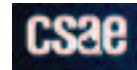


## Twice the Exposure, Twice the Quality

The **2009 Facilities & Destinations Planner Guide** (Fall 2009; comprehensive, niched regional resource directory) and the **2010 Facilities & Destinations SuperBook** (Spring 2010; featuring our annual Prime Site, Top Destination and Hotels on the Elite List Awards) will each be mailed and/or distributed to **51,000+ association and corporate meeting planners and executives** in the U.S. and Canada, including North American members of:

- AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES (ASAE)
- MEETING PROFESSIONALS INTERNATIONAL (MPI)
- INTERNATIONAL ASSOCIATION OF EXHIBITIONS AND EVENTS (IAEE)
- CANADIAN SOCIETY OF ASSOCIATION EXECUTIVES (CSAE)
- HOSPITALITY SALES AND MARKETING ASSOCIATION INTERNATIONAL (HSMIAI)
- PROFESSIONAL CONVENTION MANAGEMENT ASSOCIATION (PCMA)
- RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION (RCMA)
- NATIONAL COALITION OF BLACK MEETING PROFESSIONALS (NCBMP)



## 2009-2010 Shows

### BONUS DISTRIBUTION

- ASAE ANNUAL MEETING
- IAEE ANNUAL MEETING & EXPO! EXPO!
- HSMIAI AFFORDABLE MEETINGS NATIONAL
- HSMIAI AFFORDABLE MEETINGS MID-AMERICA
- HSMIAI AFFORDABLE MEETINGS WEST
- GWSAE/ASAE SPRINGTIME
- MPI WORLD EDUCATION CONGRESS
- IACC ANNUAL CONFERENCE
- IAAM'S INTERNATIONAL CONVENTION CENTER CONFERENCE
- DMAI ANNUAL CONVENTION

*We Deliver!*

**SHOWPAC™**

*This is what you get:*

Participate in **SHOWPAC** and reach thousands of attendees at major trade shows and conferences.

Run a full page ad in *Facilities & Destinations* and we will distribute for FREE 1,000 copies of your brochures, flyers or business cards from our booths at either ASAE, Affordable Meetings National or IAEE.

**SHOWPAC** is the most economical and efficient buy for reaching your customers and prospects. Bonus distribution will deliver even more exposure for your advertising, reaching your key prospects and customers in a "buying frame of mind."

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## SIGNATURE *Award Suite*

The **Signature Award Suite** was created to address all your event planning and marketing needs. We work to develop and cultivate business relationships on behalf of our clients, empowering you to do more meeting and event business regionally and nationally.

*This is what you get:*

### **SIGNATURE SUITE: \$5,087.00**

(full-page advertisers receive)

1. FORMATTED MATCHING ADVERTORIAL SPACE IN PRINT VERSION
2. WEBSITE ADDRESS FEATURED ON EDITOR'S CHOICE LIVE TOP SITES
3. ADVERTORIAL PDF FEATURED ON AWARD WINNER PAGE AND EDITOR'S CHOICE PORTFOLIO ON WWW.FACILITIESONLINE.COM
4. FREE **SHOWPAC** BOOTH DISTRIBUTION AT ASAE ANNUAL MEETING, HSMAI'S AFFORDABLE MEETINGS NATIONAL OR IAEE EXPO! EXPO!
5. BONUS DISTRIBUTION OF THE PRINT VERSION AT OTHER MAJOR INDUSTRY TRADESHOWS
6. AWARD PLAQUES AND CERTIFICATES
7. DISCOUNTED REPRINTS

## **PREMIER VALUE ADVERTISERS**

*This is what you get:*

### **PREMIER VALUE ADVERTISERS: \$3,458.00**

(1/2-page advertisers receive)

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2. WEBSITE ADDRESS FEATURED ON EDITOR'S CHOICE TOP SITES
3. BONUS DISTRIBUTION OF THE PRINT VERSION AT MAJOR INDUSTRY TRADESHOWS
4. DISCOUNTED REPRINTS

## **GOLD VALUE ADVERTISERS**

*This is what you get:*

### **GOLD VALUE ADVERTISERS: \$1,831.00**

(1/4-page advertisers receive)

1. WEBSITE ADDRESS FEATURED ON EDITOR'S CHOICE TOP SITES
2. BONUS DISTRIBUTION OF THE PRINT VERSION AT MAJOR INDUSTRY TRADESHOWS

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## 2009-2010 RATES

(All advertising is full-color)

	1x	2x	3x
<b>FULL PAGE</b>	<b>\$5,087</b>	<b>\$8,960</b>	<b>\$11,600</b>
<b>1/2 PAGE</b>	<b>\$3,458</b>	<b>\$6,085</b>	<b>\$7,885</b>
<b>1/4 PAGE</b>	<b>\$1,831</b>	<b>\$3,225</b>	<b>\$4,175</b>

NOTE: THERE IS A 15% SURCHARGE FOR CREATION OF ADVERTORIAL PAGES FROM SUPPLIED COPY AND PHOTOS

### EXPANDED

<b>LISTING ONLY</b>	<b>\$895</b>	<b>\$1,575</b>	<b>\$2,040</b>
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### COVERS:

<b>COVER III</b>	<b>\$6,110</b>	<b>\$10,750</b>	<b>\$13,930</b>
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<b>COVER IV</b>	<b>\$6,540</b>	<b>\$11,510</b>	<b>\$14,910</b>
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FRONT COVER GATEFOLD AVAILABLE

INSERT PROGRAM AVAILABLE

Call for Details

### ONLINE ADVERTISING

3 Months    6 Months    12 Months

<b>BANNER AD</b>	<b>\$1,795</b>	<b>\$2,895</b>	<b>\$4,995</b>
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<b>COLUMN AD</b>	<b>\$895</b>	<b>\$1,690</b>	<b>\$2,995</b>
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## PLAQUES & REPRINTS



**SIGNATURE** Award-winning, full-page advertisers receive a FREE award plaque and are eligible for discounted reprints and additional plaques.

### PRINT MECHANICAL REQUIREMENTS

Printing Process: Offset Full-Run

Binding: Perfect Bound

Trim Size: 8.125" x 10.875"

Live Area: .25" from trim

Bleed: .25" from trim on all sides with crop marks at .25"

Digital Submissions: Please provide materials on CD, DVD or via Email with accurate color proof

Formats: High resolution PDF, Tiff, Jpeg. Quark Xpress or InDesign must be collected for output with fonts provided

Email Address: design@facilitiesonline.com

## PRINT SIZES & SPECS

### FULL PAGE

**Non-bleed:** W 7.125" x H 10.127"

**Bleed:** Trim: W. 8.125" x H 10.875"

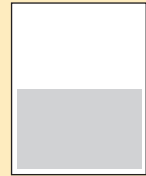
(Please allow .25" from trim to live area)

Bleed: 8.378" x H 11.127"



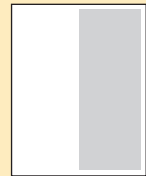
### 1/2-PAGE HORIZONTAL

W 7" x H 4.75"



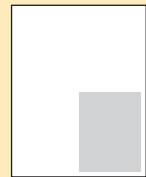
### 1/2-PAGE VERTICAL

W. 3.5" x H 10"



### 1/4 PAGE

W 3.5" x H 4.75"

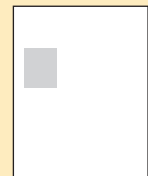


## ONLINE



### BANNER

600 x 68 pixels



### COLUMN

170 x 208 pixels

### ONLINE DIGITAL REQUIREMENTS

72 DPI, RGB Files in JPEG or Gif format

### MAILING ADDRESS

Send all orders and materials to:

**Facilities & Destinations**

Attn: Production Manager

6 East 46th Street, Suite 301, New York, NY 10017

Production Questions:

Please call Michael Caffin: (212) 532-4150 x103

or email: mcaffin@facilitiesonline.com

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**Exclusive Customized Advertorial**

**THE NORTHEAST | MASSACHUSETTS**

**MASSACHUSETTS CONVENTION CENTER AUTHORITY**

**RECORD SETTING EARLY TO START OFFERING YOU THE BEST, BUT NOT EXCEPTIONAL, CONVENTION CENTER.**

**1/4-Page Advertorial**

Size: 7.5"x10.125"  
500 – 650 words of copy\*

**THE WEST | OKLAHOMA**

**OKLAHOMA CITY CONVENTION & VISITORS BUREAU**

**OKLAHOMA CITY CONVENTION & VISITORS BUREAU**

**1/2-Page Advertorial**

Size: 3.5"x10.125"  
250 – 350 words of copy\*

**Photos:** It is recommended that 2 or 3 different photos be submitted. Please supply high resolution images (300 dpi at a pixel size close to publication size) in Tiff, EPS, JPEG or PDF formats.

Images can be sent directly to [design@facilitiesonline.com](mailto:design@facilitiesonline.com)

*\*In addition, please provide name and title of booking person, full address, phone, fax & website*

**COLORADO SPRINGS**

**COLORADO SPRINGS CONVENTION CENTER**

**1/4-Page Advertorial**

Size: 3.5"x5"  
100 – 125 words of copy\*

**1/4-Page Advertorial**  
Size: 3.5"x5"  
100 – 125 words of copy\*

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& Special Events.



**PRIME SITE  
AWARDS**  
In our 16th Year

**H.O.T.E.L.  
AWARDS**  
In our 13th Year

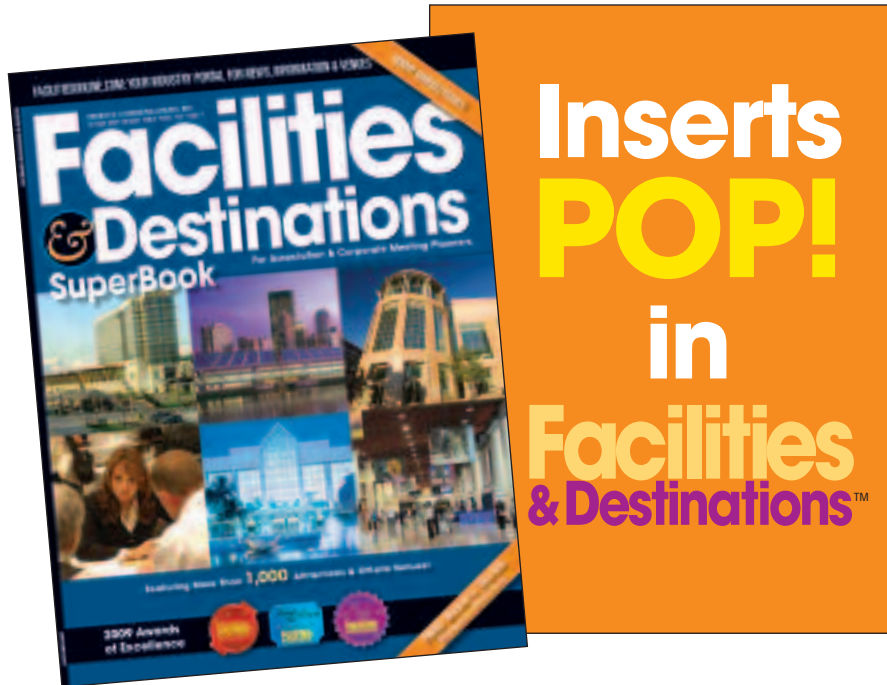


**TOP DESTINATION  
AWARDS**  
In our 15th Year

Every year we bestow  
**AWARDS OF EXCELLENCE,**  
highly anticipated recognition  
of special achievement. These awards  
are received by the top venues and  
cities in all categories, selected by our  
meeting and event planner readers.

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- ▶ **Got a new marketing piece that you would like 51,000+ association and corporate meeting planners to see?**
- ▶ **Got an older promotional piece that still has some pull to it?**

Either way, your best bet is to take part in  
***Facilities & Destinations  
insert program.***

F&D is a truly wonderful source to get your message across through an insert.

*(Prices depend on weight and specification of sample piece, which must be provided.)*

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