

MISSOURI

MEETINGS & EVENTS

www.MissouriMeetingsAndEvents.com

Advertising Rates, Sizes & Schedule

Ad rates effective through June 30, 2011



Our controlled readership* of thousands of planners includes corporate, government, religious, healthcare, association and independent planners and organizers!

- 89% of our readers plan OFF-SITE meetings
- 79% of our readers use overnight accommodations
- 55% of our readers share their copy of MM&E with co-workers
- 90% of our readers purchase or influence the purchase of meeting planning products and services

With Missouri Meetings & Events, you can:

- Book more room nights
- Sell directly to meeting and event planners
- Receive weekly leads of planners looking for venues and services

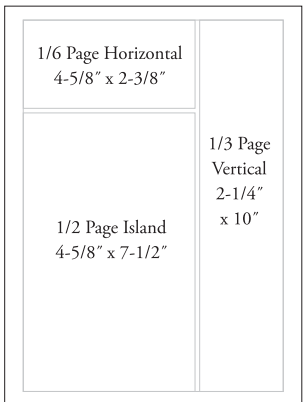
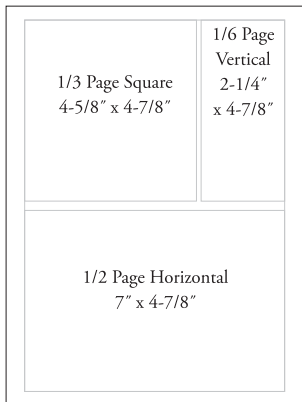
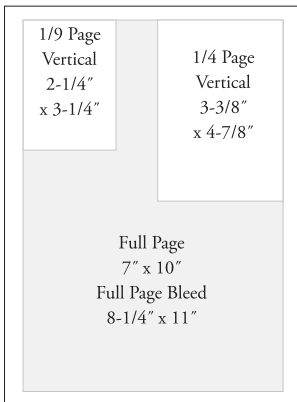
We now offer an annual resource directory, placing vendors and suppliers at planners' fingertips! Listings starting at \$75! Price applies to printed directory only.

Sizes	1x	2x	4x
Full Page	\$4720	\$4400	\$3960
1/2	\$3560	\$3350	\$3080
1/3	\$2930	\$2770	\$2500
1/4	\$2510	\$2400	\$2170
1/6	\$2050	\$2015	\$1850
1/9	\$620 (Marketplace section)		

Premium positions:

- Back Cover \$5660
- Opposite Table of Contents: \$4850
- Inside Front Cover \$5430
- Opposite Any Feature Story: \$4500
- Inside Back Cover \$5100

Placement Requests: An additional 10% will be charged to all guaranteed positions
Advertising rates INCLUDE lead sheets and Web presence with hyperlink to your Web site



It is best to send working files and include all fonts and images used for the ad. If this is not possible, please send a TIFF or PDF file of the ad that has a resolution of at least 300 dpi. Magazine trim size is 8"x10.75". For full page ads with a bleed, keep live matter 3/4" from all edges of the ad.

Completed ads should be e-mailed to ads@meetmags.com.

<i>Schedule</i>	Summer 2011	Fall 2011	Winter 2011-12	Spring 2012
Mailed in:	May	August	November	February
DEADLINES				
Contract:	March 28, 2011	June 27, 2011	September 26, 2011	January 3, 2012
Ad Materials:	April 4, 2011	July 6, 2011	October 4, 2011	January 10, 2012

For more information, please call (314) 781-8880 or visit www.MissouriMeetingsAndEvents.com
**Readership survey available online*