



# meetings + events group

MEDIA KIT // **2025**



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# Our Reach: Depth + Breadth

**+**  
**PRINT**  
 (NATIONWIDE)  
**120,000+**  
*Total Circulation*

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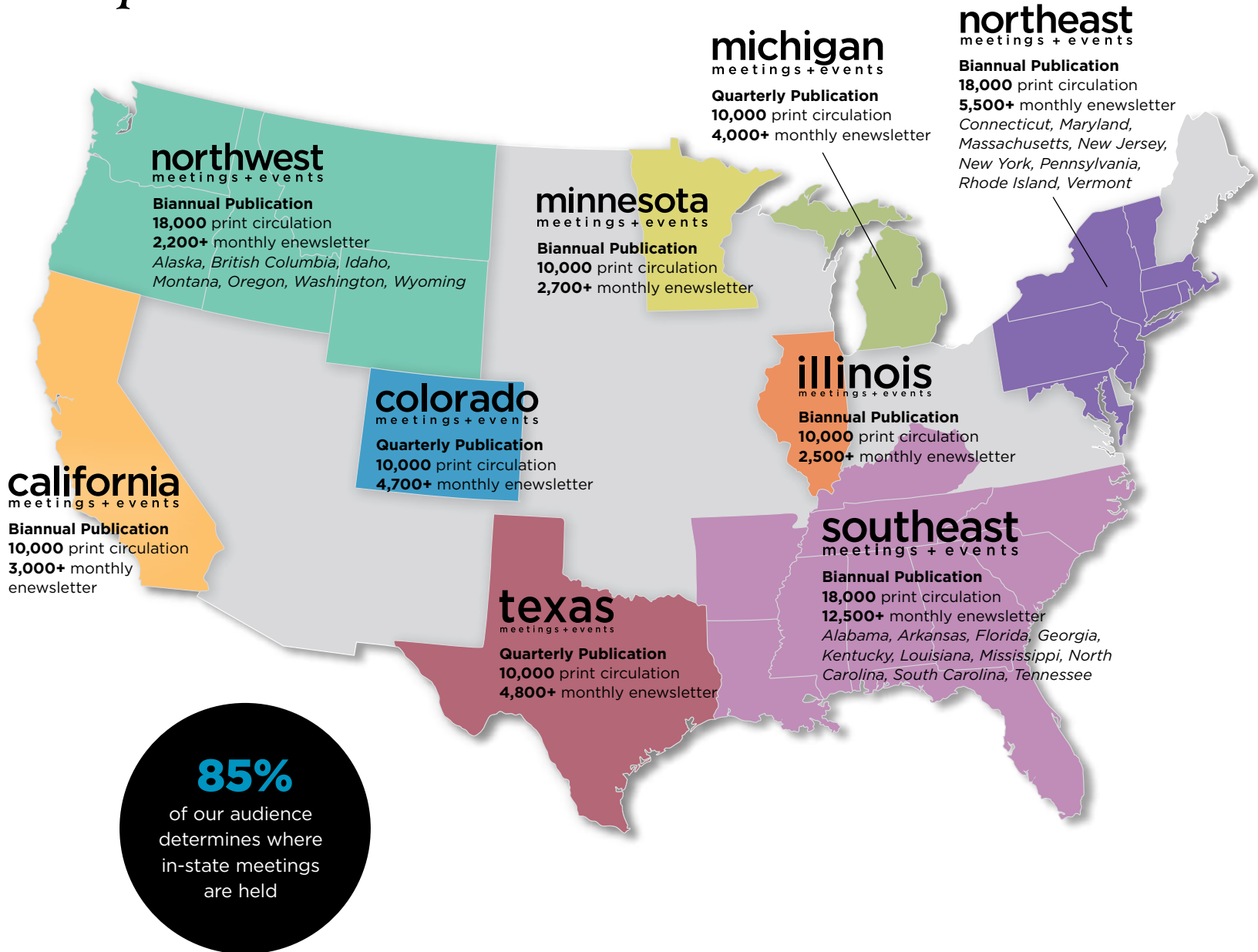
**+**  
**ENEWSLETTERS**  
 (NATIONWIDE)  
**28,500+**  
*Total Distribution*

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**+**  
**WEBSITE**  
 (NATIONWIDE)  
**8,400+**  
*Total Average Monthly Users*

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**16,000+**  
*Total Average Monthly Pageviews*



# Quarterly Publication Advertising Packages



## NATIONAL INCENTIVE

Book a 4x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

	PRINT & DIGITAL MAGAZINES	NEWSLETTER	WEB ADS	TARGETED EMAIL
<b>PLATINUM</b> \$23,795 <i>Value: \$55,430</i>	4x Full Page with 1 Page sponsored content (print)	12x	12 Months	2x
<b>GOLD</b> \$19,500 <i>Value: \$31,430</i>	4x Full Page	12x	12 Months	2x
<b>SILVER</b> \$15,675 <i>Value: \$19,895</i>	4x 1/2 Page	12x	6 Months	1x
<b>BRONZE</b> \$11,500 <i>Value: \$13,050</i>	4x 1/2 Page	3x	3 Months	
<b>STARTER</b> \$8,500 <i>Value: \$9,220</i>	4x 1/3 Page	2x	3 Months	

## DETAILED INFORMATION

**PRINT & DIGITAL MAGAZINE ADS:**  
One ad in each issue of your regional Meetings + Events magazine

**NEWSLETTER ADS:**  
Leaderboard, display ad, or featured vendor ad (based on availability) in your regional Meetings + Events newsletter

**WEB ADS ON MEETINGSMAGS.COM:**  
Ad rotation ROS on your regional Meetings + Events website

**TARGETED EMAIL MARKETING:**  
Custom email setup and delivery to your regional Meetings + Events subscriber database

# Biannual Publication Advertising Packages



	PRINT & DIGITAL MAGAZINES	ENEWSLETTER	WEB ADS	TARGETED EMAIL
<b>PLATINUM</b> \$18,000 Value: \$36,440	2x Full Page with 1 Page sponsored content (print)	12x	12 Months	2x
<b>GOLD</b> \$14,200 Value: \$22,245	2x Full Page	12x	12 Months	1x
<b>SILVER</b> \$10,200 Value: \$13,425	2x 1/2 Page	6x	6 Months	1x
<b>BRONZE</b> \$7,900 Value: \$9,200	2x 1/3 Page	6x	6 Months	

**NATIONAL INCENTIVE**

Book a 2x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

## DETAILED INFORMATION

**PRINT & DIGITAL MAGAZINE ADS:** One ad in each issue of your regional Meetings + Events magazine

**ENEWSLETTER ADS:** Leaderboard, display ad, or featured vendor ad (based on availability) in your regional Meetings + Events newsletter

**WEB ADS ON MEETINGSMAGS.COM:** Ad rotation ROS on your regional Meetings + Events website

**TARGETED EMAIL MARKETING:** Custom email setup and delivery to your regional Meetings + Events subscriber database

# Rate Cards

**10,000 CIRCULATION**

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PUBLISHED 4X/YEAR | PUBLISHED 2X/YEAR

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**colorado**  
meetings + events

**michigan**  
meetings + events

**texas**  
meetings + events

**california\***  
meetings + events

**illinois\***  
meetings + events

**minnesota\***  
meetings + events

**18,000 CIRCULATION**

---

PUBLISHED 2X/YEAR

---

**northeast**  
meetings + events

**southeast**  
meetings + events

**northwest**  
meetings + events

	1X*	2X*	3X	4X
FULL PAGE	\$5,245	\$4,925	\$4,575	\$4,210
2/3 PAGE	\$4,350	\$4,085	\$3,800	\$3,495
1/2 PAGE	\$3,255	\$3,065	\$2,845	\$2,625
1/3 PAGE	\$2,185	\$2,050	\$1,910	\$1,755
1/6 PAGE	\$1,280	\$1,208	\$1,125	\$1,030

	1X	2X
FULL PAGE	\$6,555	\$6,155
2/3 PAGE	\$5,435	\$5,105
1/2 PAGE	\$4,070	\$3,830
1/3 PAGE	\$2,730	\$2,565
1/6 PAGE	\$1,600	\$1,510

## PREMIUM PLACEMENT

INSIDE FRONT	\$7,075	\$6,000	\$5,410	\$4,925
OPPOSITE TOC	\$6,290	\$5,605	\$5,050	\$4,340
INSIDE BACK	\$7,075	\$6,000	\$5,410	\$4,925
BACK COVER	\$7,130	\$6,070	\$5,465	\$4,925

## PREMIUM PLACEMENT

INSIDE FRONT	\$8,845	\$7,500
OPPOSITE TOC	\$7,865	\$7,005
INSIDE BACK	\$8,845	\$7,500
BACK COVER	\$8,915	\$7,590

## SPREADS

TWO PAGES	\$9,180	\$8,620	\$8,020	\$7,380
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## SPREADS

TWO PAGES	\$11,475	\$10,775
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**SPECIALTY PRODUCTS:** Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.

# Print Schedules

	ISSUE	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILS
california meetings + events	Spring/ Summer 2025	3/10/25	3/10/25	3/17/25	3/20/25	4/22/25
	Fall/Winter 2025-26	8/15/25	8/15/25	8/22/25	8/27/25	9/30/25

colorado meetings + events	Spring 2025	1/6/25	1/6/25	1/13/25	1/16/25	2/18/25
	Summer 2025	3/31/25	3/31/25	4/7/25	4/10/25	5/13/25
	Fall 2025	6/27/25	6/27/25	7/7/25	7/10/25	8/12/25
	Winter 2026	9/29/25	9/29/25	10/6/25	10/9/25	11/11/25

illinois meetings + events	Spring/ Summer 2025	3/24/25	3/24/25	3/31/25	4/3/25	5/6/25
	Fall/Winter 2025-26	9/15/25	9/15/25	9/22/25	9/25/25	10/28/25

michigan meetings + events	Spring 2025	1/20/25	1/20/25	1/27/25	1/30/25	3/4/25
	Summer 2025	4/21/25	4/21/25	4/28/25	5/1/25	6/4/25
	Fall 2025	7/21/25	7/21/25	7/28/25	7/31/25	9/3/25
	Winter 2026	10/13/25	10/13/25	10/20/25	10/23/25	11/25/25

minnesota meetings + events	Spring/ Summer 2025	3/17/25	3/17/25	3/24/25	3/27/25	4/29/25
	Fall/Winter 2025	8/29/25	8/29/25	9/8/25	9/11/25	10/14/25

	ISSUE	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILS
northeast meetings + events	Spring/ Summer 2025	5/2/25	5/2/25	5/9/25	5/14/25	6/17/25
	Fall/Winter 2025-26	10/20/25	10/20/25	10/27/25	10/30/25	12/4/25

northwest meetings + events	Spring/ Summer 2025	4/7/25	4/7/25	4/14/25	4/17/25	5/20/25
	Fall/Winter 2025-26	9/22/25	9/22/25	9/29/25	10/2/25	11/4/25

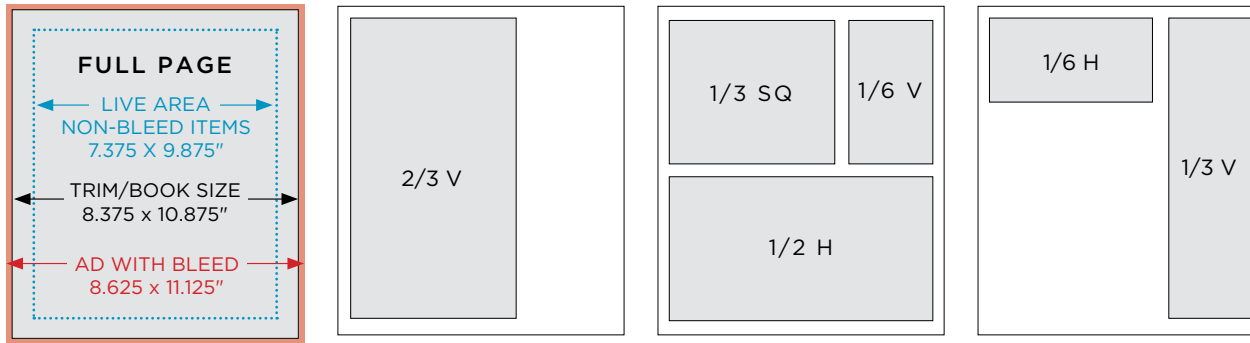
southeast meetings + events	Spring/ Summer 2025	5/2/25	5/2/25	5/9/25	5/14/25	6/17/25
	Fall/Winter 2025-26	10/30/25	10/30/25	11/6/25	11/11/25	12/16/25

texas meetings + events	Spring 2025	2/17/25	2/17/25	2/24/25	2/27/25	4/1/25
	Summer 2025	5/9/25	5/9/25	5/16/25	5/21/25	6/24/25
	Fall 2025	8/1/25	8/1/25	8/8/25	8/13/25	9/16/25
	Winter 2026	11/6/25	11/6/25	11/13/25	11/18/25	12/23/25

**+** SEE LAST SEVERAL PAGES OF THIS MEDIA KIT FOR INDIVIDUAL EDITORIAL CALENDARS!

# Print Specifications

Display ad print specifications are the same across **ALL** Meetings + Events titles.



## AD SIZES

	WIDTH	HEIGHT
TRIM/BOOK SIZE	8.375"	10.875"
FULL-PAGE BLEED	8.625"	11.125"
2/3 PAGE	4.625"	10"
1/2 PAGE HORIZONTAL	7"	4.875"
1/3 PAGE SQUARE	4.625"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
2-PAGE SPREAD BLEED	17"	11.125"

(Supply as a single PDF. Note nonbleed images and text must be kept .5" in from the center spine.)

We strive for the highest quality, as does our printer. However, due to variable conditions in the four-color printing process, perfect reproduction cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.

## FILE REQUIREMENTS

### PREFERRED FILE FORMAT: PDF/X-1A

Do not flatten your PDF. Any web addresses in your ad will not link in the digital edition if the ad is flattened.

### IMAGE RESOLUTION/COLOR

Images must have a resolution of 300 DPI placed at 100%. All Pantone and RGB colors must be converted to CMYK. Any ads with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.

### FULL-PAGE REQUIREMENTS

**LIVE AREA:** Keep nonbleed images and text .5" in from the **trim size** to guarantee those elements will not be trimmed off.

**BLEED:** Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

**EXPORT SETTINGS:** Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

## AD CREATION

Ad design services are available and complimentary for 4x contract advertisers. Production charges are in addition to space rate and are nonnegotiable and noncommissionable. Production is billed at \$75 per ad package and includes one round of changes, resizing, color adjustments, etc. These prices should be used as a guideline only. Additional charges may apply.

## AD SUBMISSION

### UPLOAD SITE: [greenspring.com/uploads](https://greenspring.com/uploads)

Files should:

- Be compressed/zipped
- Not have any characters in the file name
- Be limited in file name to advertiser, publication, and issue. *Example: OurPlace\_CAME\_Spring*

### EMAIL:

Meetings + Events Print Ads:  
[meprint@greenspring.com](mailto:meprint@greenspring.com)

Include the following with all compressed files sent via email:

- Name of advertiser
- Publication and issue in which the ad is to run
- Contact name and phone number
- Limit file name to advertiser, publication, and issue  
*Example: OurPlace\_CAME\_Spring*



# Sponsored Content (Print)

## MAKE A LASTING IMPRESSION WITH YOUR CUSTOMERS

Present your business to our readers in a feature format—Sponsored Content offers a unique opportunity to speak directly to your customers with a tailored story written in the way you want to be featured. With your words, your photography, and our design, we can highlight you and your business through this special advertising opportunity.

» The goal of such sponsored thought leadership pieces is to establish your authority and credibility in your field and to provide information and advice that's so valuable readers won't know that it's sponsored.

## RATES & REQUIREMENTS

**HALF PAGE\***  
**\$3,500**

200-225 words  
Minimum of 2 high-resolution photos†

**SINGLE PAGE**  
**\$6,000**

400-450 words  
Minimum of three high-resolution photos†

**2-PAGE SPREAD**  
**\$12,000**

900 words  
(copy on both pages)  
800 words  
(all copy on one page)  
Minimum of five high-resolution photos†

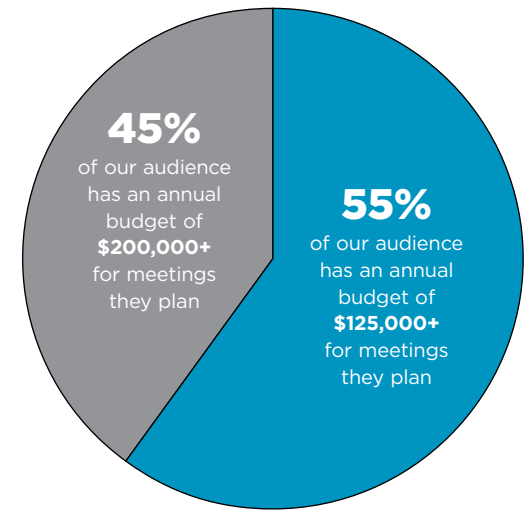
†We will select the photos that best suit the layout.

## NATIONAL INCENTIVE

Book a Sponsored Content contract in any Meetings + Events publication(s) and receive **50% off** all additional Sponsored Content insertions across all publications.

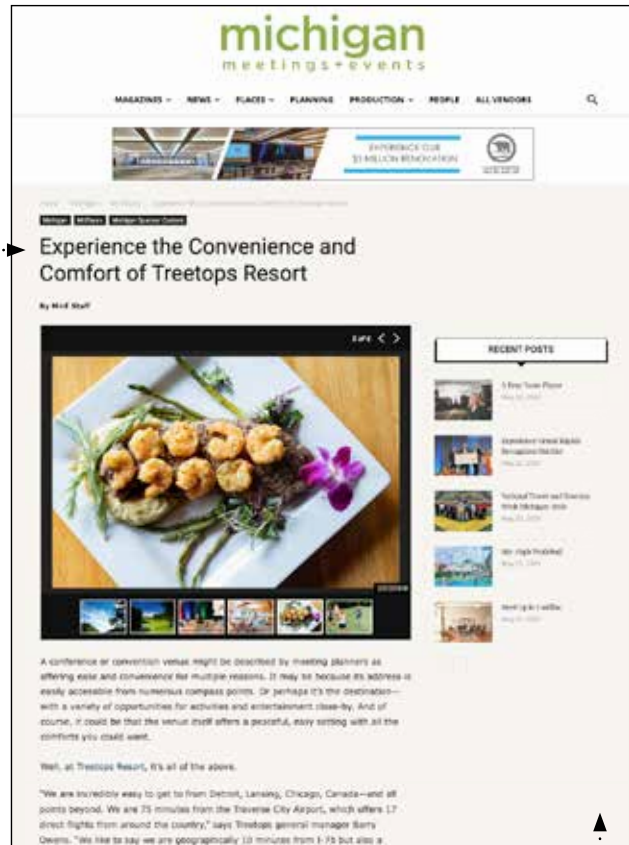


## DID YOU KNOW?



# Sponsored Content (Online)

Identify yourself as an industry leader using content similar to our own editorial. We assist you in developing an article/story to promote your business as native content that appears alongside our editorial features on **meetingsmags.com** or **any of our regional websites**.



Call to action with link to your business and services

Content will appear on national or regional website

## HOW IT WORKS

- » Our editors help you develop a compelling headline and story about your business/offering.
- » Our website helps brand your article to the style of Meetings + Events, ensuring more exposure and making your content more appealing to our subscriber base.
- » Your content will be viewed on **meetingsmags.com**, instilling credibility with our thousands of monthly visitors each month.
- » Upon request, you will receive a report of how many viewed your content, for how long, along with commentary on what the information means for your business.
- » At the end of the article, your company's information will be presented with a call-to-action for the reader to learn more about your business and services.
- » Studies show that sponsored content performs stronger than traditional digital media.

## MATERIAL REQUIREMENTS

**Copy:** Title, author name, 300-400 word article, and one-sentence company description (e.g. Loews Hotels is a leading provider of flexible meeting space in all major markets).

**Photos:** Multiple photos (800 x 640 pixels). We prefer to use more photos if possible. Images are key to getting readers to click on the web article.

**Links:** Provide the URL for links.

**Company logo:** Supply as .JPG, .PNG, .TIF, .PDF or .EPS

**Submit materials to:** medigital@greenspring.com

## STATS

- » Stays live for an entire year
- » Promoted on our national or regional websites

## INCLUDES

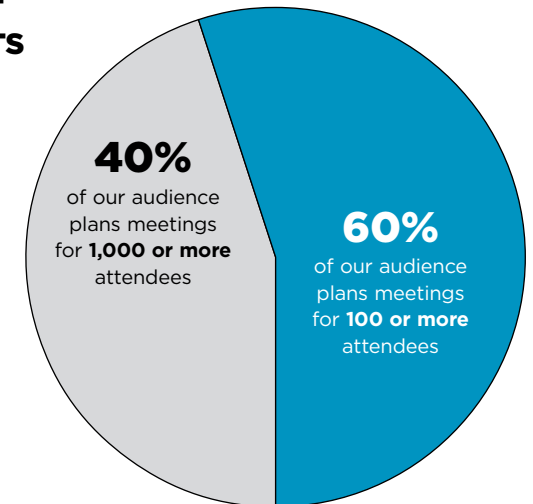
- » Sponsored content in one, regional newsletter
- » Sponsored target email to content
- » Added value: Promoted to Facebook and followers

**COST \$2,800**

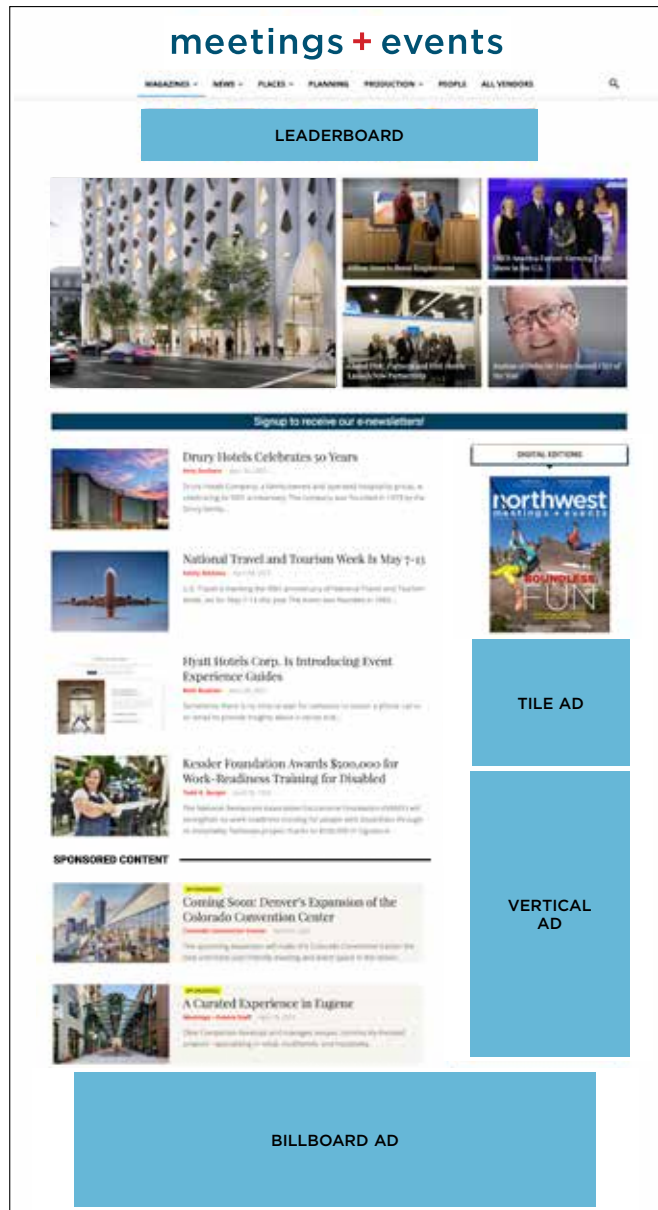
**VIDEO ENHANCED AD - \$200**

- » Add video to your online sponsored content

## FAST FACTS



# Websites: Rates, Deadlines + Specs



**RATES & SIZES**  
**\$500** monthly for all ad sizes, per regional channel

**Leaderboard:** 728 x 90 pixels  
**Mobile leaderboard:** 300 x 50 pixels  
**Tile ad:** 300 x 250 pixels  
**Vertical ad:** 300 x 600 pixels  
**Billboard ad:** 970 x 250 pixels  
 Click-through URL on all ads

**TO HAVE YOUR RUN-OF-SITE CAMPAIGN DESIGNED**

Add \$100 to the rate.

**SPONSORSHIP OPPORTUNITIES**

Contact your associate publisher for details and pricing.

**FILE REQUIREMENTS**

Static .JPG or animated .GIF  
 RGB color, 72 DPI, maximum file size 50k

**AD SUBMISSION**

Email to [medigital@greenspring.com](mailto:medigital@greenspring.com)

**WEB STATISTICS**  
 (NATIONWIDE)

**8,400+**  
 Average monthly users

**16,000+**  
 Average monthly pageviews

**CONTENT**

- » Breaking news and features
- » Industry bloggers
- » Exclusive additions to print-edition articles

**SCHEDULE**

**ONLINE 1ST OF EACH MONTH**

MONTH	ADS DUE
JANUARY 2025	12/13/24
FEBRUARY 2025	1/10/25
MARCH 2025	2/14/25
APRIL 2025	3/14/25
MAY 2025	4/11/25
JUNE 2025	5/9/25
JULY 2024	6/13/25
AUGUST 2025	7/11/25
SEPTEMBER 2025	8/8/25
OCTOBER 2025	9/12/25
NOVEMBER 2025	10/10/25
DECEMBER 2025	11/7/25



# Enewsletters

## RATES & SIZES

### LEADERBOARD AD

**\$350**

728 x 90 pixels

Only one available per month

### MEDIUM RECTANGLE

**\$250**

300 x 250 pixels

Only two available per month

### FEATURED VENDOR LISTING

**\$200**

300 x 200 pixels photo, up to 50 words & URL

### SPONSORED CONTENT

**\$600**

Give an extra boost to your sponsored content.

Must have an online sponsored content article

hosted on our website. See page 10.

## SCHEDULE

### PUBLISHED MONTHLY

Newsletters are published on Thursdays.

MONTH	ADS DUE
JANUARY 2025	12/13/24
FEBRUARY 2025	1/10/25
MARCH 2025	2/14/25
APRIL 2025	3/14/25
MAY 2025	4/11/25
JUNE 2025	5/9/25
JULY 2025	6/13/25
AUGUST 2025	7/11/25
SEPTEMBER 2025	8/8/25
OCTOBER 2025	9/12/25
NOVEMBER 2025	10/10/25
DECEMBER 2025	11/7/25

### TO HAVE AN ENEWSLETTER AD DESIGNED

Add \$100 to the rate

(no charge for Featured Vendor Listings)

### FILE REQUIREMENTS

Static .JPG or animated .GIF. RGB color,

72 DPI, maximum file size 50k

### MATERIALS SUBMISSION

Email to [medigital@greenspring.com](mailto:medigital@greenspring.com)

## + DISTRIBUTION

**NATIONAL: 28,500+**

California Meetings + Events: **3,000+**

Colorado Meetings + Events: **4,700+**

Illinois Meetings + Events: **2,500+**

Michigan Meetings + Events: **4,000+**

Minnesota Meetings + Events: **2,700+**

Northeast Meetings + Events: **5,500+**

Northwest Meetings + Events: **2,200+**

Southeast Meetings + Events: **12,500+**

Texas Meetings + Events: **4,800+**


LEADERBOARD

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## meetings + events

media

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NEWS

**Meet Minneapolis Annual Meeting Highlights 'Waves of Change'**

The organization provided a sneak peek at an upcoming major barrier advertising campaign to drive additional visitors to the city.

READ MORE

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MEDIUM RECTANGLE

NEWS

**Wink World Comes to Mall of America This Summer**

The immersive art experience developed by the co-founder of Blue Man Group will provide an interactive and unique attraction.

READ MORE

MEDIUM RECTANGLE

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Our Featured Vendors

FEATURED VENDOR LISTING

**UNION DEPOT**  
Set your next event up for success by hosting it at Union Depot. From huge meetings to intimate seminars and everything in between, Union Depot has just the right space for your group. Your guests will appreciate the convenient location and ample parking—next to mention the stunning architecture.

FEATURED VENDOR LISTING

**VISIT GRAND RAPIDS**  
Are you looking for a fun place to host a convention? Properties in the great Grand Rapids area offer: multiple hotel/resort/banquet spaces, 2,500 maximum seating capacity, 800+ lodging rooms, lakeside & outdoor venues, intimate meeting spaces.

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Connect with us!

f
t
p
in

12 // MEETINGSMAGS.COM

meetings + events  
group

REV. 5/24 2025 MEDIA KIT



# Targeted Email Marketing Campaign

## HOW IT WORKS

- » Choose the publish date (Tuesday or Wednesday is suggested).
  - » You provide html and images **OR** we design an email for you from one of five responsive templates. See associate for template options.  
**NOTE: We cannot guarantee results or troubleshoot coding issues on client-provided html and images.**
  - » We create the email and send you a test to make any changes before approving.
  - » Your email is sent to the Meetings + Events database of newsletter subscribers.\*
  - » Activity tracking is available upon request for up to six months after the email blast is sent.
- \* All emails sent through our database are required to have Meetings + Events contact information in the footer.

## RATES

For emails not included in a sponsorship package, the cost for a **regional** email is **\$2,195**, and the cost for a **national** email is **\$4,195**.

For an additional fee, we are able to extend the distribution reach and create a specific, customized email list for you. Let's talk details about the customers you desire the most. Please see your associate publisher for rates.

## MATERIALS SUBMISSION

Materials are due **two weeks prior to the publish date** for email setup and proofing. If materials are not submitted on time, we cannot guarantee the publish date and may need to reschedule. Send all materials to [medigital@greenspring.com](mailto:medigital@greenspring.com).



### The Possibilities Are Legendary

Heart of the Fort Worth Stockyards National Historic District, an award-winning, 200-room Autograph by Marriott, focuses on simple pleasures and genuine



### The historic Hotel Colorado in Glenwood Springs boasts beautifully renovated banquet spaces and soon, renovated guestrooms!

If you're planning a large get-together or a corporate event, you'll be delighted by the care, attention to detail, and exceptional experiences at Hotel Colorado. This historic hotel features 10,000 square feet of meeting and banquet space, perfect for your wedding, family reunion, holiday party, corporate strategy session, and so much more.

[LEARN MORE](#)



Whether your guest list includes 5 or 50, the staff at Hotel Colorado will make your experience one to remember. All our meeting spaces include 5, and you'll be able to work with our catering staff to design the perfect mix of gourmet breakfast, lunch, tea, and snack options. [Learn more if required a quote.](#)

All banquet spaces were renovated in 2019 with great attention to detail. Guestrooms were the natural next step in the \$30 million restoration, and are sure to impress as well with custom furniture, original fireplaces being uncovered, and more! The guestroom completion is estimated for the end of 2022. [Learn more.](#)



Hotel Colorado Sales Team  
 (970) 928-2363 | [SalesMarketing@hotelcolorado.com](mailto:SalesMarketing@hotelcolorado.com)  
[www.hotelcolorado.com](http://www.hotelcolorado.com)

# Digital Edition Opportunities



Extend your reach with these interactive marketing opportunities found within the digital edition of every *Meetings + Events* publication!

## DIGITAL EDITION SPONSORSHIP: **\$1,500**

- » Includes a dedicated sponsored eblast (including only your ad unit) to our meeting and event planners, promoting the release of the digital edition
- » A full page ad opposite the cover of the digital edition
- » Share of Voice top & bottom leaderboards and left & right skyscraper ads to appear throughout the digital edition

Only ONE available per digital edition!

## SHARE OF VOICE DIGITAL EDITION ADS: **\$750**

- » Share of Voice top & bottom leaderboards and left & right skyscraper ads to appear throughout the digital edition

Up to five clients maximum per digital edition

## VIDEO-ENHANCED AD: **\$300**

- » Add video to your ad in the digital edition to make it stand out!

Must be advertising in the print edition to be included

## BELLY BAND: **\$500**

- » Make sure every visitor to our digital edition sees YOUR message!

Must be advertising in the print edition to be included.

Only ONE available per digital edition!

# Programmatic Digital Solutions

Terminology, local preferences, and buying habits vary from city to city. By optimizing audiences to local needs and delivering customized creatives for different locations, we can deliver improved performance compared to platforms that use prepackaged segments and target nationally. We can customize audiences to local needs, provide superior performance on high volumes of localized campaigns, and deliver efficiently to drive higher ROI. In addition, our completely transparent and highly granular analytics system provides deeper insights that enable brands to continually improve and evolve their marketing efforts.

**GEOTARGETED PROGRAMMATIC DEVICE ID ADDRESS MATCH** of our proprietary database of subscribers (largest in state/regions we publish). This is first-party data—our readers. We have their addresses and can serve your display ad on their electronic device where they live. Staying front and center to this audience is paramount, as out of sight is truly out of mind. These are readers actively looking for your information to make important buying decisions.

## GEOTARGETED PROGRAMMATIC DISPLAY LOOK-ALIKE AUDIENCE

We can take our first-party data (subscriber list) to create a look-alike audience through content, behavioral, demographic data profiling. This allows us to target people who are “clones” to our subscriber list, and this enables us to give you total market coverage (subscribers/nonsubscribers).

## OPTIMIZED GEOTARGETING

Target users in specific locations such as region, zip code, city, county, state, country; market to those in your service area.

## SITE RETARGETING

Target users who have already visited your site while they are visiting other sites across the web; market to those who are familiar with you.

## KEYWORD SEARCH & CONTEXTUAL TARGETING

Target users who search for or read about the keywords related to your business; market to those who are interested in what you have to offer.

## CATEGORY CONTEXTUAL TARGETING

Target users who visit sites that are categorically relevant to the product or service you provide; market on sites where your prospects are likely to be.

## GEOFENCING

Think “commercial.” Target users who visit a particular location (often a business, park, stadium, hall, or other nonresidential place); market to those who visit your business, competitors, or other relevant locations.

## ADDRESSABLE GEOFENCING

Think “residential” or “work.” Target users who live or work at a particular address; marketing to Meetings + Events subscribers or your client database(s) (up to 1,000,000 addresses).

## EVENT TARGETING

Target users who attend a particular event; market to attendees of events relevant to your business location or offerings.



## RATES

### PROGRAMMATIC DISPLAY\*

**Basic Blend** includes Content + Geotargeting: **\$7.93** CPM

**Competitive Blend** adds Behavioral + Demographic + Site Retargeting: **\$9.06** CPM

**Dominant Blend** adds Search Retargeting: **\$11.33** CPM

**Native:** **\$15.86** CPM

### GEOFENCING\*

**Device ID Targeting (U.S. Only):** **\$17.00** CPM

**Device ID Address Match:** **\$19.26** CPM

**Microproximity:** **\$17.00** CPM

*\*Three-month minimum term with 40,000 monthly minimum impressions required.*

# Programmatic Digital Marketing Packages

## GOOD

Total Spend:

**\$3,250**

INCLUDES:

**Three Months Dominant Programmatic Display:**

- » **272,727** Impressions
- » **273** Guaranteed Clicks

## BETTER

Total Spend:

**\$5,850**

INCLUDES:

**Three Months Dominant Programmatic Display:**

- » **272,727** Impressions
- » **273** Guaranteed Clicks

**Three Months Device ID:**

- » **139,037** Impressions

## BEST

Total Spend:

**\$8,250**

INCLUDES:

**Three Months Dominant Programmatic Display:**

- » **272,727** Impressions
- » **273** Guaranteed Clicks

**Three Months Device ID:**

- » **139,037** Impressions

**Three Custom Email Campaigns**

- » **38,095** per Distribution

**TARGET AUDIENCE**  
**Meetings + Events**  
Subscribers & Planners

All impressions + clicks guaranteed throughout the campaign. Each campaign comes with a web-based dashboard for you to watch your impressions grow in real time.

## AUDIENCE POWER

**Programmatic Display** is designed to boost any business seeking to get their message in front of their target market, any place at any time. We've created a model of our print audience's professional online activity and use that model to deliver your online display ads to those whose activity is similar (i.e.: visits similar websites, watches similar videos, etc.) across all platforms, desktops, and devices.

Every electronic device has a unique **device ID** number. By mapping our print readership's physical address into the digital world (called GeoFencing), we can discover the device ID of all the devices that are associated with those addresses (Device ID capture). This information allows you to advertise directly to our complete print readership on all of their electronic devices. This is first-party data only available through us!

By **combining** the two tactics above, we are able to offer you total market coverage with the Silver and Gold packages. We do this by putting your online display ads in front of not only our entire print audience but also a look-a-like audience which captures tour planners who aren't currently a print subscriber but whose online activity is similar and therefore are potential customers worthy of seeing your message.



# Programmatic Custom Eblasts

Reach new meeting and event planners by leveraging the advanced targeting that email marketing provides. Despite the almost constant onslaught of marketing messages we all receive, everyone still takes what shows up in their inbox very seriously, so what better way than to share your customized message in a dedicated eblast? Email marketing still gets very high engagement levels, and with the Meeting + Events' turnkey process for not only creating the Eblast for you, but also helping you identify the EXACT audience you want to reach, we remove the hassle!

## PLEASE SUPPLY:

### • Creative

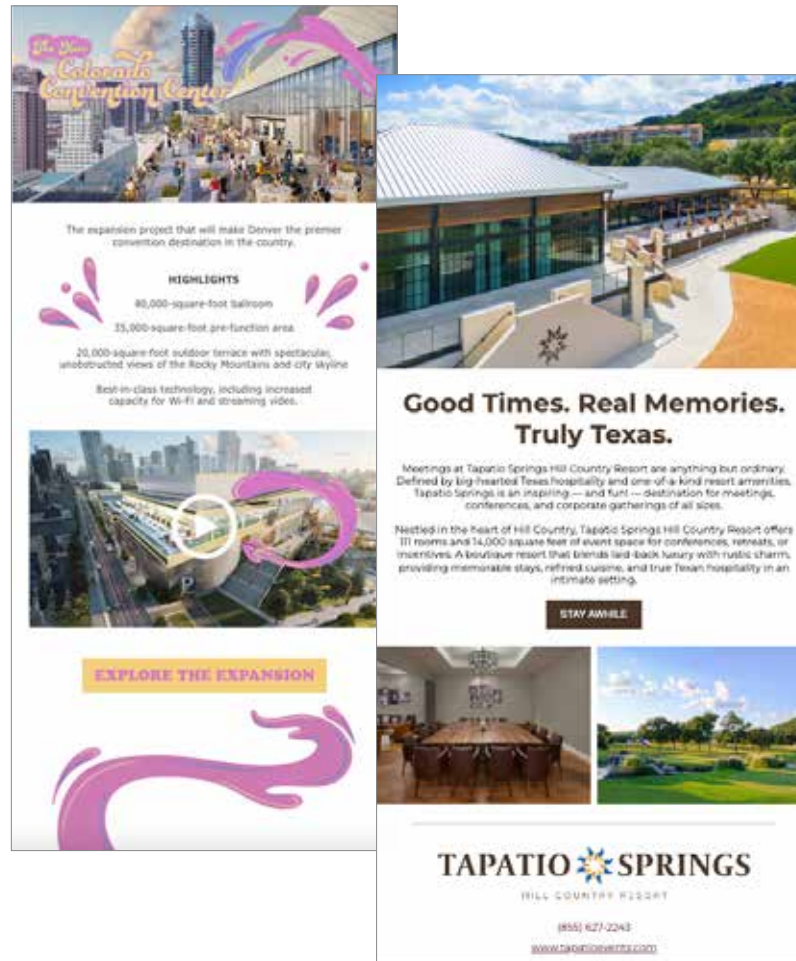
- .html\* or
- a completed image (at least 600 px wide) or
- we can design the e-blast for you from one of our templates (see specs below)

### • Subject line. We recommend a 60 character limit for the subject line.

\* Note if you supply .html we cannot troubleshoot coding issues. Please do not include unsubscribe information or .html which use iframes.

## TO HAVE YOUR E-BLAST BUILT BY OUR TEAM, PLEASE SEND:

- **Photos:** Up to 6 photos (at least 600px wide at 72 dpi)
- **Logo:** Supply as .JPG, .PNG, .TIF, .PDF or .EPS
- **Message:** Up to 300 words. Include a headline and a call to action
- **Contact info:** Phone, website, email, etc.
- **Links:** Provide URLs for all hyperlinks



## COST

Up to 32,499 emails: **\$703**

32,500-49,999 Emails: **\$22 CPM**

\* For any campaigns over 50,000, please contact your sales rep.

Standard Redeploy to opens/clicks (less than 25,000 sends): **\$550**

Standard Redeploy to opens/clicks (more than 25,000 sends): **refer to CPM**

*Materials are due at least two weeks prior to the publish date for email setup and proofing.*

*If materials are not submitted in time, we cannot guarantee the publish date and may need to reschedule. Send all materials to [medigital@greenspring.com](mailto:medigital@greenspring.com).*

## ADDITIONAL DIGITAL SOLUTIONS

### VIDEO RATES

Pre-Roll Video, Geotargeting: **\$19.26 CPM**

Pre-Roll Video, Geotargeting + Behavioral: **\$24.36 CPM**

Video Device ID Targeting: **\$29.46 CPM**

YouTube: **\$0.57 CPV**

YouTube Bumper Ad: **\$22.66 CPM**

OTT: **\$33.99-\$39.66 CPM** depending on screen size.

Add Behavioral + Demographic targeting to OTT, **\$5.00** Additional CPM

**SEM + SEO MONTHLY COSTS: VARY**

# Content Marketing & Custom Publishing

Agencies specialize in copywriting. Public relations firms create generic news or press releases aimed at the masses. Our team of award-winning journalists tells stories that incite action and emotion, creating meaningful and lasting relationships between our clients and their intended audiences. Whether the medium of choice is print, digital, or video, we've amassed the greatest breadth of clients who, like us, believe that content matters.



## VISITORS GUIDES

As the foremost authority of travel throughout our great state, countless DMOs turn to us to create their official visitors guides. From editorial development through layout, printing, and distribution, we handle it all.



## MEMBER & ASSOCIATION PUBLICATIONS

Regular member communication vehicles turn into award-winning magazines when partnering with us, and finance-laden annual reports are transformed into stunning, content-rich magazines in print and digital formats.



## ENEWSLETTERS & DIGITAL CONTENT

Exceptional content takes many forms for our clients. In addition to handling all of the content creation for their digital channels, we offer a complete suite of web and e-newsletter template design and development services.



## CVB & GROUP TOUR PLANNERS

Several of our Group Tour and Meeting + Events clients capitalize on our editorial expertise and market prowess by partnering with us to produce their annual planning guides. We become extensions of their teams, producing highly targeted content, while handling sales and using our print/paper clout to command amazing costs and distribution options.



## B2B MARKETS

With a portfolio of innovative ideas that work, we produce an array of regional and niche publications, digital solutions and custom publications for the meetings, events, and group tour industries, dedicated to connecting decisionmakers within the meetings and tour industry worldwide.



# About Greenspring Media

**FOUNDED IN 1967, GREENSPRING MEDIA IS THE OLDEST CITY REGIONAL PUBLISHING COMPANY IN MINNESOTA.**

Built on the *Minnesota Monthly* foundation, the company has grown exponentially over the past five decades to include the award-winning *Midwest Home* magazine, as well as, the nationally and internationally distributed *Group Tour* magazine and Meetings + Events magazines. Greenspring Media also produces market-leading events that bring national and local clients face-to-face with their customers along with a full suite of digital, face-to-face, and custom publishing and content marketing products and services.

In 2013, Greenspring Media was purchased by Detroit-based Hour Media, the country's preeminent publisher of city regional magazines. Consequently, Greenspring's quality, pricing, and command of customer service is unsurpassed with our printing partners, enabling us to stay ultra-competitive when others in our industry are constantly raising rates. We print almost 18 million magazines annually, more than 130 titles, and more than 30,000 pages for nine distinct business units.

In addition to the hyper-local expertise our business partners gain from working with us, Greenspring Media is uniquely positioned to offer a vast network of sister publications and digital properties also owned by our privately held parent company.

LET US GET TO WORK. FOR YOU.



# Contact Information



## CALIFORNIA MEETINGS + EVENTS

meetingsmags.com/california

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## COLORADO MEETINGS + EVENTS

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### Jennifer Max

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## ILLINOIS MEETINGS + EVENTS

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## MINNESOTA MEETINGS + EVENTS

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214-789-7716 / rmiller@greenspring.com



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# California Editorial Calendar



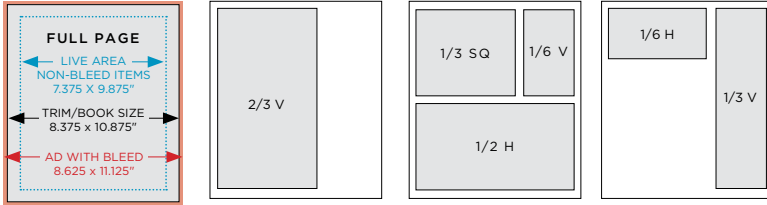
**NATIONAL INCENTIVE**  
 Book a 2x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

ISSUE	EDITORIAL*	SPECIAL ADVERTISING SECTION	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILES
<b>SPRING/ SUMMER 2025</b>	<ul style="list-style-type: none"> <li>» Regional Feature // Spa Hotels &amp; Resorts</li> <li>» National Feature // Planning with Purpose (Planning Philanthropic Events)</li> <li>» Destination // San Francisco</li> <li>» Meet + Eat // Food and Drink Classes for Team Building</li> <li>» National Trend Report // The ABCs of Event Contract Negotiation</li> </ul>		MAR <b>10</b> 2025	MAR <b>10</b> 2025	MAR <b>17</b> 2025	MAR <b>20</b> 2025	APR <b>22</b> 2025
<b>FALL/ WINTER 2025-26</b>	<ul style="list-style-type: none"> <li>» Regional Feature // Planning Golden State Team-Building Activities</li> <li>» National Feature // That's Entertainment!</li> <li>» Destination // Lake Tahoe</li> <li>» Meet + Eat // Top New California Restaurants for Groups</li> <li>» National Trend Report // How Does Your Meeting Planner Salary Stack Up?</li> </ul>	» CVB Showcase	AUG <b>15</b> 2025	AUG <b>15</b> 2025	AUG <b>22</b> 2025	AUG <b>27</b> 2025	SEPT <b>30</b> 2025

\*Editorial content subject to change

# Print Specifications

Display ad print specifications are the same across **ALL** Meetings + Events titles.



## AD SIZES

	WIDTH	HEIGHT
TRIM/BOOK SIZE	8.375"	10.875"
FULL-PAGE BLEED	8.625"	11.125"
2/3 PAGE	4.625"	10"
1/2 PAGE HORIZONTAL	7"	4.875"
1/3 PAGE SQUARE	4.625"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
2-PAGE SPREAD BLEED	17"	11.125"

(Supply as a single PDF. Note nonbleed images and text must be kept .5" in from the center spine.)

	1X	2X
FULL PAGE	\$5,245	\$4,925
2/3 PAGE	\$4,350	\$4,085
1/2 PAGE	\$3,255	\$3,065
1/3 PAGE	\$2,185	\$2,050
1/6 PAGE	\$1,280	\$1,208

## FILE REQUIREMENTS

**PREFERRED FILE FORMAT: PDF/X-1A** Do not flatten your PDF. Any web addresses in your ad will not link in the digital edition if the ad is flattened.

### IMAGE RESOLUTION/COLOR

Images must have a resolution of 300 DPI placed at 100%. All Pantone and RGB colors must be converted to CMYK. Any ads with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.

### FULL-PAGE REQUIREMENTS

**LIVE AREA:** Keep nonbleed images and text .5" in from the **trim size** to guarantee those elements will not be trimmed off.

**BLEED:** Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

**EXPORT SETTINGS:** Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

*We strive for the highest quality, as does our printer. However, due to variable conditions in the four-color printing process, perfect reproduction cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.*

## PREMIUM PLACEMENT

INSIDE FRONT	\$7,075	\$6,000
OPPOSITE TOC	\$6,290	\$5,605
INSIDE BACK	\$7,075	\$6,000
BACK COVER	\$7,130	\$6,070

## SPREADS

TWO PAGES	\$9,180	\$8,620
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**SPECIALTY PRODUCTS:** Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.

# Colorado Editorial Calendar



**NATIONAL INCENTIVE**  
 Book a 4x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

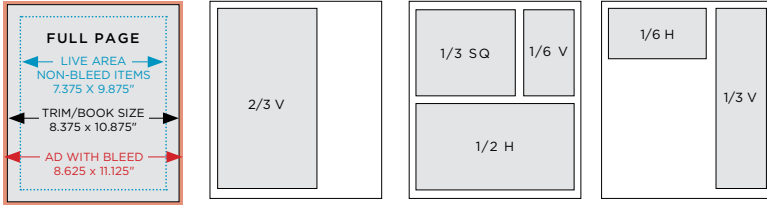
ISSUE	EDITORIAL*	SPECIAL ADVERTISING SECTION	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILS
<b>SPRING 2025</b>	<ul style="list-style-type: none"> <li>» Regional Feature // Meet in Nature</li> <li>» National Feature // Planning with Purpose (Planning Philanthropic Events)</li> <li>» Destination // Summit County</li> <li>» Meet + Eat // Congregate in Colorado Wine Country</li> <li>» National Trend Report // The ABCs of Event Contract Negotiation</li> </ul>		JAN <b>06</b> 2025	JAN <b>06</b> 2025	JAN <b>13</b> 2025	JAN <b>16</b> 2025	FEB <b>18</b> 2025
<b>SUMMER 2025</b>	<ul style="list-style-type: none"> <li>» Regional Feature // Game On (Casinos and Other Places to Play)</li> <li>» National Feature // That's Entertainment!</li> <li>» Destination // Southwest Colorado</li> <li>» Meet + Eat // Western BBQs and Picnics</li> <li>» National Trend Report // Cashing in on Authentic Experiences</li> </ul>		MAR <b>31</b> 2025	MAR <b>31</b> 2025	APR <b>07</b> 2025	APR <b>10</b> 2025	MAY <b>13</b> 2025
<b>FALL 2025</b>	<ul style="list-style-type: none"> <li>» Regional Feature // Unconventional Gathering Spots</li> <li>» National Feature // The Next Gen of Meeting Planners</li> <li>» Event Profile // The Holiday Party Reimagined</li> <li>» Venue Report // Meetings With History</li> <li>» National Trend Report // How Does Your Meeting Planner Salary Stack Up?</li> </ul>	» CVB Showcase	JUN <b>27</b> 2025	JUN <b>27</b> 2025	JUL <b>07</b> 2025	JUL <b>10</b> 2025	AUG <b>12</b> 2025
<b>WINTER 2026</b>	<ul style="list-style-type: none"> <li>» Regional Feature // Planning Rocky Mountain Team-Building Activities</li> <li>» National Feature // The Evolution of Event Tech</li> <li>» Venue Report // Front Range Museums</li> <li>» Destination // Grand County</li> <li>» National Trend Report // Doing Good: Event Volunteering</li> </ul>		SEP <b>29</b> 2025	SEP <b>29</b> 2025	OCT <b>06</b> 2025	OCT <b>09</b> 2025	NOV <b>11</b> 2025

\*Editorial content subject to change



# Print Specifications

Display ad print specifications are the same across **ALL** Meetings + Events titles.



## AD SIZES

	WIDTH	HEIGHT
TRIM/BOOK SIZE	8.375"	10.875"
FULL-PAGE BLEED	8.625"	11.125"
2/3 PAGE	4.625"	10"
1/2 PAGE HORIZONTAL	7"	4.875"
1/3 PAGE SQUARE	4.625"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
2-PAGE SPREAD BLEED	17"	11.125"

(Supply as a single PDF. Note nonbleed images and text must be kept .5" in from the center spine.)

## FILE REQUIREMENTS

**PREFERRED FILE FORMAT: PDF/X-1A** Do not flatten your PDF. Any web addresses in your ad will not link in the digital edition if the ad is flattened.

### IMAGE RESOLUTION/COLOR

Images must have a resolution of 300 DPI placed at 100%. All Pantone and RGB colors must be converted to CMYK. Any ads with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.

### FULL-PAGE REQUIREMENTS

**LIVE AREA:** Keep nonbleed images and text .5" in from the **trim size** to guarantee those elements will not be trimmed off.

**BLEED:** Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

**EXPORT SETTINGS:** Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

*We strive for the highest quality, as does our printer. However, due to variable conditions in the four-color printing process, perfect reproduction cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.*

	1X	2X	3X	4X
FULL PAGE	\$5,245	\$4,925	\$4,575	\$4,210
2/3 PAGE	\$4,350	\$4,085	\$3,800	\$3,495
1/2 PAGE	\$3,255	\$3,065	\$2,845	\$2,625
1/3 PAGE	\$2,185	\$2,050	\$1,910	\$1,755
1/6 PAGE	\$1,280	\$1,208	\$1,125	\$1,030

## PREMIUM PLACEMENT

INSIDE FRONT	\$7,075	\$6,000	\$5,410	\$4,925
OPPOSITE TOC	\$6,290	\$5,605	\$5,050	\$4,340
INSIDE BACK	\$7,075	\$6,000	\$5,410	\$4,925
BACK COVER	\$7,130	\$6,070	\$5,465	\$4,925

## SPREADS

TWO PAGES	\$9,180	\$8,620	\$8,020	\$7,380
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**SPECIALTY PRODUCTS:** Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.

# Illinois Editorial Calendar



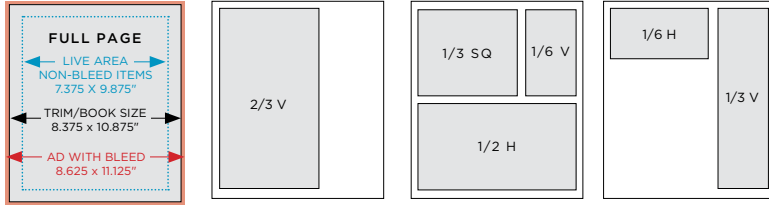
**NATIONAL INCENTIVE**  
 Book a 2x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

ISSUE	EDITORIAL*	SPECIAL ADVERTISING SECTION	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILS
<b>SPRING/ SUMMER 2025</b>	<ul style="list-style-type: none"> <li>» Regional Feature // Waterfront Venues</li> <li>» National Feature // Planning with Purpose (Planning Philanthropic Events)</li> <li>» Meet + Eat // Illinois' Top Resort Chefs</li> <li>» Destination // Schaumburg</li> <li>» National Trend Report // The ABCs of Event Contract Negotiation</li> </ul>		MAR <b>24</b> 2025	MAR <b>24</b> 2025	MAR <b>31</b> 2025	APR <b>03</b> 2025	MAY <b>06</b> 2025
<b>FALL/ WINTER 2025-26</b>	<ul style="list-style-type: none"> <li>» Regional Feature // Venues That Wow</li> <li>» National Feature // That's Entertainment!</li> <li>» Meet + Eat // Food and Drink Classes for Team Building</li> <li>» Destination // Chicago</li> <li>» National Trend Report // How Does Your Meeting Planner Salary Stack Up?</li> </ul>	<ul style="list-style-type: none"> <li>» CVB Showcase</li> </ul>	SEP <b>15</b> 2025	SEP <b>15</b> 2025	SEP <b>22</b> 2025	SEP <b>25</b> 2025	OCT <b>28</b> 2025

\*Editorial content subject to change

# Print Specifications

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## AD SIZES

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1/3 PAGE SQUARE	4.625"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
2-PAGE SPREAD BLEED	17"	11.125"

(Supply as a single PDF. Note nonbleed images and text must be kept .5" in from the center spine.)

## FILE REQUIREMENTS

**PREFERRED FILE FORMAT: PDF/X-1A** Do not flatten your PDF. Any web addresses in your ad will not link in the digital edition if the ad is flattened.

### IMAGE RESOLUTION/COLOR

Images must have a resolution of 300 DPI placed at 100%. All Pantone and RGB colors must be converted to CMYK. Any ads with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.

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**BLEED:** Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

**EXPORT SETTINGS:** Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

*We strive for the highest quality, as does our printer. However, due to variable conditions in the four-color printing process, perfect reproduction cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.*

	1X	2X
FULL PAGE	\$5,245	\$4,925
2/3 PAGE	\$4,350	\$4,085
1/2 PAGE	\$3,255	\$3,065
1/3 PAGE	\$2,185	\$2,050
1/6 PAGE	\$1,280	\$1,208

## PREMIUM PLACEMENT

INSIDE FRONT	\$7,075	\$6,000
OPPOSITE TOC	\$6,290	\$5,605
INSIDE BACK	\$7,075	\$6,000
BACK COVER	\$7,130	\$6,070

## SPREADS

TWO PAGES	\$9,180	\$8,620
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**SPECIALTY PRODUCTS:** Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.



# Michigan Editorial Calendar



## NATIONAL INCENTIVE

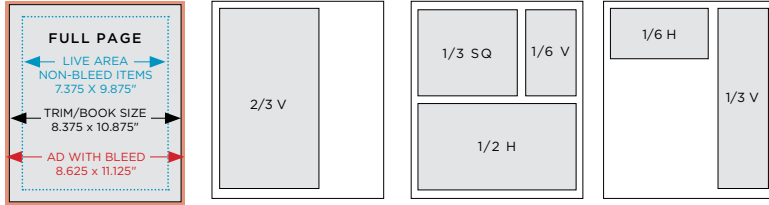
Book a 4x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

ISSUE	EDITORIAL*	SPECIAL ADVERTISING SECTION	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILS
<b>SPRING</b> 2025	<ul style="list-style-type: none"> <li>» Regional Feature // Wager on Casino Resorts</li> <li>» National Feature // Planning with Purpose (Planning Philanthropic Events)</li> <li>» Destination // Muskegon</li> <li>» Meet + Eat // Food on the Farm</li> <li>» National Trend Report // The ABCs of Event Contract Negotiation</li> <li>» CVB Spotlight // St. Ignace</li> </ul>	» Casinos & Gaming	JAN <b>20</b> 2025	JAN <b>20</b> 2025	JAN <b>27</b> 2025	JAN <b>30</b> 2025	MAR <b>04</b> 2025
<b>SUMMER</b> 2025	<ul style="list-style-type: none"> <li>» Regional Feature // Get a Deal in the 'Burbs</li> <li>» National Feature // That's Entertainment!</li> <li>» Venue Report // Meetings With History</li> <li>» Destination // Flint</li> <li>» National Trend Report // Cashing in on Authentic Experiences</li> <li>» CVB Spotlight // South Haven</li> </ul>		APR <b>21</b> 2025	APR <b>21</b> 2025	APR <b>28</b> 2025	MAY <b>01</b> 2025	JUN <b>04</b> 2025
<b>FALL</b> 2025	<ul style="list-style-type: none"> <li>» Regional Feature // Planning Michigan Team-Building Activities</li> <li>» National Feature // The Next Gen of Meeting Planners</li> <li>» Destination // Petoskey</li> <li>» Meet + Eat // Top New Michigan Restaurants for Groups</li> <li>» National Trend Report // How Does Your Meeting Planner Salary Stack Up?</li> <li>» CVB Spotlight // Jackson</li> </ul>		JUL <b>21</b> 2025	JUL <b>21</b> 2025	JUL <b>28</b> 2025	JUL <b>31</b> 2025	SEP <b>03</b> 2025
<b>WINTER</b> 2026	<ul style="list-style-type: none"> <li>» Regional Feature // Spa Resorts &amp; Hotels</li> <li>» National Feature // The Evolution of Event Tech</li> <li>» Destination // Sault Ste. Marie</li> <li>» Meet + Eat // Farm-to-Table Group Dining</li> <li>» Trend Report // Doing Good: Event Volunteering</li> <li>» CVB Spotlight // Manistee</li> </ul>		OCT <b>13</b> 2025	OCT <b>13</b> 2025	OCT <b>20</b> 2025	OCT <b>23</b> 2025	NOV <b>25</b> 2025

\*Editorial content subject to change

# Print Specifications

Display ad print specifications are the same across **ALL** Meetings + Events titles.



## AD SIZES

	WIDTH	HEIGHT
TRIM/BOOK SIZE	8.375"	10.875"
FULL-PAGE BLEED	8.625"	11.125"
2/3 PAGE	4.625"	10"
1/2 PAGE HORIZONTAL	7"	4.875"
1/3 PAGE SQUARE	4.625"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
2-PAGE SPREAD BLEED	17"	11.125"

(Supply as a single PDF. Note nonbleed images and text must be kept .5" in from the center spine.)

## FILE REQUIREMENTS

**PREFERRED FILE FORMAT: PDF/X-1A** Do not flatten your PDF. Any web addresses in your ad will not link in the digital edition if the ad is flattened.

### IMAGE RESOLUTION/COLOR

Images must have a resolution of 300 DPI placed at 100%. All Pantone and RGB colors must be converted to CMYK. Any ads with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.

### FULL-PAGE REQUIREMENTS

**LIVE AREA:** Keep nonbleed images and text .5" in from the **trim size** to guarantee those elements will not be trimmed off.

**BLEED:** Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

**EXPORT SETTINGS:** Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

*We strive for the highest quality, as does our printer. However, due to variable conditions in the four-color printing process, perfect reproduction cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.*

	1X	2X	3X	4X
FULL PAGE	\$5,245	\$4,925	\$4,575	\$4,210
2/3 PAGE	\$4,350	\$4,085	\$3,800	\$3,495
1/2 PAGE	\$3,255	\$3,065	\$2,845	\$2,625
1/3 PAGE	\$2,185	\$2,050	\$1,910	\$1,755
1/6 PAGE	\$1,280	\$1,208	\$1,125	\$1,030

## PREMIUM PLACEMENT

INSIDE FRONT	\$7,075	\$6,000	\$5,410	\$4,925
OPPOSITE TOC	\$6,290	\$5,605	\$5,050	\$4,340
INSIDE BACK	\$7,075	\$6,000	\$5,410	\$4,925
BACK COVER	\$7,130	\$6,070	\$5,465	\$4,925

## SPREADS

TWO PAGES	\$9,180	\$8,620	\$8,020	\$7,380
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**SPECIALTY PRODUCTS:** Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.

# Minnesota Editorial Calendar



**NATIONAL INCENTIVE**

Book a 2x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

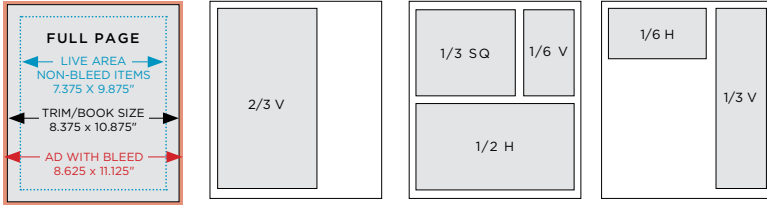
ISSUE	EDITORIAL*	SPECIAL ADVERTISING SECTION	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILS
<b>SPRING/ SUMMER 2025</b>	<ul style="list-style-type: none"> <li>» Regional Feature // Unconventional Gathering Spots</li> <li>» National Feature // Planning with Purpose (Planning Philanthropic Events)</li> <li>» Destination // Minneapolis</li> <li>» Meet + Eat // Top New Minnesota Restaurants for Groups</li> <li>» National Trend Report // The ABCs of Event Contract Negotiation</li> </ul>		MAR <b>17</b> 2025	MAR <b>17</b> 2025	MAR <b>24</b> 2025	MAR <b>27</b> 2025	APR <b>29</b> 2025
<b>FALL/ WINTER 2026</b>	<ul style="list-style-type: none"> <li>» Regional Feature // Wager on Casino Resorts</li> <li>» National Feature // Dazzling Marketing to Boost Attendance</li> <li>» Venue Report // Hip and Happening Venues</li> <li>» Destination // Duluth</li> <li>» National Trend Report // Cashing in on Authentic Experiences</li> </ul>	<ul style="list-style-type: none"> <li>» CVB Showcase</li> </ul>	AUG <b>29</b> 2025	AUG <b>29</b> 2025	SEPT <b>8</b> 2025	SEPT <b>11</b> 2025	OCT <b>14</b> 2025

\*Editorial content subject to change



# Print Specifications

Display ad print specifications are the same across **ALL** Meetings + Events titles.



## AD SIZES

	WIDTH	HEIGHT
TRIM/BOOK SIZE	8.375"	10.875"
FULL-PAGE BLEED	8.625"	11.125"
2/3 PAGE	4.625"	10"
1/2 PAGE HORIZONTAL	7"	4.875"
1/3 PAGE SQUARE	4.625"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
2-PAGE SPREAD BLEED	17"	11.125"

(Supply as a single PDF. Note nonbleed images and text must be kept .5" in from the center spine.)

	1X	2X
FULL PAGE	\$5,245	\$4,925
2/3 PAGE	\$4,350	\$4,085
1/2 PAGE	\$3,255	\$3,065
1/3 PAGE	\$2,185	\$2,050
1/6 PAGE	\$1,280	\$1,208

## FILE REQUIREMENTS

**PREFERRED FILE FORMAT: PDF/X-1A** Do not flatten your PDF. Any web addresses in your ad will not link in the digital edition if the ad is flattened.

### IMAGE RESOLUTION/COLOR

Images must have a resolution of 300 DPI placed at 100%. All Pantone and RGB colors must be converted to CMYK. Any ads with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.

### FULL-PAGE REQUIREMENTS

**LIVE AREA:** Keep nonbleed images and text .5" in from the **trim size** to guarantee those elements will not be trimmed off.

**BLEED:** Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

**EXPORT SETTINGS:** Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

*We strive for the highest quality, as does our printer. However, due to variable conditions in the four-color printing process, perfect reproduction cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.*

## PREMIUM PLACEMENT

INSIDE FRONT	\$7,075	\$6,000
OPPOSITE TOC	\$6,290	\$5,605
INSIDE BACK	\$7,075	\$6,000
BACK COVER	\$7,130	\$6,070

## SPREADS

TWO PAGES	\$9,180	\$8,620
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**SPECIALTY PRODUCTS:** Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.

# Northeast Editorial Calendar



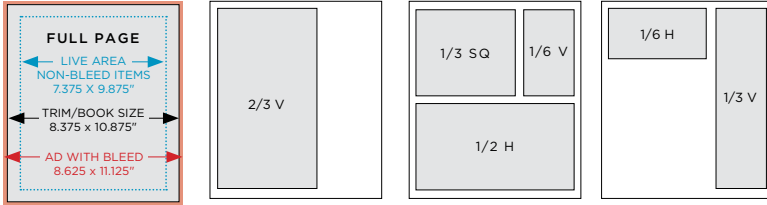
**NATIONAL INCENTIVE**  
 Book a 2x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

ISSUE	EDITORIAL*	SPECIAL ADVERTISING SECTION	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILS
<b>SPRING/ SUMMER 2025</b>	<ul style="list-style-type: none"> <li>» Regional Feature // Game On (Casinos and Other Places to Play)</li> <li>» National Feature // Planning with Purpose (Planning Philanthropic Events)</li> <li>» Venue Report // Shipboard Soirees</li> <li>» Destination // Long Island, New York</li> <li>» National Trend Report // The ABCs of Event Contract Negotiation</li> </ul>	» Guide to Attractions	MAY <b>02</b> 2025	MAY <b>02</b> 2025	MAY <b>09</b> 2025	MAY <b>14</b> 2025	JUN <b>17</b> 2025
<b>FALL/ WINTER 2025-26</b>	<ul style="list-style-type: none"> <li>» Regional Feature // Planning Northeast Team-Building Activities</li> <li>» National Feature // That's Entertainment!</li> <li>» Destination // Burlington, Vermont</li> <li>» Venue Report // Meet Like a Star</li> <li>» National Trend Report // How Does Your Meeting Planner Salary Stack Up?</li> </ul>	» CVB Showcase	OCT <b>20</b> 2025	OCT <b>20</b> 2025	OCT <b>27</b> 2025	OCT <b>30</b> 2025	DEC <b>04</b> 2025

\*Editorial content subject to change

# Print Specifications

Display ad print specifications are the same across **ALL** Meetings + Events titles.



## AD SIZES

	WIDTH	HEIGHT
TRIM/BOOK SIZE	8.375"	10.875"
FULL-PAGE BLEED	8.625"	11.125"
2/3 PAGE	4.625"	10"
1/2 PAGE HORIZONTAL	7"	4.875"
1/3 PAGE SQUARE	4.625"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
2-PAGE SPREAD BLEED	17"	11.125"

*(Supply as a single PDF. Note nonbleed images and text must be kept .5" in from the center spine.)*

	1X	2X
FULL PAGE	\$6,555	\$6,155
2/3 PAGE	\$5,435	\$5,105
1/2 PAGE	\$4,070	\$3,830
1/3 PAGE	\$2,730	\$2,565
1/6 PAGE	\$1,600	\$1,510

## FILE REQUIREMENTS

**PREFERRED FILE FORMAT: PDF/X-1A** Do not flatten your PDF. Any web addresses in your ad will not link in the digital edition if the ad is flattened.

### IMAGE RESOLUTION/COLOR

Images must have a resolution of 300 DPI placed at 100%. All Pantone and RGB colors must be converted to CMYK. Any ads with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.

### FULL-PAGE REQUIREMENTS

**LIVE AREA:** Keep nonbleed images and text .5" in from the **trim size** to guarantee those elements will not be trimmed off.

**BLEED:** Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

**EXPORT SETTINGS:** Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

*We strive for the highest quality, as does our printer. However, due to variable conditions in the four-color printing process, perfect reproduction cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.*

## PREMIUM PLACEMENT

INSIDE FRONT	\$8,845	\$7,500
OPPOSITE TOC	\$7,865	\$7,005
INSIDE BACK	\$8,845	\$7,500
BACK COVER	\$8,915	\$7,590

## SPREADS

TWO PAGES	\$11,475	\$10,775
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**SPECIALTY PRODUCTS:** Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.



# Northwest Editorial Calendar



**NATIONAL INCENTIVE**

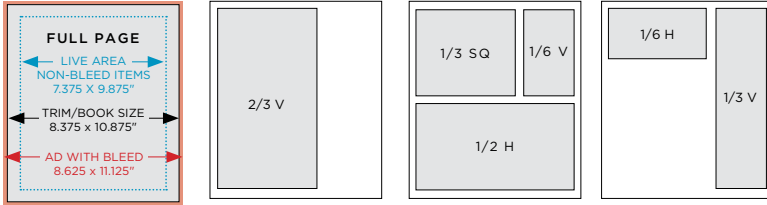
Book a 2x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

ISSUE	EDITORIAL*	SPECIAL ADVERTISING SECTION	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILS
<b>SPRING/ SUMMER 2025</b>	<ul style="list-style-type: none"> <li>» Regional Feature // Game On (Casinos and Other Places to Play)</li> <li>» National Feature // Planning with Purpose (Planning Philanthropic Events)</li> <li>» Destination // Tacoma, Washington</li> <li>» Meet + Eat // Food and Drink Classes for Team Building</li> <li>» National Trend Report // The ABCs of Event Contract Negotiation</li> </ul>	» Ultimate Resorts Guide	APR <b>07</b> 2025	APR <b>07</b> 2025	APR <b>14</b> 2025	APR <b>17</b> 2025	MAY <b>20</b> 2025
<b>FALL/ WINTER 2025-26</b>	<ul style="list-style-type: none"> <li>» Regional Feature // One-Stop Shops</li> <li>» National Feature // That's Entertainment!</li> <li>» Destination // Victoria, British Columbia</li> <li>» Venue Report // Gather at Convention Centers</li> <li>» National Trend Report // How Does Your Meeting Planner Salary Stack Up?</li> </ul>	» CVB Showcase	SEPT <b>22</b> 2025	SEPT <b>22</b> 2025	SEPT <b>29</b> 2025	OCT <b>02</b> 2025	NOV <b>04</b> 2025

\*Editorial content subject to change

# Print Specifications

Display ad print specifications are the same across **ALL** Meetings + Events titles.



## AD SIZES

	WIDTH	HEIGHT
TRIM/BOOK SIZE	8.375"	10.875"
FULL-PAGE BLEED	8.625"	11.125"
2/3 PAGE	4.625"	10"
1/2 PAGE HORIZONTAL	7"	4.875"
1/3 PAGE SQUARE	4.625"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
2-PAGE SPREAD BLEED	17"	11.125"

(Supply as a single PDF. Note nonbleed images and text must be kept .5" in from the center spine.)

	1X	2X
FULL PAGE	\$6,555	\$6,155
2/3 PAGE	\$5,435	\$5,105
1/2 PAGE	\$4,070	\$3,830
1/3 PAGE	\$2,730	\$2,565
1/6 PAGE	\$1,600	\$1,510

## FILE REQUIREMENTS

**PREFERRED FILE FORMAT: PDF/X-1A** Do not flatten your PDF. Any web addresses in your ad will not link in the digital edition if the ad is flattened.

### IMAGE RESOLUTION/COLOR

Images must have a resolution of 300 DPI placed at 100%. All Pantone and RGB colors must be converted to CMYK. Any ads with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.

### FULL-PAGE REQUIREMENTS

**LIVE AREA:** Keep nonbleed images and text .5" in from the **trim size** to guarantee those elements will not be trimmed off.

**BLEED:** Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

**EXPORT SETTINGS:** Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

*We strive for the highest quality, as does our printer. However, due to variable conditions in the four-color printing process, perfect reproduction cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.*

## PREMIUM PLACEMENT

INSIDE FRONT	\$8,845	\$7,500
OPPOSITE TOC	\$7,865	\$7,005
INSIDE BACK	\$8,845	\$7,500
BACK COVER	\$8,915	\$7,590

## SPREADS

TWO PAGES	\$11,475	\$10,775
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**SPECIALTY PRODUCTS:** Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.

# Southeast Editorial Calendar



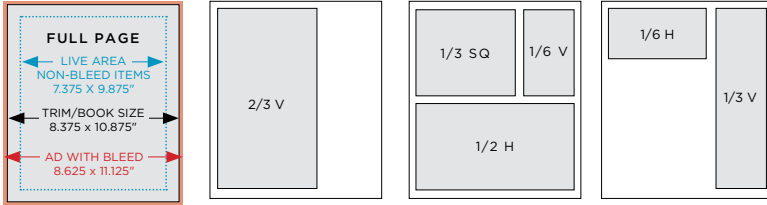
**NATIONAL INCENTIVE**  
 Book a 2x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

ISSUE	EDITORIAL*	SPECIAL ADVERTISING SECTION	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILS
<b>SPRING/ SUMMER 2025</b>	<ul style="list-style-type: none"> <li>» Regional Feature // The Great Outdoors</li> <li>» National Feature // Planning with Purpose (Planning Philanthropic Events)</li> <li>» Destination // Myrtle Beach, South Carolina</li> <li>» Venue Report // Meet Like a Star</li> <li>» National Trend Report // The ABCs of Event Contract Negotiation</li> </ul>	» Conference & Convention Centers	MAY <b>02</b> 2025	MAY <b>02</b> 2025	MAY <b>09</b> 2025	MAY <b>14</b> 2025	JUN <b>17</b> 2025
<b>FALL/ WINTER 2025-26</b>	<ul style="list-style-type: none"> <li>» Regional Feature // Unconventional Gathering Spots</li> <li>» National Feature // That's Entertainment!</li> <li>» Destination // Nashville, Tennessee</li> <li>» Venue Report // Gather at Convention Centers</li> <li>» National Trend Report // How Does Your Meeting Planner Salary Stack Up?</li> </ul>	» CVB Showcase	OCT <b>30</b> 2025	OCT <b>30</b> 2025	NOV <b>06</b> 2025	NOV <b>11</b> 2025	DEC <b>16</b> 2025

\*Editorial content subject to change

# Print Specifications

Display ad print specifications are the same across **ALL** Meetings + Events titles.



## AD SIZES

	WIDTH	HEIGHT
TRIM/BOOK SIZE	8.375"	10.875"
FULL-PAGE BLEED	8.625"	11.125"
2/3 PAGE	4.625"	10"
1/2 PAGE HORIZONTAL	7"	4.875"
1/3 PAGE SQUARE	4.625"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
2-PAGE SPREAD BLEED	17"	11.125"

(Supply as a single PDF. Note nonbleed images and text must be kept .5" in from the center spine.)

	1X	2X
FULL PAGE	\$6,555	\$6,155
2/3 PAGE	\$5,435	\$5,105
1/2 PAGE	\$4,070	\$3,830
1/3 PAGE	\$2,730	\$2,565
1/6 PAGE	\$1,600	\$1,510

## FILE REQUIREMENTS

**PREFERRED FILE FORMAT: PDF/X-1A** Do not flatten your PDF. Any web addresses in your ad will not link in the digital edition if the ad is flattened.

### IMAGE RESOLUTION/COLOR

Images must have a resolution of 300 DPI placed at 100%. All Pantone and RGB colors must be converted to CMYK. Any ads with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.

### FULL-PAGE REQUIREMENTS

**LIVE AREA:** Keep nonbleed images and text .5" in from the **trim size** to guarantee those elements will not be trimmed off.

**BLEED:** Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

**EXPORT SETTINGS:** Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

*We strive for the highest quality, as does our printer. However, due to variable conditions in the four-color printing process, perfect reproduction cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.*

## PREMIUM PLACEMENT

INSIDE FRONT	\$8,845	\$7,500
OPPOSITE TOC	\$7,865	\$7,005
INSIDE BACK	\$8,845	\$7,500
BACK COVER	\$8,915	\$7,590

## SPREADS

TWO PAGES	\$11,475	\$10,775
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**SPECIALTY PRODUCTS:** Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.





**NATIONAL INCENTIVE**

Book a 4x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

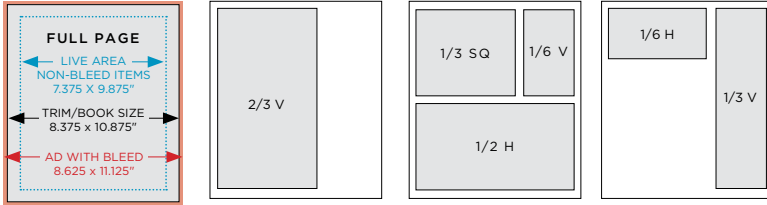
# Texas Editorial Calendar

ISSUE	EDITORIAL*	SPECIAL ADVERTISING SECTION	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILS
<b>Meet in Texas</b>	The ultimate meeting planner's guide to getting together in the Lone Star State (polybags with <i>Texas Meetings + Events</i> Spring 2025)		FEB <b>03</b> 2025	FEB <b>03</b> 2025	FEB <b>10</b> 2025	FEB <b>13</b> 2025	MAR <b>18</b> 2025
<b>SPRING 2025</b>	<ul style="list-style-type: none"> <li>» Regional Feature // Double the Fun (Texas Twin Cities)</li> <li>» National Feature // Planning with Purpose (Planning Philanthropic Events)</li> <li>» Destination // Abilene</li> <li>» Venue Report // Arboretums and Botanical Gardens</li> <li>» National Trend Report // The ABCs of Event Contract Negotiation</li> <li>» CVB Spotlight // El Paso</li> </ul>	» Conference & Convention Centers	FEB <b>17</b> 2025	FEB <b>17</b> 2025	FEB <b>24</b> 2025	FEB <b>27</b> 2025	APR <b>1</b> 2025
<b>SUMMER 2025</b>	<ul style="list-style-type: none"> <li>» Regional Feature // Where History Comes Alive</li> <li>» National Feature // That's Entertainment!</li> <li>» Destination // Austin</li> <li>» Meet + Eat // Steakhouses</li> <li>» National Trend Report // Cashing in on Authentic Experiences</li> <li>» CVB Spotlight // Galveston</li> </ul>	» Rustic Retreats	MAY <b>09</b> 2025	MAY <b>09</b> 2025	MAY <b>16</b> 2025	MAY <b>21</b> 2025	JUN <b>24</b> 2025
<b>FALL 2025</b>	<ul style="list-style-type: none"> <li>» Regional Feature // Planning Texas Team-Building Activities</li> <li>» National Feature // The Next Gen of Meeting Planners</li> <li>» Destination // Dallas-Fort Worth</li> <li>» Venue Report // Wildlife Parks and Game Hunting Venues</li> <li>» National Trend Report // How Does Your Meeting Planner Salary Stack Up?</li> <li>» CVB Spotlight // Fredericksburg</li> </ul>	» CVB Showcase	AUG <b>01</b> 2025	AUG <b>01</b> 2025	AUG <b>08</b> 2025	AUG <b>13</b> 2025	SEPT <b>16</b> 2025
<b>WINTER 2026</b>	<ul style="list-style-type: none"> <li>» Feature // Get a Deal in the 'Burbs</li> <li>» National Feature // The Evolution of Event Tech</li> <li>» Destination // San Antonio</li> <li>» Venue Report // Lakeside Bleisure</li> <li>» Trend Report // Doing Good: Event Volunteering</li> <li>» CVB Spotlight // Arlington</li> </ul>	» Meetings by the Water	NOV <b>06</b> 2025	NOV <b>06</b> 2025	NOV <b>13</b> 2025	NOV <b>18</b> 2025	DEC <b>23</b> 2025

\*Editorial content subject to change

# Print Specifications

Display ad print specifications are the same across **ALL** Meetings + Events titles.



## AD SIZES

	WIDTH	HEIGHT
TRIM/BOOK SIZE	8.375"	10.875"
FULL-PAGE BLEED	8.625"	11.125"
2/3 PAGE	4.625"	10"
1/2 PAGE HORIZONTAL	7"	4.875"
1/3 PAGE SQUARE	4.625"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
2-PAGE SPREAD BLEED	17"	11.125"

*(Supply as a single PDF. Note nonbleed images and text must be kept .5" in from the center spine.)*

## FILE REQUIREMENTS

**PREFERRED FILE FORMAT: PDF/X-1A** Do not flatten your PDF. Any web addresses in your ad will not link in the digital edition if the ad is flattened.

### IMAGE RESOLUTION/COLOR

Images must have a resolution of 300 DPI placed at 100%. All Pantone and RGB colors must be converted to CMYK. Any ads with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.

### FULL-PAGE REQUIREMENTS

**LIVE AREA:** Keep nonbleed images and text .5" in from the **trim size** to guarantee those elements will not be trimmed off.

**BLEED:** Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

**EXPORT SETTINGS:** Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

*We strive for the highest quality, as does our printer. However, due to variable conditions in the four-color printing process, perfect reproduction cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.*



	1X	2X	3X	4X
FULL PAGE	\$5,245	\$4,925	\$4,575	\$4,210
2/3 PAGE	\$4,350	\$4,085	\$3,800	\$3,495
1/2 PAGE	\$3,255	\$3,065	\$2,845	\$2,625
1/3 PAGE	\$2,185	\$2,050	\$1,910	\$1,755
1/6 PAGE	\$1,280	\$1,208	\$1,125	\$1,030

## PREMIUM PLACEMENT

INSIDE FRONT	\$7,075	\$6,000	\$5,410	\$4,925
OPPOSITE TOC	\$6,290	\$5,605	\$5,050	\$4,340
INSIDE BACK	\$7,075	\$6,000	\$5,410	\$4,925
BACK COVER	\$7,130	\$6,070	\$5,465	\$4,925

## SPREADS

TWO PAGES	\$9,180	\$8,620	\$8,020	\$7,380
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**SPECIALTY PRODUCTS:** Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.