

	Editorial	Site Files-matching advertorial (1/2 page or larger)	Special Awards/ Sections	Matching Advertorial (1/2 page or larger)	Bonus Distribution
<b>February</b> Ad Close: 1/17/13 Materials Due: 1/24/13	<ul style="list-style-type: none"> <li>Association Meetings Trends Research</li> <li>City Meetings</li> <li>Family Meetings</li> </ul>	<ul style="list-style-type: none"> <li>California</li> <li>Carolinas/Georgia</li> <li>NY/NJ</li> </ul>		<ul style="list-style-type: none"> <li>New/Expanded/Renovated Hotels &amp; Resorts</li> </ul>	<ul style="list-style-type: none"> <li>IACC March 19-22</li> </ul>
<b>April</b> Ad Close: 3/15/13 Materials Due: 3/22/13	<ul style="list-style-type: none"> <li>SMERF/Specialty Market Focus</li> </ul>	<ul style="list-style-type: none"> <li>New England</li> <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 Inner Circle Awards Ballot</li> </ul>	<ul style="list-style-type: none"> <li>2013 Facilities Review: Hotels, Resorts, &amp; Conference Centers</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> <li>AIBTM, June 11-13</li> </ul>
<b>June</b> Ad Close: 5/10/13 Materials Due: 5/17/13	<ul style="list-style-type: none"> <li>20 Under 30</li> <li>Sports Market</li> <li>Golf &amp; Spa Resorts</li> </ul>	<ul style="list-style-type: none"> <li>Texas</li> <li>Florida</li> <li>Mountain Meetings</li> </ul>	<ul style="list-style-type: none"> <li>Beyond Borders Supplement</li> <li>2013 Inner Circle Awards Ballot</li> </ul>	<ul style="list-style-type: none"> <li>Golf Courses</li> </ul>	<ul style="list-style-type: none"> <li>MPI WEC, July 20-23</li> <li>ASAE, August 3-6</li> </ul>
<b>August</b> Ad Close: 7/15/13 Materials Due: 7/22/13	<ul style="list-style-type: none"> <li>Think Tank Issue</li> <li>Tips for Budget-Minded Pros</li> <li>Gaming</li> </ul>	<ul style="list-style-type: none"> <li>Midwest</li> <li>Caribbean</li> <li>Asia</li> </ul>	<ul style="list-style-type: none"> <li>2013 Inner Circle Winners Announced</li> </ul>	<ul style="list-style-type: none"> <li>2013 Hotel Inner Circle Award Winners</li> <li>Second-Tier Cities</li> </ul>	
<b>October</b> Ad Close: 9/16/13 Materials Due: 9/23/13	<ul style="list-style-type: none"> <li>Trade Show Trends/Planning Large Meetings</li> <li>Theme Parks/Water Parks</li> </ul>	<ul style="list-style-type: none"> <li>Mid-South (AL/KY/LA/MS/TN/WV)</li> <li>Southwest Meetings</li> <li>Hawaii</li> <li>Mexico</li> </ul>		<ul style="list-style-type: none"> <li>Update on CVBs/Convention Centers</li> <li>2013 Inner Circle Award Winners Section- CVBs &amp; Convention Centers</li> </ul>	<ul style="list-style-type: none"> <li>IMEX America, Oct 15-17</li> </ul>
<b>December</b> Ad Close: 11/15/13 Materials Due: 11/22/13	<ul style="list-style-type: none"> <li>International Meetings</li> <li>Small Meetings</li> </ul>	<ul style="list-style-type: none"> <li>Mid-Atlantic (DC/DE/MD/NJ/NY/PA/VA)</li> <li>Florida</li> <li>Canada</li> </ul>		<ul style="list-style-type: none"> <li>Supplier Insights (full page ads only)</li> </ul>	<ul style="list-style-type: none"> <li>PCMA, Jan 2014</li> <li>The Special Event, Jan 2014</li> </ul>

## 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 conferences
- **BREAKOUTS** How-to articles and checklists on everything from AV to F&B
- **SITES** News of facility openings, expansions, renovations, and On Locations

Advertising Gross Rates: 4-Color			
	1X	3X	6X
Full Page	\$9,555	\$7,645	\$6,690
2/3 Page	\$8,125	\$6,505	\$5,690
1/2 Page	\$7,185	\$5,745	\$5,030
1/3 page	\$5,850	\$4,680	\$4,095
1/4 page	\$5,045	\$4,045	\$3,620
1/6 page	\$4,045	\$3,240	\$3,005
1/2 Page Spread	\$12,985	\$10,380	\$9,085
2 Page Spread	\$18,435	\$14,745	\$12,900

Advertising Gross Rates: Black & White			
	1X	3X	6X
Full Page	\$7,430	\$5,570	\$4,615
2/3 Page	\$6,050	\$4,430	\$3,615
1/2 Page	\$5,110	\$3,670	\$2,955
1/3 page	\$3,775	\$2,605	\$2,020
1/4 page	\$2,970	\$1,970	\$1,545
1/6 page	\$1,970	\$1,165	\$930
1/2 Page Spread	\$9,190	\$6,585	\$5,290
2 Page Spread	\$14,460	\$10,950	\$9,105

<b>Custom Ink</b>
Color..... Page..... Spread
Standard 2C.....\$905 .....\$1,595
Matched 2C.....\$1,070 .....\$1,970

<b>Premium Positions</b>
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Page 1.....Add 15%
Opposite Table of Contents.....Add 15%