

# SEEN BY PLANNERS ACROSS THE NATION ONLINE AND IN PRINT!

Be listed among Missouri's top venues and suppliers! The Missouri Meetings & Events annual resource directory provides planners with all the vendors they need to plan successful meetings and events. Our controlled readership\* includes thousands of corporate, government, religious, healthcare, association and independent planners and organizers! \*Readership survey available online

- 89% of our readers plan OFF-SITE meetings
- 79% of our readers use overnight accommodations
- 90% of our readers purchase or influence the purchase of meeting planning products and services

What makes MissouriMeetingsAndEvents.com a #1 natural ranked site on Google®? To start with, Missouri Meetings & Events is more than 10 years old and offers thousands of articles and how-to tips to the meeting and event industry. AND, if you search Google® for "meetings and events," you will find that MissouriMeetingsAndEvents.com is at the top of natural ranked sites. That's what 10 years of success will do! Now, let us help you! Starting at only \$125, you can be listed in print and online, reaching thousands of potential clients!

031511

The resource directory is now available in 3 formats for maximum visibility and usability:

## Print



	Price	Print	Web Site	Interactive
<b>Full Page Display Ad*</b>	\$1995	X	<b>SAVE \$475</b>	X
<b>1/2 Page Display Ad*</b>	\$1495	X	<b>SAVE \$475</b>	X
<b>1/4 Page Display Ad*</b>	\$995	X	<b>SAVE \$475</b>	X

**\*When you purchase a display ad in the annual resource directory, you will receive a FREE visual listing!**

<b>Basic Listing</b>	\$125	X		X
<b>Visual Listing</b>	\$475	X	X	X

A basic listing is a single line of text that lists company name, address, phone number and Web site. (Call for multi-listing discounts)

A logo or picture, 50 words of descriptive copy, contact information and survey information. (Call for multi-listing discounts)

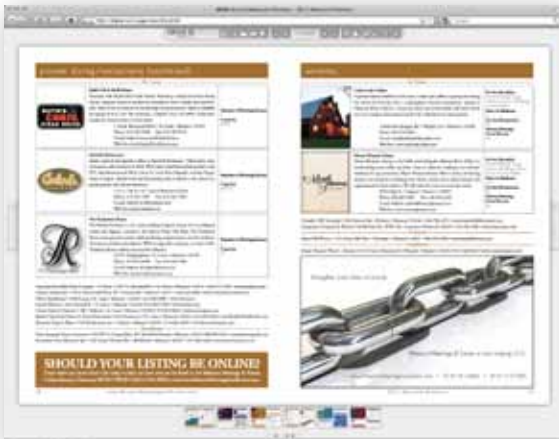
## Online Web Site



Using the new, fully interactive social media format, readers can page through the resource directory online and click on any listing or ad to be linked directly to the advertiser's Web site.

Additional promotion of the resource directory can now be found on Facebook®, Twitter™ and LinkedIn®.

## Online Interactive



# MISSOURI MEETINGS & EVENTS

www.MissouriMeetingsAndEvents.com • (314) 781-8880

# PRINT SPECIFICATIONS

**Only PRE-PAID listings will be included in the Missouri Meetings & Events 2012 Resource Directory. Advertising space CLOSES October 18, 2011.** Payments and all ad materials for the 2012 MM&E Resource Directory are due no later than October 18, 2011.

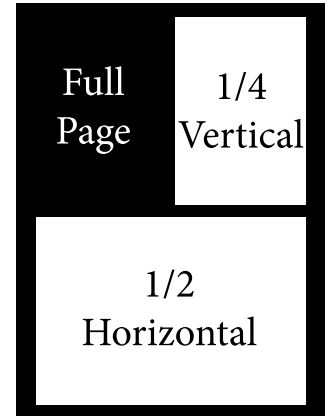
**Material Requirements** - Digital files are preferred and may be provided on a CD, DVD or via E-mail or FTP. Acceptable digital formats include TIF, PDF, AI, PSD and EPS. All ads, images and logos should be hi-res (a resolution of 300 dpi or greater).

**Trim size of printed directory:** 8" x 10-3/4" - All display ads and visual listings run in 4-color print.

**Release Date:** December 2011

**Distribution:** More than 5,000 printed directories and thousands more online subscribers. Plus, bonus distribution at industry tradeshows.

AD DIMENSIONS	WIDTH	HEIGHT	PRICE
<b>Basic Listing</b> A basic listing is a single line of text that lists company name, address, phone number and Web site. (Call for multi-listing discounts)	N/A	N/A	\$75
<b>Visual Listing</b> A high-resolution logo or picture, up to 50 words of descriptive copy, contact information and survey information. (Call for multi-listing discounts)	7"	1-7/8"	\$475
<b>Full Page Display Ad</b> Keep all LIVE material 3/4" away from edge.	8-1/4"	11"	\$1995
<b>1/2 Page Display Ad</b>	7"	4-7/8"	\$1495
<b>1/4 Page Display Ad</b>	3-3/8"	4-7/8"	\$995



**Premium Positions:** You can request a premium position for your FULL PAGE ad at the following rates:  
Inside Front Cover, Opposite Table of Contents, Inside Back Cover - \$2250 • Back Cover - \$2995

## Format of 7"x1-7/8" Visual Listing (no exceptions):

Please submit a high-resolution picture or logo that is **at least** 300 dpi (print resolution). For logos, outlined EPS files are preferred. Please submit logo or image, copy and survey information as three separate files. Information will be assembled into Visual Listing format by MM&E designer.

Logo OR photo (will print within a 1-1/2" x 1-7/8" area - larger files accepted)

- A description of your facility, products or services in **50 words or less - no exceptions** (MM&E will edit as needed without approval)
- Contact information including address, phone number, fax number, e-mail address and Web site

An itemized list generated from a survey completed by advertiser.

**SAMPLE**



### Saint Louis Zoo

Named America's #1 zoo by Zagat survey, the Saint Louis Zoo offers a "wild" experience for any wedding reception, corporate meeting or class reunion. With 90 park acres, 24,000 animals in natural habitats, beautiful gardens and elegant banquet facilities, we offer quality services and meticulous planning.

One Government Dr. • St. Louis • Missouri • 63110  
Phone: 314-781-0900, ext. 344  
E-mail: [groups@stlzoo.org](mailto:groups@stlzoo.org)  
Web Site: [www.stlzoo.org](http://www.stlzoo.org)

### Number of Meeting Rooms:

6

### Smallest Group Size:

15

### Largest Group Size:

25,000

### Banquet Facilities:

4

### Reservation Lead Time:

1 Month

**\*All listings and surveys are subject to editor's approval\***

**Please submit ad materials by mail, E-mail or FTP.**

**Mail:**  
MM&E Resource Directory  
Attn.: Ad Production Department  
6590 Scanlan Avenue  
St. Louis, MO 63139

**E-mail:**  
[ads@meetmags.com](mailto:ads@meetmags.com)

**FTP:**  
[ftp://ftp.meetmags.com/resource\\_directory](ftp://ftp.meetmags.com/resource_directory)  
(please call (314) 781-8880 ext. 102 or e-mail [pcurran@PC40.com](mailto:pcurran@PC40.com) for user ID and password)

**APPLY ONLINE:** [http://www.MissouriMeetingsAndEvents.com/PDFs/RD\\_Listing\\_Application.pdf](http://www.MissouriMeetingsAndEvents.com/PDFs/RD_Listing_Application.pdf)

**For more information, call (314) 781-8880 or visit [www.MissouriMeetingsAndEvents.com](http://www.MissouriMeetingsAndEvents.com)**

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