

	Editorial	Site Files-matching advertorial (1/2 page or larger)	Special Awards/ Sections	Matching Advertorial (1/2 page or larger)	Bonus Distribution
March Ad Close: 2/11/13 Materials Due: 2/15/13	<ul style="list-style-type: none"> • Wrap up West Coast Life Sciences Forum • 9th Annual Pharma Forum 2013 Preview • Conference Centers • Unique Incentive Destinations 	<ul style="list-style-type: none"> • California • Carolinas/Georgia • Florida • Texas 	<ul style="list-style-type: none"> • Pharmaceutical Meeting Management Section with Bonus Distribution in <i>Pharmaceutical Executive</i> magazine 	<ul style="list-style-type: none"> • 2012 M&D Award Winners 	<ul style="list-style-type: none"> • Pharma Forum, March 19-22 • Springtime Expo, May 16 • IMEX Worldwide Exhibition, May 21-23 • HSMAI's MEET West, May 29-30 • AIBTM, June 11-13
June Ad Close: 5/17/13 Materials Due: 5/24/13	<ul style="list-style-type: none"> • Pharma Forum 2013 Highlights 	<ul style="list-style-type: none"> • NY/NJ • New England • Hawaii 	<ul style="list-style-type: none"> • Las Vegas Supplement • Beyond Borders Supplement • CVB Supplement w/ Destination Marketing Association Int'l 	<ul style="list-style-type: none"> • Resource Guide: Leading Destinations, Facilities, & Non-Hospitality Suppliers for Medical Meeting Community 	<ul style="list-style-type: none"> • MPI WEC, July 20-23 • ASAE, August 3-6
September Ad Close: 8/19/13 Materials Due: 8/26/13	<ul style="list-style-type: none"> • Hot Topics in Pharma Meetings • Gaming Destinations • Theme Parks/Water Parks 	<ul style="list-style-type: none"> • Mid-Atlantic (DC/DE/MD/NJ/NY/PA/VA) • Caribbean • Mid-South (AL/KY/LA/MS/TN/WV) • Mountain Meetings 	<ul style="list-style-type: none"> • 2013 M&D Award Ballot 	<ul style="list-style-type: none"> • CVBs/Convention Centers 	<ul style="list-style-type: none"> • IMEX America, Oct 15-17
November Ad Close: 10/16/13 Materials Due: 10/23/13	<ul style="list-style-type: none"> • International Meetings • Citywides • Spa Meetings 	<ul style="list-style-type: none"> • Midwest • Florida • Canada • Mexico • Asia 	<ul style="list-style-type: none"> • Las Vegas • 2013 M&D Award Ballot 		<ul style="list-style-type: none"> • 6th Annual West Coast Life Sciences Meeting Management Forum, Dec • PCMA, Jan 2014 • The Special Event, Jan 2014 • 38th Alliance for Education in the Health Professions Annual Conf. Jan 2014

In Every Issue

- **VITALS** News that includes Continuing Medical Education and pharma industry regulatory updates
- **CONSULT** Columns from industry experts
- **COVER STORY/FEATURES** The latest developments in medical and pharma meeting regulations; 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.

Advertising Gross Rates: 4-Color			
	1X	2X	4X
Full Page	\$8,275	\$6,625	\$5,380
2/3 Page	\$7,415	\$5,850	\$4,755
1/2 Page	\$6,505	\$5,170	\$4,230
1/3 page	\$5,350	\$4,280	\$3,435
1/4 page	\$4,585	\$3,730	\$3,105
1/6 page	\$3,875	\$3,105	\$2,875
1/2 Page Spread	\$11,630	\$9,305	\$7,565
2 Page Spread	\$15,815	\$12,655	\$10,280

Advertising Gross Rates: Black & White			
	1X	2X	4X
Full Page	\$6,200	\$4,550	\$3,305
2/3 Page	\$5,340	\$3,775	\$2,680
1/2 Page	\$4,430	\$3,095	\$2,155
1/3 page	\$3,275	\$2,205	\$1,360
1/4 page	\$2,510	\$1,655	\$1,030
1/6 page	\$1,800	\$1,030	\$800
1/2 Page Spread	\$7,930	\$5,605	\$3,685
2 Page Spread	\$12,115	\$8,955	\$6,580

Custom Ink		
Color	Page	Spread
Standard 2C	\$790	\$1,400
Matched 2C	\$985	\$1,755

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