



## Smart advertising rates – efficient, targeted, affordable.

**SMART MEETINGS** reaches 31,500 of the most active and influential national meeting planners who plan in the Western region of the U.S., Canada and Mexico.

**Frequency:** 12 issues per year

| RATES*          |         |         |         |         |         |
|-----------------|---------|---------|---------|---------|---------|
| AD SIZE         | 1x      | 3x      | 6x      | 9x      | 12x     |
| Full Page       | \$6,600 | \$6,270 | \$5,950 | \$5,600 | \$5,400 |
| 2/3 Page        | 5,600   | 5,275   | 4,950   | 4,650   | 4,400   |
| 1/2 Page        | 4,750   | 4,500   | 4,200   | 3,700   | 3,500   |
| 1/3 Page        | 3,800   | 3,550   | 3,300   | 3,200   | 3,000   |
| 1/4 Page        | 3,250   | 3,000   | 2,900   | 2,800   | 2,600   |
| 1/6 Page        | 2,500   | 2,400   | 2,300   | 2,150   | 2,100   |
| Site Boutique** | 650     | 625     | 600     | 585     | 565     |

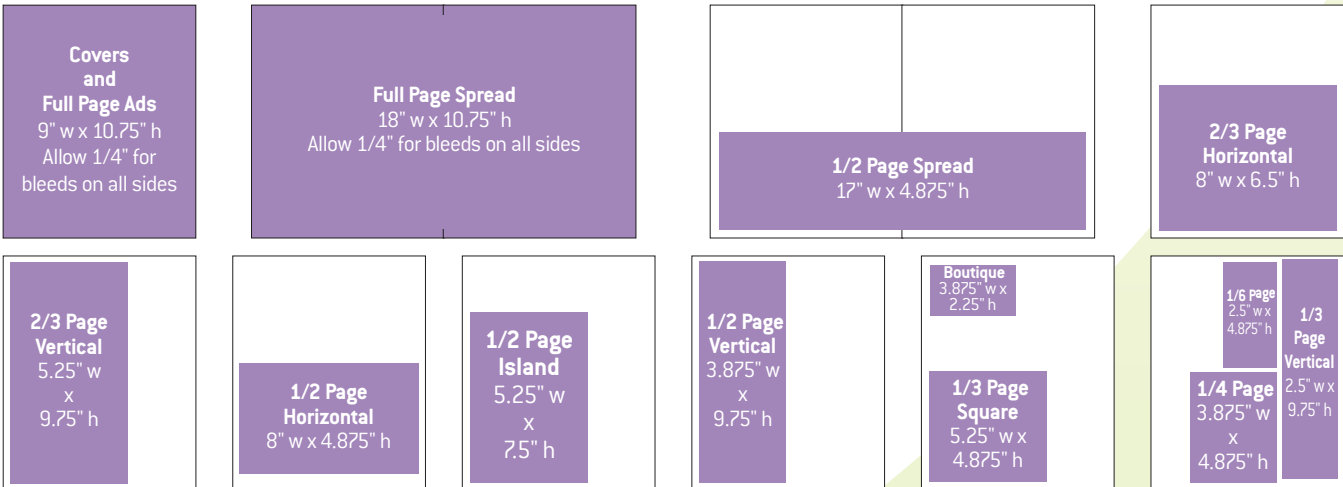
\*All rates include color. \*\*Net rates.

**BLEED:** For full-page ads only. 10% additional charge.

**INSERTS:** Tip-in and bound-in inserts available. Please call the publisher for insert costs and sizes.

**SPECIAL SIZES:** Gatefolds, Bellybands, French Doors available – Please call the publisher for special rates.

**AD SIZES:** Trim Size: 9" x 10.75" • Live Area: 8" x 9.75" • Columns per page: 3; perfect bound.



# AD SPECS

## ELECTRONIC SUBMISSIONS

Digital ads can be submitted by FTP, e-mail or on CD-ROM. To submit ads electronically, please e-mail [production@smartmeetings.com](mailto:production@smartmeetings.com) for instructions. Digital color proofs must be provided with all color submissions. Reproduction quality cannot be guaranteed without an accompanying proof.

### Acceptable File Types:

InDesign (all screen and printer fonts and graphics must be included)

Adobe Illustrator EPS files (convert fonts to outlines)

Adobe Photoshop TIFF or EPS files (flatten artwork)

Adobe Acrobat PDF files (CMYK and press quality; fonts embedded)

For all other formats, submissions must be approved by the production department prior to acceptance of materials. Please e-mail [production@smartmeetings.com](mailto:production@smartmeetings.com) for instructions.

## PRODUCTION CHARGES

All advertising rates are based on receipt of finished, camera-ready artwork. Any design or production work required to complete an ad will be billed to the advertiser.

## SHIPPING INSTRUCTIONS

All materials, including insertion orders, ad proofs, or disks and any express-service deliveries should be sent to:

**Bright Business Media, LLC, Attn: Production, 475 Gate 5 Road, Suite 235, Sausalito, CA 94965.**

**Return of Materials:** Artwork, disks or other materials will be returned upon request only. Publisher assumes no responsibility for materials not requested to be returned within 6 months from publication date, at which time the materials will be discarded.

## REPRINTS

Reprints are available upon request. Contact your sales representative for rates and information.

## COMMISSIONS AND CREDIT TERMS

**Agency Commission:** 15% of gross billing to recognized advertising agencies on space, color and special position. Net 30 days. No cash discounts. A finance charge of 1.5% per month will be applied to all past-due accounts.

**Rate Policy:** If the advertiser fails to provide copy and/or artwork to meet the stated deadline, Bright Business Media, LLC reserves the right to charge for the space reserved. Contracts cancelled before completion

will be short-rated at earned rate. A finance charge of 1.5% per month will be applied after 30 days.

**Rate Protection Clause:** A minimum of 60 days' notice will be given before any rate increase. On effective date of new rates, earned frequency on space run-to-date will apply to new rates.

**Short Rates and Rebates:** Advertisers will be short-rated if, within a 12-month period, they do not use the number of insertions on which their billings have been based. Advertisers will be rebated if, within a 12-month period, they have used enough insertions to earn a lower frequency discount rate.

**Prepayment Policy:** A 2% discount is allowed for payment within 10 days. A 5% discount is allowed for payment with insertion order. A 10% discount is allowed if account is paid in advance for multiple insertions.

## GENERAL CONDITIONS

Advertisements are accepted upon the representation that the advertiser and/or its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising from publication.

Positioning of advertisements is at the discretion of the publisher except when a request for a preferred position is acknowledged by publisher in writing.

Publisher shall have no liability for errors in key numbers.

Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.

Publisher shall have the right to hold advertiser and/or its agency jointly and separately liable for such monies as are due and payable to publisher for advertising that has been ordered and published.

No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.

Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by government entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of the publisher affecting production or delivery in any matter.