and Thursday, January 31.

After the conference, all three dailies will be digitally mailed to all members of RCMA.

SIZE	WIDTH x HEIGHT (inches)	B&W RATE
Tabloid (King)	11 x 14	\$4,460
Standard (Junior)	7.875 x 10.375	\$3,765
1/2 Vertical	5 x 13.75	\$3,105
1/2 Horizontal	10 x 6.5	\$3,105
1/4 Page	5 x 6.5	\$1,960
Tabloid Spread	21.5 x 13.75	\$8,430
Standard Spread	16.25 x 10.375	\$7,130
1/2 Tabloid Spread	21 x 6.5	\$5,185

## Custom Ink

Color .....	Page .....	Spread
Standard 2C .....	\$585 .....	\$950
4-Color .....	\$1,640 .....	\$2,825