

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.



2011 CONNECT EDITORIAL CALENDAR

Association and Specialty Group Meeting Planners

JANUARY

Convention Centers

State-of-the-art facilities, what's in the works and a round-up review.

Casinos, Theme Parks and Resorts

A planner's guide to making the most of these venues, which can be powerful attendance-builders.

Looking Ahead

Predictions, trends, technology and insights from innovators, movers and shakers.

Destination Reports

- West Coast
- Southwest
- Northeast

MARCH

Technology Guide

What to use and what's not worth it — with advice and tips from pros. **(Single sponsor opportunity!)**

Association Challenges

Big meetings, management meetings, executive retreats — finding the right destination for groups.

Citywides

Advice on these complicated meetings from CVBs and other providers.

Destination Reports

- Texas
- Florida
- Rocky Mountains

MAY

Sports Meetings and Destinations

Top 20 venues, plus case studies.

Golf Outings

Competitive and fun events for all levels, plus top golf resorts.

Destination Reports

- Midwest/Great Lakes
- Southeast
- Mid-Atlantic/Mid-South

JULY

Special Issue: CVB Showcase

Highlight your destination in this informative guide with a page or half page of matching edit (minimum half-page ad).

Marketplace Preview

Plan ahead with an advance peek of speakers, education and more at our popular conference.

Second-Tier Cities

A look at what these cities offer, including value, destination and special attractions.

**Note: No destination reports in this issue.*

SEPTEMBER

2011 Marketplace Program Guide

Added bonus for full-page advertisers — your meeting planner guide placed in show bags. Plus, sponsor recognition.

Sponsors and Volunteers

How to find them, use them and reward them.

Teambuilding, Spas and Activities

Keeping attendees and families involved on-site and off.

**Distributed to all attendees at Marketplace as well as all readers in our circulation. Note: No destination reports in this issue.*

NOVEMBER

Special Issue: Industry Leaders

Our annual who's who special section, featuring industry leaders who are influencing the future of meetings and destinations.

International Meetings

What to know whether you're taking an event out of the U.S. or have participants from other countries. Plus, international destinations.

125 Tips or More

Our annual round-up of useful and practical tips from CVBs, suppliers, planning pros, online posts and our own columnists.

**Note: No destination reports in this issue.*

All calendar items are subject to change.

IN EVERY ISSUE

FEATURES:

More in-depth stories on topics that concern association and SMERF planners.

THE MIX:

News, sources, trends, tips, tools and whimsy, all related to the world of meeting planning.

CASE STUDIES:

Real-world stories from planners that provide insight, examples and tips for their peers.

Q&A:

Interviews with planners and suppliers from a variety of segments, including fraternal, sports and more.

STRATEGY:

Best practices, advice, leadership, career development, budgeting, contracts, negotiation skills, security and more.

SPECIAL OPPORTUNITIES

Association and Specialty Group Meeting Planners

CONNECT matches association and special affinity group meeting planners with business providers. Our special issues drive buzz, attracting more attention to our advertising partners and providing a longer desk life. Members of our advisory council tell us they save and share these issues, referring to them when they are making their meeting decisions. Don't miss these special sections and combination programs in the magazine that recently won four awards of excellence from the American Society of Business Publication Editors.

✓ Marketplace Program Guide

Our Marketplace trade show and conference outperforms traditional shows. Capture planners when they are in a "love this show, love the attention, ready to do business" frame of mind.

*Bonus distribution.

✓ CVB Showcase

Planners save this destination guide, referring to it as a quick resource for contacts, facts and figures. Don't miss out on this annual reader favorite.

✓ Industry Leaders

Recognize your leader as an outstanding star in this annual who's who. Make sure our top-level association planners know who your celebrity is.

✓ Single Sponsor Issues

Special feature sections, such as "Technology Guide," offer opportunities for sponsors with a related product or message. Ask about sponsored reprints, webcasts, videos and other opportunities.

✓ Co-op Buys

Ask about co-op pages. Combine forces with your destination or venue partners for added impact and savings.

✓ Combo Buys

Harness the power of Collinson Media & Events multimedia marketing programs and meeting products. Cover other meetings markets, brand your message across media networks, reach the planners you want and get a guaranteed number of leads.

"I love your sites (and the magazine). They are fantastic. A good resource and I would recommend them to all planners."

Keith Johnston, Group Vice President
OnSite Events, Inc. and PlannerWire.net

ConnectYourMeetings.com

Our online community provides a powerful tool for connecting online to association and specialty group meeting planners who are searching for information on destinations and resources that fit and enhance their events.

ConnectYourMeetings.com is a great way to add impact to your media plan. Get in front of meeting planners and influence their decisions. Sponsorable cross-media opportunities include a biweekly e-mail newsletter and custom-designed programs.

Additional opportunities to highlight your brand include hosting your video and audio webcasts on our site with web links, document download availability and promotion of an event.

Online features:

- Guides to destinations across the country, featuring top venues, restaurants and attractions
- CVB listings for partner advertisers only
- Valuable educational articles and expert advice
- Blog posts include savvy experts and columnists

WEBSITE PRICING (RATES ARE MONTHLY)

Leaderboard Sponsor (728 x 90)
Medium Rectangle Sponsor (300 x 250)
(2 available)

Banner ads can be rotated on specific landing pages.

SPECIFICATIONS

Banners: 728 x 90, 300 x 250
File Type: JPG, GIF or Flash

DEADLINES

Website ads are due 10 days prior to first day of posting.

Connect E-News

Our biweekly e-mail newsletter service provides current industry news and information of concern to meeting planners directly to subscribers, including hot deals and value offers. Sponsorship opportunities include Planner Tips and Destination Spotlights.

CONNECT E-NEWS RATES (PER ISSUE)

Roadblock

Leaderboard Sponsor

- 728 x 90 banner
- Text ad: 30 words of text, logo and linking URL

Medium Rectangle Placement

- 300 x 250 banner
- Text ad: 30 words of text, logo and linking URL

Specifications:

File Type: JPG or GIF only

Maximum File Size: 20k, animation allowed

Text Ads: 30 words of copy, hyperlink and logo

Deadlines: Newsletter ads are due 10 days prior to issue date.



Connect
MEETINGS INTELLIGENCE

collaborate
CORPORATE MEETINGS INTELLIGENCE

Rejuvenate
MEETINGS INSPIRATION

Groupaway
GROUP TRAVEL INSIGHTS

ONE-STOP SOLUTION

Increase the return on your travel marketing spend. Tap into our group and leisure resources with a combination package that matches your goals.

With Collinson Media & Events, you can:

- Maximize the impact of your over-stretched budget with our cross-media opportunities including custom-designed programs.
- Reach qualified meeting planners in every industry segment: association, corporate, faith-based, social, sports. Drive motor coach and tour business to your door with our magazine dedicated to managers and organizers of small group travel.
- Reach leisure travelers at VacationPlanning.net or through our other custom products.
- Enjoy leads produced by our own in-house marketing team, not some generic list.
- Benefit from Collinson's 36+ years of destination marketing expertise, innovative customer solutions and multimedia network.

Collaborate, Connect, Rejuvenate and Groupaway — your answer to a lion's share of profitable group business. Add Marketplace, our appointment-only trade shows and conferences, to your annual buy and you'll enjoy complete coverage in 2011.

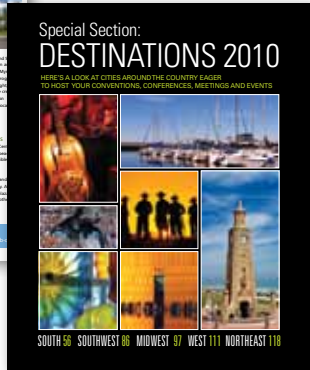
"The magazine was very helpful. It really sparked my interest in the conference speakers and helped me to understand some core information as a new professional in the field."

Macgregor Hill
Beta Theta Pi

collinsonmedia
& events
TRAVEL. MARKETING. RESULTS.

For more information on how to put the cross-media power of Collinson Media & Events to work for you, contact your Collinson sales representative or REzelle@collinsonmedia.com.

15 Technology Parkway South, Suite 250, Norcross, GA 30092



Connect

MEETINGS INTELLIGENCE

Showcase your CVB!

ISSUE DATE

July 2011

SPACE RESERVATIONS

May 20, 2011

MATERIALS BY

May 27, 2011

SEND MATERIALS TO

Production@CollinsonMedia.com
Collinson Media - Attn: Production
15 Technology Parkway S., Suite 250
Norcross, GA 30092
800-241-9461/ 770-582-9700
Fax: 770-582-9898

TRIPLE THE POWER: Advertise in all three of our meetings magazines and reach every meetings market segment:

- COLLABORATE for top-level corporate planners
- CONNECT for association planners
- REJUVENATE for faith-based planners

For more information, contact your Collinson account representative or REzelle@CollinsonMedia.com.

Plan now to be part of this popular reference guide for meeting planners and make sure your destination is on their radar.

Buy a full- or half-page ad and you'll receive:

- A **corresponding amount of editorial coverage** (full- or half-page) with the name of your destination prominently displayed (city, state) and your information in our easy-to-read format. Submit your editorial copy including your valuable news about venues, attractions and other information you want planners to know when considering your destination for their conventions, conferences or meetings.
- Outstanding exposure to meeting planners who are the **decision-makers for millions of dollars of meeting spend**. Get your message to them while they are looking to place short-term RFPs and future events.
- Your **message and brand reinforced** with both your ad and your editorial content. This special section will be highlighted on our outside cover and have its own inside cover.
- A listing on our website. All advertising CVBs are listed on the Destination page of our websites — a **valuable resource** for planners searching online for contact information throughout the year.

SPECIAL ISSUE: INDUSTRY LEADERS

Association and Specialty Group Meeting Planners



Connect
MEETINGS INTELLIGENCE

Celebrate your leader!

ISSUE DATE

November 2011

SPACE RESERVATIONS

September 16, 2011

MATERIALS BY

September 23, 2011

SEND MATERIALS TO

Production@CollinsonMedia.com
Collinson Media - Attn: Production
15 Technology Parkway S., Suite 250
Norcross, GA 30092
800-241-9461/ 770-582-9700
Fax: 770-582-9898

For more information, contact your
Collinson account representative or
REzelle@CollinsonMedia.com.

A special pull-out section in the November 2011 issue of CONNECT, December 2011 issue of REJUVENATE, and February 2012 issue of COLLABORATE will salute and recognize a leader chosen by you.

Buy a full- or half-page ad and receive the following:

- ▶ A corresponding amount of editorial coverage (full- or half-page) focused on the person you designate as an industry leader.
- ▶ Positive exposure to meeting planners who make decisions for millions of dollars of group spend every year.
- ▶ A framed copy of the print article for your office.
- ▶ A strong platform for your innovations and marketing efforts — a great way to end 2011 and ring in the New Year.

TRIPLE THE POWER: Advertise in all three of our meetings magazines and reach every meetings market segment:

- COLLABORATE for top-level corporate planners
- CONNECT for association and specialty association planners
- REJUVENATE for faith-based planners

Please note: This special insert will include only the special profiles. All ads will be placed in the general run of the magazines.