

WHY CONNECT?

POWERFUL PERFORMANCE. INVOLVEMENT. ACTION. BUZZ. VITALITY. RELEVANCE.

Meeting planners for associations and special affinity groups connect with our products. We cover their niche, engaging them with resources and education that fit their needs. We link them to you on the pages of our national award-winning magazine, at our Connect Marketplace events, and with our many digital and social media outlets.

TARGET AUDIENCE

- 50% Meeting Planner/ Event Coordinator, Association CEO, Director, Manager
- 29% Executive Director, President, Executive Assistant
- 11% Director of Meetings, Conferences or Conventions
- 4% VP, Associate Director, Administrator
- 3% Administrative Assistant
- 3% Other

MEETING VENUES

- Convention Centers
- Downtown Hotels
- Conference Centers/Special Facilities
- Suburban Hotels
- Resorts
- Airport Hotels
- All-Suite Hotels



Our name says it all.

We'll connect you to an active and large mix of meeting planners — decision makers who are interested in your destination for their events.

- › **National Association Meetings** — With a focus on Tier 2 and 3 association planners, we deliver a critical component in today's economy.
- › **Sports Meetings** — Do we need to say more? Sports meetings and destinations are hot, hot, hot — and we've got them covered.
- › **SMERF Meetings** — Social, military, educational, reunion and fraternal. (We cover the faith-based meetings market in depth in Rejuvenate, our related meetings publication.)

Circulation: 8,500

Readers per copy: 2

Frequency: 6x/year

Our value proposition:

- › Every time your ad is published, **you get a guaranteed number of leads.** We're determined to deliver ROI.
- › **We do the hard work for you,** tracking down the planners who need and want your services, giving you a cost-effective way to spend marketing dollars.

RATES AND DATES ►

2011 CONNECT ADVERTISING INFORMATION

Association and Specialty Group Meeting Planners

Deadlines

| 2011 ISSUE DATE | SPACE RESERVATION | MATERIALS DUE |
|-----------------|-------------------|----------------|
| JANUARY | Nov. 24, 2010 | Dec. 1, 2010 |
| MARCH | Jan. 20, 2011 | Jan. 27, 2011 |
| MAY | Mar. 22, 2011 | March 29, 2011 |
| JULY | May 20, 2011 | May 27, 2011 |
| SEPTEMBER | June 20, 2011 | June 27, 2011 |
| NOVEMBER | Sept. 16, 2011 | Sept. 23, 2011 |

Advertising materials may be delivered via e-mail to connectads@collinsonmedia.com, or they can be supplied on a Macintosh-formatted CD-ROM or DVD and sent to:

Collinson Media & Events
Attention: Production
15 Technology Parkway S.
Suite 250
Norcross, GA 30092

Sales Contact:
Ray Ezelle, VP of Sales
REzelle@CollinsonMedia.com
800-241-9461
770-582-9700
Fax: 770-582-9898

Ad Specifications

Full Page: 8.5" x 10.25"

Full Page Bleed: 9.25" x 11.25"
(Area for live matter 8.5" x 10.75")

1/2 Horizontal: 7" x 4.75"

1/3 Square: 4.604" x 4.75"

1/2 Horizontal Bleed 9.25" x 4.75"
(Area for live matter 8.5" x 4.75")

Ask about other ways to maximize your ad exposure, make the most of your ad space and differentiate you from your competitors: belly band, printed polybag, poster insert, gatefold, fold-out tab, sponsored reprint and double gate.

Page trim is 9" wide x 10.75" high. We can accept only TIFF, EPS or high-resolution PDFs as the formats for all ads submitted to the magazine. Ads created in native application files, such as QuarkXpress or InDesign, or in any word-processing programs, or provided on film cannot be accepted. All digital files must be 300 DPI and CMYK. Ads must be built to size and accompanied by a color printout or PDF. **Material within the ad specification space must not contain extraneous marks of any kind;** this includes but is not limited to crop marks and color bars.

Photos or images used in ads must be at least 300 DPI at 100 percent, and bitmapped images must be 600 DPI at 100 percent. Use only Postscript fonts. True type fonts are unacceptable. Detailed ad specifications, as well as contract terms and conditions and a list of sales representatives, are available online at CollinsonMedia.com.