

**MEETINGSANDCONVENTIONS**



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# Editorial Excellence

**m&c**, winner of 23 major editorial awards in the past nine years; the most innovative meetings publication in the business.



## 2007

- M&C is a finalist in the Jesse H. Neal National Journalism Award competition
- FOLIO: "Eddie" Award for overall Editorial Excellence – August 2006 "Green" issue
- FOLIO: "Ozzie" Award for Best Use of Illustration – February 2007 "Stolen Thoughts" issue
- Named Top 10 Magazine of the Year by ASBPE
- ASBPE Bronze Award for How-To article
- M&C receives Forest Stewardship Council (FSC) certification in June
- M&C January issue began 100% printing on recycled paper

## 2006

- Winner of the Editorial Excellence FOLIO: "Eddie" Gold Award
- ASBPE Magazine of the Year Honorable Mention
- ASBPE Gold Award for National Design
- ASBPE Silver Award for Regional Design

## 2005

- M&C Announces 100% BPA Audited Coverage of FORTUNE 1000 companies\*
- M&C wins two regional ASBPE Awards of Excellence
- M&C May issue is the first in the meetings industry to be digitally delivered

*\*Source: M&C BPA Circulation Statement, December 2004*

## 2004

- M&C named ASBPE Magazine of the Year Honorable Mention
- Winner of Editorial Excellence FOLIO: "Eddie" Gold Award

## 2003

- M&C Named one of BtoB magazine's 'Media Power 50'
- Published the landmark M&C Meeting Attendee Survey
- All M&C subscribers to plan at least 3 meetings, conventions and/or trade shows per year\*
- M&C wins five ASBPE Awards of Excellence including Best Cover and Best Feature Article

*\*Source: M&C BPA Circulation Statement, December 2002*

## 2001

- Winner of ASBPE Gold Award for Best News Section

## 2000

- 100% of M&C subscribers renewed within 1 year\*
- Winner of back-to-back FOLIO: Awards for Editorial Excellence
- First meetings publication to be honored as ASBPE's Magazine of the Year
- 100% BPA Audited coverage of FORTUNE 500 companies
- 100% BPA Audited coverage of the M&C Top 50 U.S. Associations

*\*Source: M&C BPA Circulation Statement, December 2000*

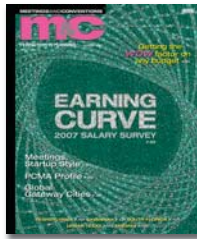
## 1999

- Winner of FOLIO: Award for Editorial Excellence

## M&C Editorial Staff

Editor in Chief, LORI CIOFFI  
 Executive Editor, Loren G. Edelstein  
 Managing Editor, Allen J. Sheinman  
 Senior Editor, Lisa Grimaldi  
 Senior Editor, Sarah J.F. Braley  
 Senior Editor, Cheryl-Anne Sturken  
 Senior Editor, Michael J. Shapiro

Senior Associate Editor, Tom Isler  
 Senior Associate Editor, Hunter R. Slaton  
 Assistant Editor, Kaylee Hultgren  
 Assistant Editor, Jennifer Nicole Dienst  
 Design Director, Mayumi T. Hudgins  
 Associate Art Director, Angie Mason  
 Editorial Production Manager, Armand C. Rosales



# Readership

## 2007 Meeting Planner Readership Survey

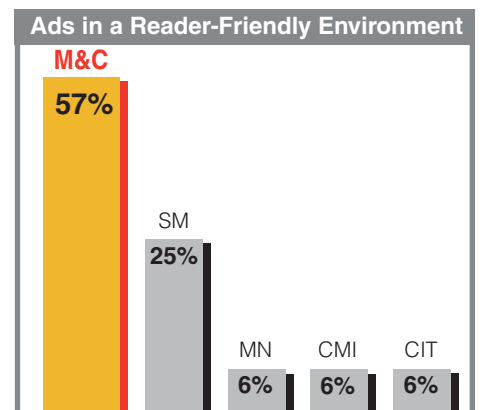
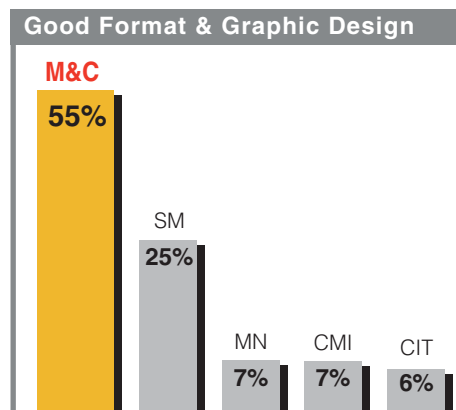
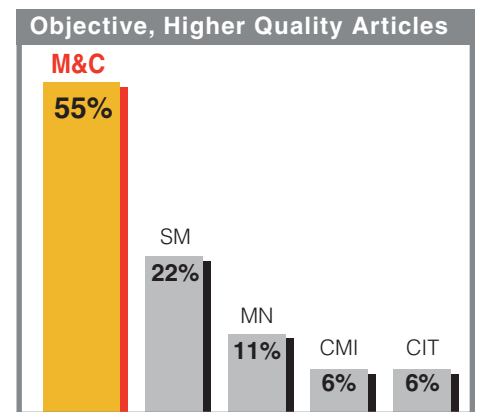
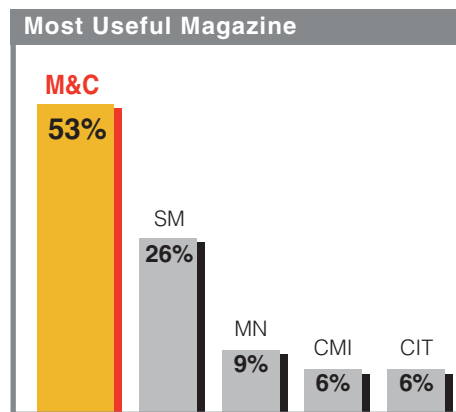
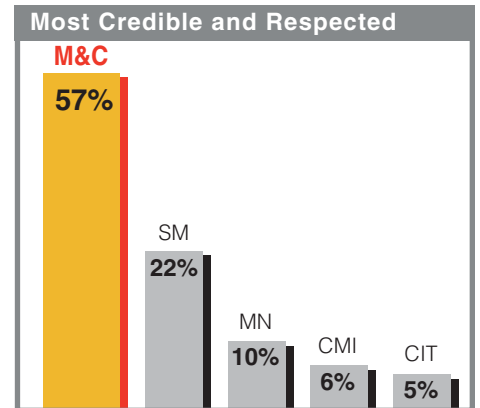
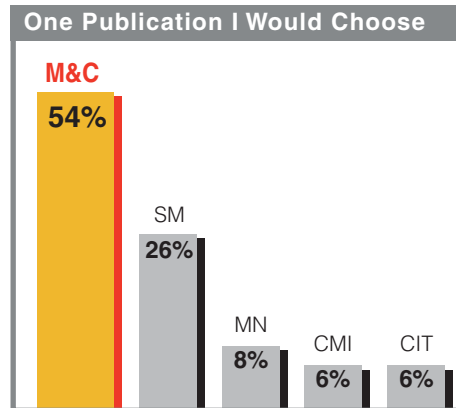
Conducted by The Wayman Group, Inc.

### M&C, the Clear Winner in an Independent Survey of 5 Meeting Planning Publications

**M&C was selected the top publication in the following categories:**

- Delivers advertising in a more visible, reader-friendly environment
- Most credible and respected in the industry
- Contains articles that are more objective and of higher quality
- Has a format and graphic design that is preferable
- The magazine that would be chosen if the planner could only receive one
- The magazine that is most useful in a planner's job

### M&C, the Preferred Meetings Industry Magazine



The reader preference survey was conducted as a blind survey by The Wayman Group, Inc., an independent research organization in Long Island, NY. The publications were rotated in each survey question to avoid any bias due to position.

# The Market



## The Meetings Market – a \$107 Billion Industry

	EXPENDITURES (yearly)	TOTAL MEETINGS	MEETING ATTENDANCE
Corporate	\$ 31,844,000,000	1,020,300	79,742,000
Association	\$ 41,820,000,000	210,600	37,847,000
Conventions	\$ 33,595,000,000	12,700	18,930,000
<b>TOTALS</b>	<b>\$ 107,259,000,000</b>	<b>1,243,600</b>	<b>136,519,000</b>

Source: 2006 M&C Meetings Market Report

### Corporate Market

Over 1 million meetings held annually

#### Yearly Averages

Avg. number of meetings planned	17.9
Avg. expenditure per meeting planner	\$536,000
Avg. number of attendees per meeting	78

#### Top Factors for Facility Selection

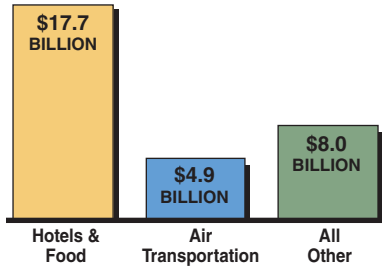
Meeting Rooms (number, size and quality of rooms)	82%
Cost of Hotel/Facility	81%
Negotiable Rates	80%
Sleeping Rooms (number, size and quality of rooms)	72%
Quality of Food Service	71%
Billing Procedures	62%
Support Services & Equipment	58%
High-Speed Internet Access	58%
Dedicated Staff Person for Meeting	57%

#### Types of Facilities Used

Downtown Hotels	74%
Resort Hotels	54%
Suburban Hotels	45%
Convention Centers	37%
Airport Hotels	34%
Golf Resorts	29%
Suite Hotels	17%
Gaming Facilities	13%
Residential Conference Centers	10%
Non-Residential Conference Centers	7%
Cruise Ships	7%

Source: 2006 M&C Meetings Market Report

#### Expenditure Distribution



### Association/Convention Market

Over 210,000 association meetings held annually

#### Top Factors for Facility Selection

	Conventions	Other Association Meetings
Meeting Rooms (number, size and quality of rooms)	93%	69%
Negotiable Rates	87%	80%
Cost of Hotel/Facility	82%	80%
Sleeping Rooms (number, size and quality of rooms)	79%	54%
Quality of Food Service	70%	63%
Availability of Exhibit Space	56%	17%

#### Major Conventions

Average association expenditure per convention	\$465,000
Average # of delegates per major convention	2,180
Average delegate expenditure per convention	\$1,460
Total expenditures	\$34 billion
Delegate expenditures	\$28 billion
Total major conventions	12,700
Total attendance at major conventions	18,930,000

#### Other Association Meetings

Association expenditures	\$1.8 billion
Delegate expenditures	\$40 billion
Total expenditures on other association meetings	\$42 billion
Number of other association meetings in past year	210,600
Total attendance at other association meetings	37,847,000
Average attendee expenditure per meeting	\$875
Average association expenditure	\$137,000

Source: 2006 M&C Meetings Market Report

# The Market



## Incentive Travel

Incentive travel continues to be an important segment of the corporate market, with trips lasting nearly twice as long as all other types of meetings.

## Group Incentive Trips

Meeting planners involved	32%
Average number planned	4.6
Average number days duration	4.1
Average Attendance	113

Source: 2006 M&C Meetings Market Report

## International Market

Over \$2.5 billion in international expenditures

### 63.8% of M&C Subscribers Hold/Plan to Hold Meetings Outside the USA

Area Outside USA	Subscribers	Percentage
Canada	21,842	31.2%
Europe	19,438	27.8%
Bahamas / Caribbean	18,638	26.6%
Mexico	18,264	26.1%
Puerto Rico	11,711	16.7%
Asia	9,561	13.7%
Bermuda	8,880	12.7%
Australia / New Zealand	6,619	9.5%
South America	6,543	9.3%
Central America	5,129	7.3%
Africa	3,208	4.6%
Middle East	3,075	4.4%

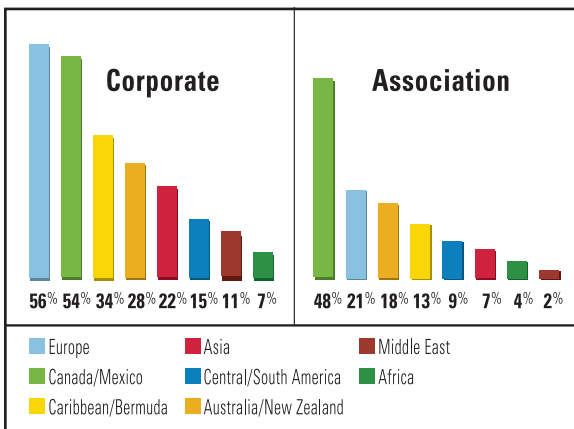
Source: Publisher's own projected data for M&C subscriber database, May 2007

### Planners Involved in Planning International/Offshore Meetings

	Corporate	Association
Percent of all planners involved	27%	13%
Average number planned (among those involved)	4.6 meetings	3.1 meetings
Average number of company attendees	178 attendees	482 attendees
Average duration	4.3 days	4.4 days
Average planning lead time for facility selection	7.6 months	16.1 months
Projected number planned during past year	37,800	26,500
<b>Total Expenditures</b>	<b>\$2,444,994,000</b>	<b>\$106,860,000</b>

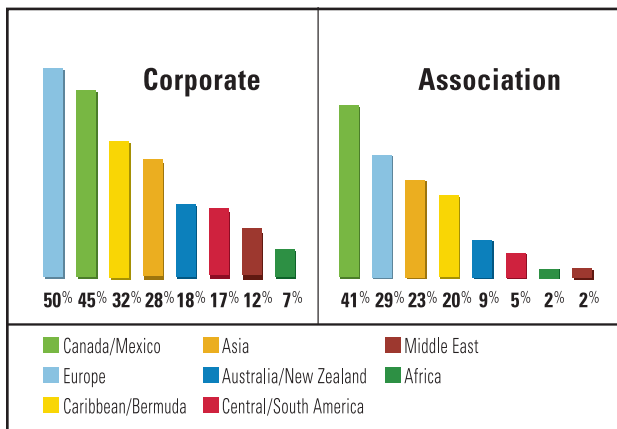
Source: 2006 M&C Meetings Market Report

### Where International Meetings Were Held in 2007



Source: M&C Research 2007 International Meeting Planning Study

### Where Will You Hold International Meetings in 2008?



Source: M&C Research 2007 International Meeting Planning Study



## M&C's Meetings Market Report

In 2006, M&C again conducted the Meetings Market Report, the premier research in the industry. The report covers the size and scope of the industry, featuring corporate, association and incentive analysis.



# Circulation



**M&C** continually delivers a high planning volume and high-quality audience of subscribers. Subscribers plan an average of 24 off-site meetings and over 10 trade shows each year.

Other circulation facts:

**100%** BPA audited coverage of **FORTUNE 1000** companies\* (over 6,500 subscribers).

**100%** BPA audited one-year direct request circulation.\*\*

**100%** BPA audited coverage of the **M&C TOP 50 U.S. ASSOCIATIONS**.\*

Subscribers must plan a **minimum of 3** off-site meetings, conventions, and/or trade shows per year.\*\*

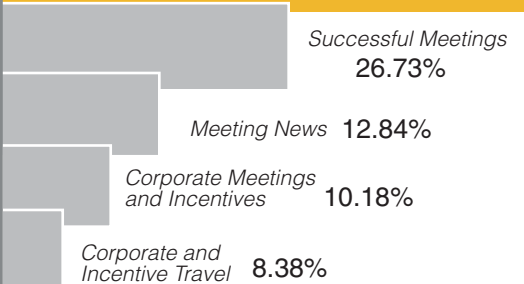
\*Source: M&C BPA Worldwide Circulation Statement, December 2006

\*\*Source: M&C BPA Worldwide Circulation Statement, June 2007

## #1 in Market Share

**M&C** carries more advertising pages than any other meetings publication. In a challenging market, more advertisers look for the maximum return on investment by concentrating their media buy with the market leader. **M&C** comes out on top in the meetings market.

**Meetings and Conventions 41.87%**



Source: TNS Media Intelligence/CMR Share of Market Report YTD September 2007

## Subscribers' Key Attributes

### Mean Number of Events Per Year Planned by Subscribers\*

	Subscribers
Off-Site Meetings	23.8
Trade Shows / Conventions	10.4

\*Source: Publisher's own data, M&C subscriber database, May 2007. For subscribers planning up to 1000 events per year.

### Subscribers' Job Function\*\*

Job Function	Subscribers	%
Corporate / Executive Management	31,944	45.6
Meeting Planning / Convention Management	15,247	21.8
Sales / Marketing	11,800	16.9
General / Other Management / Administration	9,669	13.8
Training & Development	1,362	1.9

\*\*Source: M&C BPA Worldwide Circulation Statement, June 2007

### Subscribers' Job Responsibilities\*\*\*

Job Responsibility	Subscribers	%
Management / Board Meetings	54,128	77.3
Trade Shows / Exhibits / Conventions	51,139	73.0
Training / Educational Meetings	49,470	70.6
Procurement / Purchasing	40,674	58.1
Incentive Travel Programs	32,163	45.9
Other Meetings	56,578	80.8

\*\*\*Source: M&C BPA Worldwide Circulation Statement, June 2007

# Print Opportunities

For 2008, M&C provides an array of promotional opportunities each customized to reach a targeted audience of the most qualified meeting planners.



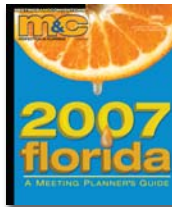
## M&C magazine

12 monthly issues providing planners informative editorial in an easy-to-read format. High-visibility premium position opportunities include gatefolds, covers and featured editorial adjacencies.



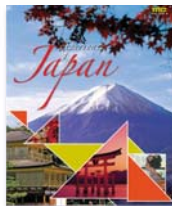
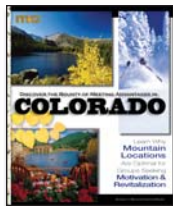
## Special Supplements

Targeted supplements focused on a distinct audience providing current information and trends.



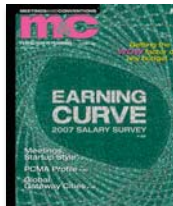
## Destination Features

Excellent lead-generating vehicles within an editorial environment relied on by meeting planners that covers facilities, activities, recreation and value in specific markets.



## Custom Publishing

Developed, designed and produced by M&C's award-winning team. Take advantage of industry experts and promote your custom marketing message to the right audience through client-sponsored projects.



## Industry Research

Recognized as publisher of the industry's most sought after and groundbreaking research, M&C dominates the market in research. In addition to providing premier industry-wide studies, M&C offers syndicated and custom research programs.



## OMFG

### M&C's Official Meeting Facilities Guide

- Sent annually to M&C's 70,000 subscribers and an additional 5,500 internationally based meeting planners
- Lists thousands of meeting facilities worldwide, including maps, Destination Focus and Convention Spotlights
- Digital distribution



## T&E

### Mastering Travel & Entertainment Expense Management

Through regular departments, columns, original research and features, T&E provides a valuable resource that guides readers toward strategic solutions for the considerable challenges inherent in managing a corporate travel program.

# Electronic Opportunities

Reach more meeting planners with these unique electronic opportunities.



## M&C Online – www.mcmag.com

M&C Online is the premier electronic resource for meetings industry news, current features, how-to information, calendar of events and industry association and supplier links. The site also provides dedicated research reports, destination features and access to the industry's most comprehensive facility search engine. Unique promotional opportunities include destination smart ads, text ads, horizontal and vertical banner ads and more.

## Website Bellyband

Sold exclusively to one advertiser per month a bellyband on mcmag.com is an exciting, rich-media option that provides an ideal vehicle for getting your message across. Your bellyband will also appear in the exclusive site sponsorship position. On additional page-views, site visitors will continue to see your message in the site sponsorship position.



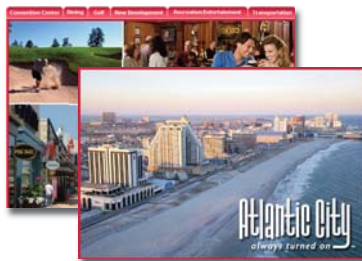
## Website Video Ad

mcmag.com offers another rich-media vehicle in the form of a video ad on the website. Your video ad is an excellent way to extend and repurpose your current ad campaigns to maximize their value. The video plays from a banner on mcmag.com for up to 30 seconds.



## Midweek News Email Newsletter

The weekly service provides current industry news and information from the M&C editorial staff directly to subscribers. Midweek News is designed to highlight breaking news of critical concern to meeting planners. Promotional opportunities include vertical banners and text ads.



## Digital Postcard

The digital postcard will deliver your message to the targeted individuals who can best deliver you business. Unlimited creative options allow you to customize your promotional message. In addition, you can develop a cooperative marketing program with your industry partners.



## M&C's www.OMFG.com

M&C's Official Meeting Facilities Guide offers the ultimate facility search website. The site features comprehensive meeting details with advanced search options, detailed maps, CVB/convention center information and industry HOT SPECIALS!



## T&E GoAlert

A targeted, highly visible opportunity to reach the industry's most active corporate travel managers.

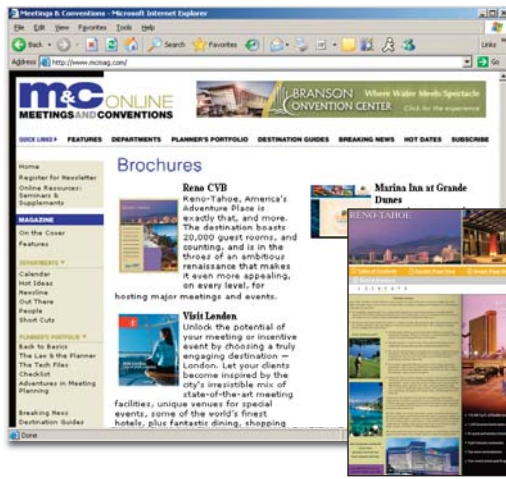
- Read weekly by T&E's email database
- Provides the most timely coverage of breaking news
- Delivered each Tuesday to key corporate travel managers
- Promote specials on a weekly basis
- Link directly to your website

T&E GoAlert is powered by a partnership between T&E magazine and its sister company, Intelliguide Corporate, which employs a worldwide team of security analysts and editors 24 hours a day.



# Electronic Opportunities

Reach more meeting planners with these unique Electronic opportunities.



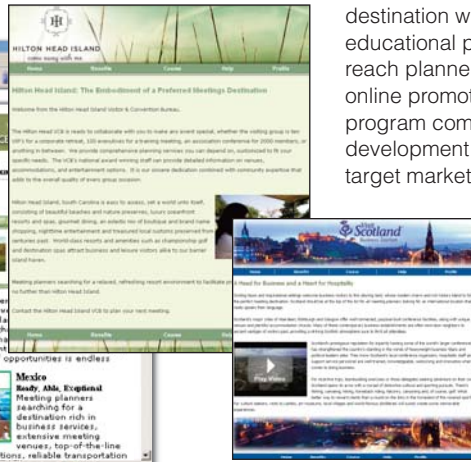
## E-Brochure

The M&C E-Brochure allows you to send a digital version of your brochure, meeting planner kit, destination guide or any other printed materials. The E-Brochure has realistic page-turning effects, zoom and print features. Email delivery to M&C's email database plus your E-Brochure will be hosted on [www.mcmag.com](http://www.mcmag.com) for 12 months and available to visitors to your website via a thumbnail image and hyperlink.



## Online Seminar

Teach meeting planners more about your facility or destination with the online seminar program. The custom educational program provides an excellent opportunity to reach planners through a detailed seminar and extensive online promotion. M&C will develop a turnkey custom program combining electronic, print, email, database development and more, delivering your message to a target market.



To view additional samples of M&C Electronic Advertising Opportunities go to [www.northstarepg.com/mc](http://www.northstarepg.com/mc)



## Video Webcast

Meeting planners are busy people; help educate them about your property or destination with a one-hour, live video webcast. Let M&C help you reach these elusive planners. Video webcast includes a branded presentation player, viewer polling, web links, document download availability and hosting of all captured content and promotion of the event. If needed, M&C staff will recommend possible hosts for your broadcast, based on content.

## Audio Webcast

An audio webcast will help you educate meeting planners on your selected topic or what is unique about your property or destination. Audio webcasts include synchronized PowerPoint presentation slides, flipping presenter headshots, branded presentation player, viewer polling, web links, document download availability, hosting of all captured content and promotion of the event. If needed, M&C staff will recommend possible hosts for your broadcast, based on content.



## [www.temagazine.com](http://www.temagazine.com)

T&E online is the electronic resource for corporate travel buyers looking for current industry news, features, how-to information and supplier links. Unique promotional opportunities include banner ads, text ads, video ads and more.

## M&C 2008 January-May

	January	February	March	April	May
<b>Edit Features</b>	Medical/ Pharmaceutical Meetings <hr/> Golf Meetings	CVBs <hr/> Financial/ Insurance Meetings	Conference Centers <hr/> Resort Meetings	Corporate Meetings <hr/> Spa Meetings	Sports Venues <hr/> Working With Hotels <hr/> Cruise Meetings
<b>Destinations</b>	Long Beach, CA Montreal New Mexico Wisconsin	Big Island Hamburg, Germany Los Angeles Missouri Nebraska Utah	Berlin Caribbean Las Vegas Mexico City Mid-Atlantic States Scottsdale	Arizona Arkansas Atlantic City California Grtr. Dallas/Ft. Worth San Antonio	Boston Hong Kong/Macau Kauai Louisiana No. California Spain
<b>M&amp;C Close Date</b>	<b>11/2/2007</b>	<b>11/21/2007</b>	<b>1/4/2008</b>	<b>1/25/2008</b>	<b>2/29/2008</b>
<b>Editorial, Sections, Inserts &amp; Supplements</b>				Global Planner Close: 1/11/08	
<b>Advertorial Sections, Inserts &amp; Supplements</b> <i>*Planned flowing advertorial</i>  <i>Advertorial Sections, Inserts &amp; Supplements subject to change</i>	Regional Meetings* <hr/> Resort Value Season Guide	Ground Breakings, Expansions, Renovations Supplement Close: 11/14/07	M&C West* Close: 12/14/07	Mountain Resorts* <hr/> Heartlands*  <b>OMFG</b> Close: 2/1/08	Maryland* <hr/> Resort Meetings <hr/> Pharmaceutical Meetings Supplement* Close: 2/22/08
<b>T&amp;E Close Date</b>		<b>11/19/2007</b>		<b>1/18/2008</b>	
<b>Show Distribution</b> <i>Subject to change</i>	PCMA, MPI	Destinations Showcase	IACC, MPI Europe	ACTE, IMEX, GWSAE	
<b>Custom Publishing</b>  <i>*Planned flowing advertorial</i>		Western Great Lakes* <hr/> Virginia*		Hawaii Insert* Close: 1/11/08 <hr/> London*	San Diego Insert* Close: 2/15/08 <hr/> Turkey*
<b>International Focus</b>	Vancouver	Stockholm	Switzerland		Athens

## June-December M&C 2008

June	July	August	September	October	November	December
Gaming Incentives	Medical/ Pharmaceutical Meetings Convention Centers	CSMs Association Meetings	Meeting Themes Affordable Meetings	Green Meetings Site Selection	International Meetings Trade Shows	Mega Developments Luxury Meetings
Baltimore Frankfurt, Germany London Pacific NW Phoenix/Scottsdale Reno/Lake Tahoe	Colorado Grtr. Ft. Lauderdale Japan New York City Oahu Ireland	Illinois Coastal Savannah Pennsylvania South Florida/Keys Urban Texas Virginia	Bermuda The Carolinas Dubai New England Orange County, CA Toronto	Detroit Western Florida Mexico Munich, Germany Southern California Vancouver	Cancun Miss. Gulf Coast New Orleans Orlando Puerto Rico/USVI Quebec City	Alabama Georgia Guadalajara, Mexico New Jersey Paris San Diego
<b>4/4/2008</b>	<b>4/25/2008</b>	<b>5/30/2008</b>	<b>6/27/2008</b>	<b>8/1/2008</b>	<b>9/5/2008</b>	<b>9/26/2008</b>
Florida Close: 3/21/08	Golf Close: 4/18/08	Meetings Market Report Close: 5/23/08	Incentive Close: 6/20/08			
CVB Close: 3/28/08 IACC*	Gold Tee Close: 4/18/08 M&C West* Close: 4/11/08	Desert Meetings Mexico*	International Meetings* Close: 6/13/08	Convention Centers Small Meetings Nevada* Close: 7/11/08 Colorado* Close: 7/18/08	Gold Awards Close: 8/29/08 M&C West* Close: 8/20/08 Financial & Insurance Meetings Supplement* Close: 8/22/08	Guide to Conference Centers Meet Your Convention Services Manager Texas* Unique Venues*
<b>3/18/2008</b>		<b>5/16/2008</b>		<b>7/25/2008</b>		<b>9/19/2008</b>
NBTA, Destinations Showcase, HSMIAI West	MPI, DMAI	ASAE	ITME HSMIAI National		EIBTM	
Hawaii Insert* Close: 3/18/08	Fort Worth*	Mauai* New Orleans*	Utah* Korea*	Big Island* Taiwan*	Scottsdale Insert*	
Monterrey, Mexico	Portugal	Scotland		Belgium	Monaco	Holland

# M&C Events/Partnerships



## Relationship Marketing Events

Through annual golf, ski, fishing and trade show events, *M&C* continually expands its legacy of providing the absolute best supplier/client exchange. Be a part of future relationship marketing events which have drawn the highest quality planners from the highest quality companies.



## M&C Annual Golf Invitational

Network at the industry's most prestigious golf event. Each year, over 120 of the industry's most influential corporate, incentive and association planners and industry suppliers are paired for 3 days of golf, themed events and networking. One top-level sales & marketing executive from your organization along with 3 of your best-qualified clients or prospects will attend this annual event held at some of the best golf resorts in the world. Airfare, transfers, accommodations, golf, themed events, amenities and food/beverage are all included.



## Meeting & Incentive Summit

North America's great ski resorts are hosts to the meetings industry's premier relationship marketing event. Ski with your own best clients and get to meet all the others at the dedicated trade show with one-on-one appointments. Held every March, the Meeting & Incentive Summit allows for great skiing, networking and business opportunities plus quality time with key meeting decision-makers.



## Pharmaceutical Meetings Invitational

This exclusive event is available to a limited group of meetings industry suppliers. This full-day event allows you to interact with qualified pharmaceutical executives and managers with meeting planning responsibility. A morning educational session is followed by a trade show, lunch, golf, table-top displays on the course and an evening reception/awards program. Your sponsorship package includes two attendees at this exclusive event plus (2) full-page 4-color ads in a special supplement running in *M&C* and *Pharmaceutical Executive*.



## Financial & Insurance Invitational

This annual event takes place during the FICP Annual Conference. Sponsors have the opportunity to meet, network and play golf with the meetings "movers and shakers" in the financial and insurance industries. This event has the endorsement and support of FICP -- the premier organization of meeting planners in this important vertical market. Your sponsorship includes a full-page 4-color ad in a special *M&C* supplement plus one attendee for breakfast, golf, business exchange and the reception/awards luncheon. Bonus distribution of the *M&C* supplement to all attendees of the FICP Annual Conference included.



## Castaways

Castaways brings highly-qualified incentive buyers and meeting professionals together with industry suppliers for 3 days of sport fishing, golf, business and networking. Bring your best client and entertain in world-class style. A trade show with scheduled one-on-one appointments allows you to spend quality business time with all of the incentive buyers and meeting planners. People buy from people they know, and Castaways allows you to get closer to high-level meetings industry buyers.

## Partnerships

*M&C* has developed quality partnerships in key business categories. By partnering with these premier publications, *M&C* is able to promote the value of the meetings industry to an expanded audience.



## Pharmaceutical Executive

Key Decision Makers in a Key Market

- Delivers 18,000 BPA-qualified subscribers\*
- 25% of subscribers with Corporate Management/Business Development/Strategic Planning job function\*
- 18.4% of subscribers with Sales Management job function\*
- 19.9% of readers with Product/Brand Management/Marketing Management job function\*
- 6 out of 10 readers are involved in planning off-site meetings†
- Subscribers have an annual average of \$927,000 for off-site meetings†

\*Source: June 2007 BPA Audit †Source: 2007 Subscriber Study



## Trade Show Executive

New, Views and Tools for Trade Show & Event Executives

- 5,100 BPA-qualified subscribers\*
- 53% are Executive Management, 28% Show Management, 6% Convention Management\*
- #1 in market share in the trade show sector in 2007 – 1st Quarter, 2nd Quarter, and July 2007\*\*\*
- Considered "The Industry Authority," "Best Source for Industry News" and "The Leader in Factual Accuracy" in the trade show sector\*\*
- Winner of 22 editorial and design awards in past three years\*\*\*
- Trade show organizers are a fickle group: 58% of TSE subscribers are actively or passively seeking new sites or services – show them, tell them, SELL them!\*\*

\* BPA Worldwide Circulation Statement, June 2007 \*\* Simmons Market Research Bureau, March 2007 \*\*\* IMS Ad Tracking Service, Toronto



## Additional Advertiser Services



### Premium Positions

*M&C* offers advertisers many premium positions in the magazine such as adjacency to Editors Podium, Newline, Inside front cover, table of contents and more.

### Trade Show Distribution

Reach even more meeting planners by making sure your ad appears in issues of *M&C* with trade show distribution. Check the editorial calendar for opportunities as well as your *M&C* sales rep.

### Trade Show Marketing

One way to have your message seen by additional meeting planners is to purchase a bellyband or starburst on a trade show issue. *M&C* makes every effort to distribute the publication at all major meetings industry trade shows. Promote your ad, a special deal or your booth via *M&C*.



### Reader Service Links

*M&C* offers an easy way for meeting planners to get more advertiser information fast. *M&C* prints web addresses in the advertiser index as well as links ads in the digital edition to the advertiser's website.

### Digital Edition

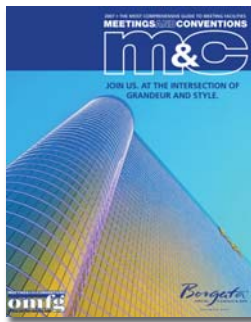
As an extra FREE OF CHARGE bonus *M&C* is also produced digitally. Subscribers choosing to receive the digital edition of *M&C* get their issue sooner than those who get it through regular mail.

### Database Marketing

List requests customized for direct mail and/or telemarketing programs.

M&C BLUE-CHIP PROFILE	
Company Name	ABC COMPANY
Address	123 MAIN ST, NEW YORK, NY 10001
Phone	(212) 555-1234
Fax	(212) 555-5678
Website	WWW.ABCCOMPANY.COM
Product/Service	Software Solutions
Industry	Technology
Market Segment	Enterprise
Number of Employees	500-999
Annual Revenue	\$10M - \$50M
Advertising Budget	\$500K - \$1M
Decision Maker	Marketing Director
Contact Name	Jane Doe
Contact Title	Marketing Director
Contact Phone	(212) 555-9876
Contact Email	J.Doe@ABC.COM
Account Type	Standard
Advertiser Since	2005
Advertiser Status	Active
Advertiser Rating	A
Advertiser Score	85
Advertiser Index	100
Advertiser Reach	100%
Advertiser Frequency	100%
Advertiser Conversion	100%
Advertiser ROI	100%
Advertiser Net Profit	100%
Advertiser Gross Profit	100%
Advertiser Operating Profit	100%
Advertiser EBITDA	100%
Advertiser Earnings Before Tax	100%
Advertiser Earnings After Tax	100%
Advertiser Cash Flow	100%
Advertiser Debt	100%
Advertiser Equity	100%
Advertiser Total Assets	100%
Advertiser Total Liabilities	100%
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Advertiser Total Revenue	100%

# OMFG



Now reach more powerful meeting planners with OMFG.

- M&C Gold Award Winner recognition
- Single-volume formatted reference directory
- Thousands of meeting facility listings worldwide
- New features: Destination Focus/Convention Spotlight
- Digital Edition

## OMFG's Circulation

**OMFG is distributed to M&C's entire qualified circulation of 70,000:**

- 100% BPA audited coverage of Fortune 1000 companies\*
- 100% BPA audited coverage of the M&C Top 50 U.S. Associations\*
- 100% BPA audited one-year direct request circulation\*\*
- All subscribers must plan a minimum of 3 off-site meetings / tradeshow / conventions per year\*\*
- Bonus Circulation: 5,500 international meeting professionals\*\*\*

\*Source: M&C BPA Worldwide Circulation Statement, December 2006. \*\*Source: M&C BPA Worldwide Circulation Statement, June 2007. \*\*\*Publisher's own data

## Meetings Market

- Annual spending on meetings is \$107 billion
- 136.5 million people attend a meeting or convention each year
- More than 1.2 million meetings are held each year
- 58% of the corporate and 65% of association meeting expenditures is for hotels and food/beverage

Source: 2006 M&C Meetings Market Report

## Print Advertising Opportunities

### Hotels

- **Full-page display ad**
- **Full-page Facility Profile** Includes complimentary in-depth profile with four full-color photos. Plus photo-expanded listing with a reference line.
- **Half-page display ad and half-page facility profile** Includes complimentary in-depth profile with one full-color photo. Plus photo-expanded listing with a reference line.
- **Half-page facility profile** Includes one full-color photo. Plus expanded listing with a reference line.

### CVBs/NTOs/Convention Centers

- **Full-page Convention Center Display ad** Includes complimentary full-page Convention Center Spotlight.
- **Half-page Convention Center Display ad** Includes complimentary half-page Convention Center Spotlight.
- **Full-page CVB Display ad** Includes complimentary full-page Destination Focus.
- **Half-page CVB Display ad** Includes complimentary half-page Destination Focus.

## OMFG.com

- Over 42,000 facilities in 12,000 cities worldwide
- Complete details, locations, contacts, amenities
- Industry HOT SPECIALS!
- Detailed maps and airport diagrams
- Intelliguide destination Mini-Travel Reports
- Complete CVB/Conference Center information
- Instant electronic RFP



**OMFG print advertisers receive FREE benefits on omfg.com!**

- Website link
- Property name in bold

# T & E



T&E is dedicated to helping companies master travel and entertainment expense management – the second largest controllable cost for most of corporate America.

Through regular departments, columns, original research and features, T&E provides a valuable resource that guides readers toward strategic solutions for the considerable challenges inherent in managing a corporate travel program.

## 2008 T&E Editorial Calendar

Month	Editorial Features	Destinations
<b>February</b>	Booking Tools	Mexico City
<b>April</b> Bonus Show Distribution: ACTE	Private Jets	Las Vegas • Boston
<b>June</b> Bonus Show Distribution: NBTA	Rental Cars	Tokyo • San Juan
<b>August</b>	Negotiating with Hotels	Baltimore • Dubai
<b>October</b>	Airlines	London • Philadelphia
<b>December</b>	Forecast 2009	New York • Paris

2008 T&E Editorial Calendar subject to change.

## Circulation

T&E is distributed to 55,000 recipients who are involved in managing business travel.

- 23,000 print edition copies
- 32,000 direct-request digital edition copies



## Business Travel Involvement

Category	Recipients
Setting Corporate Travel Policies	24,714
Managing Business Travel Costs	32,471
Selecting/Recommending Business Travel Vendors	33,413
Planning/Arranging Business Travel for Individuals	41,409

## Job Responsibilities

Category	Recipients
Executive Management	12,420
Purchasing/Procurement	18,946
Financial Management	6,764
Travel Management/Arrangement	24,864
Sales/Marketing	12,598
Other Management/Administration	8,383

## Services Purchased/Arranged

Category	Recipients
Airline Tickets	47,019
Hotel Rooms	50,429
Car Rental	43,946
Meeting Facilities	39,977
Extended Stay	20,151
Business Charter Air	12,827
Credit Card/Payment Systems	18,127
Travel Management Software Solutions	13,251
Limo/Car Service	25,784

Source: Publisher's own projected data from T&E subscriber database, October 2007.



## www.temagazine.com

T&E online is the electronic resource for corporate travel buyers looking for current industry news, features, how-to information and supplier links. Unique promotional opportunities include banner ads, text ads, video ads and more.



## T&E GoAlert

A targeted, highly visible opportunity to reach the industry's most active corporate travel managers.

- Read weekly by T&E's email database
- Provides the most timely coverage of breaking news
- Delivered each Tuesday to key corporate travel managers
- Promote specials on a weekly basis
- Link directly to your website

T&E GoAlert is powered by a partnership between T&E magazine and its sister company, Intelliguide Corporate, which employs a worldwide team of security analysts and editors 24 hours a day.

# Advertising Rates

## M&C Print Advertising

Black & White	1x	4x	7x	13x	26x
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<b>Full Page</b>	\$26,890	\$26,785	\$25,765	\$23,630	\$22,735
<b>2/3 Page</b>	19,430	19,285	18,615	17,055	16,540
<b>1/2 Page*</b>	15,255	15,130	14,570	13,340	12,960
<b>1/3 Page</b>	10,665	10,635	10,200	9,355	9,160

4-Color	1x	4x	7x	13x	26x
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<b>Full Page</b>	\$34,935	\$34,835	\$33,810	\$31,675	\$30,785
<b>2/3 Page</b>	27,475	27,340	26,665	25,105	24,585
<b>1/2 Page*</b>	23,310	23,175	22,620	21,390	21,005
<b>1/3 Page</b>	18,715	18,680	18,245	17,415	17,210

\*Island 1/2 Page: add \$700

### Optional Color

<b>2-Color:</b> B&W earned rate plus	\$3,075
<b>Match Color:</b> B&W earned rate plus	\$4,030
<b>Match Color Spread:</b> B&W earned rate plus	\$7,010
<b>4-Color Spread:</b> B&W earned rate plus	\$14,065
<b>5-Color:</b> B&W earned rate plus	\$11,680

Covers	1x	7x	13x
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<b>Inside:</b>	2-Color	\$39,285	\$36,645	\$33,325
	4-Color	44,155	41,590	38,380
<b>Back:</b>	4-Color	46,330	43,685	40,345

Inserts	1x	7x	13x
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<b>2-page</b>	\$26,765	\$25,725	\$23,635
<b>4-page</b>	48,170	46,285	42,545
<b>6-page</b>	65,010	62,485	57,420
<b>8-page</b>	78,020	74,985	68,895

Furnished Reply Cards*	1x	7x	13x
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*Plus \$400 postal code usage fee.	\$6,700	\$6,445	\$5,920
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### Gold Awards Issue (Nov.)

<b>4-Color Spread</b>	\$38,275
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## OMFG Print Advertising

Hotels:	Rate	Added Feature	Value added extension
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Full-Page Display	\$25,970		Top Banner OMFG for year, plus photo expanded listing and bold faced in search results
Full-Page Profile	25,970		Top Banner OMFG for year, plus photo expanded listing and bold faced in search results
Half-Page Display and Profile	25,970		Top Banner OMFG for year, plus photo expanded listing and bold faced in search results
Half-Page Profile (Hotel)	14,840		Side Banner OMFG for year, plus expanded listing and bold faced in search results

### CVB's and Convention Centers

CVB's will have city photos running as part of flash on OMFG home page

Full-Page Convention Center	\$25,970	Convention Spotlight (1-pg)
Full-Page CVB	25,970	Destination Focus (1-pg)
Half-Page Convention Center	14,840	Convention Spotlight (1/2-pg)
Half-Page CVB	14,840	Destination Focus (1/2-pg)

### Special Positions

Front Cover	contact Sales Rep	1/2-page TOC edit	Top Banner on OMFG and Side Banner on M&C for year
Cover 2, 3	contact Sales Rep		Side Banner on OMFG and Side Banner on M&C for year
Back Cover	contact Sales Rep		Top Banner on OMFG and Side Banner on M&C for year
Tab - 2-sided	\$38,690		

### Additional Opportunities

Clients may purchase more than one listing only if they also have a minimum half-page display or profile running in issue as well

Photo Expanded Listing	\$2,120	Expanded Listing	\$1,060	Enhanced Listing	\$560
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### Commission and Credit Policy

15% to recognized agencies. Net 30 days. It is understood that all orders accepted for space are subject to our credit requirements. There are no additional discounts for cash payments.

## M&C Electronic Advertising

### Online Ads and Services

#### mcmag.com

Top Banner	\$2,645 per month
Top Banner with Video	\$6,000 per month
<i>(Runs on both website and digital edition. Must purchase a print ad.)</i>	
Side Banner	\$2,365 per month
Text Ad	\$340 per month
Destination Skyscraper	\$10,795 per year
Home Page Billboard with Belly Band	\$10,600 per month

#### Frequency Discounts

3 months - 10%	6 months - 15%	12 months - 25%
Combination - 25%		

*(Web side banner running same month with 1 or more M&C Midweek News ads)*

### M&C Midweek News

Side Banner	\$2,810 per week
Text Ad	\$1,125 per week

### Digital Postcards

\$10,000 per blast

### Online Seminar

6-page	\$35,000 per year
12-page	\$52,000 per year
Renewal Rate	\$17,000 per year

### E-Brochure

plus production charge of \$300 per page \$11,000 per year

### Webcasts

Video Webcast	\$45,000	Audio Webcast	\$20,000
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## OMFG Electronic Advertising

### Online Ads and Services

#### M&C's omfg.com

Top Banner	\$1,750 per year
Side Banner	\$905 per year
Online Expanded Listing	\$2,175 per year
Premium Electronic Package	\$2,915 per year
Web Only CVB Listing	\$2,175 per year
Hot Specials	\$1,010 per year
Hyperlink URL Listing	\$640 per year



# Ad Rates & Specifications

For production questions, contact:

Marianne Chmielewski, Group Production Manager  
 Meetings and Conventions  
 Phone: 201-902-1961  
 mchmielewski@ntmlc.com

## T&E Print Advertising Rates

Black & White	1x	3x	6x
<b>Full Page</b>	\$19,025	\$18,265	\$17,175
<b>2/3 Page</b>	13,745	13,200	12,410
<b>1/2 Page*</b>	10,800	10,370	9,750
<b>1/3 Page</b>	7,550	7,250	6,820
<b>4-Color</b>	1x	3x	6x
<b>Full Page</b>	\$24,715	\$23,730	\$22,310
<b>2/3 Page</b>	19,440	18,670	17,550
<b>1/2 Page*</b>	16,495	15,840	14,890
<b>1/3 Page</b>	12,345	12,715	11,960

\*Island 1/2 Page: add \$690

### Optional Color

2-Color: B&W earned rate plus	\$2,735
Match Color: B&W earned rate plus	\$3,585
Match Color Spread: B&W earned rate plus	\$6,235
4-Color Spread: B&W earned rate plus	\$12,510
5-Color: B&W earned rate plus	\$10,390

## T&E Electronic Advertising Rates

**Digital Postcards** \$10,000 per blast

### Online Seminar Programs

6-page online package	\$35,000 per year
12-page online package	\$52,000 per year
Renewal rate	\$17,000 per year

**E-Brochure** \$11,000\* per year

\*plus production charge of \$300 per page

### T&E GoAlert

Side Banner	\$2,650 per issue
Text Ad	\$1,060 per issue

### Webcasts

Audio	\$20,000	Video	\$45,000
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### temagazine.com

Side Banner	\$1,775 per month
Top Banner	\$1,985 per month
Banner w/Bellyband*	\$10,600 per month
Banner w/ Video Ad*	\$6,000 per month

\*Runs on website and digital edition. Must purchase a print ad.

### Commission and Credit Policy

15% to recognized agencies. Net 30 days. It is understood that all orders accepted for space are subject to our credit requirements. There are no additional discounts for cash payments.

## M&C / T&E Print Specs

**Binding Method** (jogs to foot), Perfect Bound

**Printing Method** - Web Offset

### Paper Stock

**Inside** - 40.5 lb. coated **Cover** - 100 lb. coated enamel  
 SWOP recommended standards apply

### Dimensions

	Width (inches)	Length (inches)	Width (cm)	Length (cm)
<b>Full Page</b>	8 1/8	10	20.64	25.40
<b>Bleed Page</b>	9 1/4	11	23.50	27.94
<b>Trim Size</b>	9	10 3/4	22.86	27.31
<b>Spread</b>	16 1/2	10	41.91	25.40
<b>Bleed Spread</b>	18 1/2	11	46.99	27.94
<b>Trim Size</b>	18	10 3/4	45.72	27.31
<b>2/3 Vertical</b>	5	9 3/4	12.70	24.77
<b>1/2 Horizontal</b>	8 1/8	5 3/8	20.64	13.65
<b>1/2 Island</b>	5 1/8	7 5/8	13.02	19.37
<b>1/3 Vertical</b>	2 5/8	9 3/4	6.67	24.77
<b>1/3 Square</b>	5 1/8	5 3/8	13.02	13.65

Safety = 1/4" / 0.63cm from top, bottom and outside trim.  
 Allow 3/8" / 0.95cm from gutter trim of each page.

### Print Materials Requirements

All advertising materials are to be supplied in digital format. M&C recommends the use of MagSend, a fast and easy internet-based service. For this FREE service, go to M&C's web site [www.mcmag.com](http://www.mcmag.com), click on "SEND DIGITAL AD". MagSend will ensure that your digital ad file meets all of our specifications. Instructions for using MagSend are available on the site. The digital format accepted is PDF using Acrobat 4.0+. Available on the site are M&C's PDF settings.

Digital ads may also be sent via the M&C FTP site. For complete instructions, please contact M&C Production. M&C will print at SWOP certified ink standards. SWOP certified proofs generated from the digital file are acceptable, but not required. Color proofs that are supplied must include crop marks and all bleeding content. **M&C will not accept any ad files via e-mail.** All ad files that are not created to M&C's specs are subject to additional processing charges. Please contact M&C Production for additional information.

Publisher reserves the right to reject any material deemed inappropriate.

## M&C / T&E Electronic Specs

For electronic ad specifications go to our online media kit at [www.mcmag.com](http://www.mcmag.com) or contact your sales representative.

## OMFG Print Specs

For OMFG print ad specifications, contact Marianne Chmielewski at [mchmielewski@ntmlc.com](mailto:mchmielewski@ntmlc.com) or 201-902-1961.

# Ad Specifications

## Furnished Inserts

### 1. Stock Requirements

Furnished inserts and card inserts will be limited to maximum paper stock requirements. The maximum acceptable paper stock/weights are as follows:

Insert Size	Maximum Paper Stock
Full page, single leaf cards*	7 pt. coated card stock*
2-4 page inserts	100 lb. text weight
4+ pages inserts	70 lb. text weight
24+ pages	Contact Group Production Manager

\*Card inserts will be limited to single sheet only. BRC pieces included in single leaf cards must not exceed the maximum size of 4 1/4" x 6".

No multiple-page card inserts are accepted. Inserts that exceed single sheet must be printed on text weight stock as indicated above. Insert samples MUST be provided to the Group Production Manager 14 days prior to the ad close date to check for paper stock and postal guidelines. If a sample is not ready at that time, a paper dummy using the actual insert stock and text sample must be provided. Inserts that arrive prior to a sample being submitted may be refused. It is the responsibility of the advertiser and its agency to ensure that all inserts comply with the Publisher's requirements, postal regulations and other applied federal and state laws and regulations. Any additional USPS charges incurred will be billed at cost.

### 2. Insert limits per issue

M&C maintains a limit on the number of furnished inserts and card inserts available in each issue. Inserts are available on a first come, first served basis. Contact your sales representative for reservation information.

No furnished inserts or card inserts are accepted in the GOLD AWARDS ISSUE or any advertorial supplements.

### 3. Back-up ads

All furnished inserts, outserts and card inserts require a back-up ad. For a business reply card, a minimum of a 1/2 page back-up ad is required. For full page card inserts or multiple page furnished inserts, a minimum of 1 full page back-up ad is required. For information, contact Group Production Manager.

### 4. Trimming

Furnished inserts – Final trim size is 9" x 10 3/4". Allow 1/8" for head trim, 1/8" for foot, 1/8" outside trim and 1/8" on binding edge for perfect bind. Copy that is not to bleed should be kept at least 1/4" from trimmed edge. For specialty inserts/tipped inserts, or inserts running in saddle stitch supplements, contact the Group Production Manager.

Card inserts – USPS regulations require a BRC in mailstream min/max size of 5"-6" wide x 3 1/2"-4 1/4" deep. BRCs meeting these dimensions must bulk to a maximum of 7 pts. to meet postal regulations. BRC pieces that measure greater than 4 1/4" x 6" must meet the minimum thickness requirement of 9 pts. to meet postal regulations. Minimum bindery size 4 1/4" x 6" deep. Allow 1/8" foot trim and 1/8" trim at spine. Nonbleed copy should be kept at least 1/4" from trimmed edge.

### 5. Production charges

Any production charges incurred as a result of a furnished insert or card insert will be billed at cost.

### 6. Perforations

Suggested perf/paper ratio: 20/80. Perforation must be minimum 1/2" from binding edge.

### 7. Quantity: 72,000

### 8. Delivery date for inserts

Inserts are accepted a maximum of 6 months prior to the issue date. Inserts shipped prior to 6 months of issue date will incur storage charges at the printer. These charges will be rebilled to the advertiser. Please contact M&C Production for more details.

### 9. Shipping

Inserts should be furnished brick-stacked on pallets in 6" lifts with all unit lifts facing one direction. When an insert has more than one version, each version should be stacked on a separate pallet or pallets – unless the material is placed in cartons and is properly identified. Cartons should be used when the nature of the insert or card does not permit brick stacking or if additional protection of the material is required.

Pallets should be 40" wide and 48" long and are not to be packed higher than 40" from floor-to-pallet-top. Pallets must be waterproof-wrapped and securely banded with a minimum of two bands in each direction. Not to exceed 1400 lbs gross weight. Pallets should be clearly identified & flagged on at least two sides with the following information: Publication name, issue date, customer service rep name, gross & net weight, quantity, skid number, number per skid, number of skid, number per cartons, suppliers name and affix a sample of the insert on all four sides of the pallet.

### Mailing Instructions

For insert mailing instructions contact:

Marianne Chmielewski, Group Production Manager  
Meetings and Conventions  
Phone: 201-902-1961 Fax: 201-902-2053

### Inserts – M&C Digital Edition

Advertisers running supplied inserts need to supply their digital files for their inserts to appear in M&C's digital edition.

**Guidelines for how to supply digital files for supplied inserts**  
M&C can only accept Hi-res PDF files. M&C will not accept native files, DCS files, etc.. Each page of the insert will need to be saved as an individual file. A single leaf insert will need to be supplied as two separate files, 4 page inserts as 4 separate files, etc..

Each file should be numbered sequentially and named with the issue date & page # as it appears in the printed insert. An example of how files should be named for a 4 page insert is:

pg1 advertiser name & issue date  
pg2 advertiser name & issue date  
pg3 advertiser name & issue date  
pg4 advertiser name & issue date

To supply digital files by CD/disk contact:

Marianne Chmielewski, Group Production Manager  
Meetings and Conventions  
Phone: 201-902-1961 Fax: 201-902-2053

Advertisers can also supply their digital ad files via M&C's FTP site. All files should be named as above and placed into one folder prior to uploading files onto the FTP site. The folder name should be the advertiser name & issue date. Please contact M&C Production for complete FTP site instructions.

Advertisers not able to supply their digital files can also have their inserts run in the digital edition by agreeing to have their printed inserts scanned for a \$27 per page cost. This cost will be rebilled back to the advertiser. Scanned inserts will not have "searchability" functions within M&C's digital edition, but subscribers will still have a link to the advertiser's website.

# Terms and Conditions

The following standard terms and conditions are agreed to by Northstar Travel Media LLC ("Northstar") and the Advertiser or Agency (if any), one of whose signature appears on the Targeted Promotion Agreement ("Advertiser/Agency"), with respect to any targeted promotion (the "Promotion") undertaken by Northstar pursuant to the Targeted Promotion Agreement.

1. Representations and Warranties. Advertiser/Agency represents and warrants that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in the Promotion, including without limitation (i) the names, portraits and/or pictures of any persons living or dead, (ii) any copyrighted material, trademarks and/or depictions of trademarked goods and services, and (iii) any testimonials or endorsements contained in any information or art submitted to Northstar as part of the Promotion. Advertiser/Agency also represents and warrants that the entire contents of the Promotion are accurate and complete and are not misleading.

2. Limitation of Liability. Northstar shall not be liable for, and Advertiser/Agency hereby releases Northstar from, all liability in connection with (i) errors in map location indicators, telephone/telex/facsimile/e-mail numbers or changes in a Promotion's text and rates required by an advertiser, (ii) any loss, claim, damage, liability cost or expense (including consequential damages) as a result either of the failure of Promotion(s) to appear or of the appearance of any errors in the Promotion as published or the inclusion of any Promotion in any release and (iii) any delays in delivery and/or non-delivery of a Promotion by or on behalf of Northstar in the event of an act of God, action by any government or quasi-governmental entity, fire, flood, accident, insurrection, riot, explosion, terrorism, embargo, strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow down or any condition beyond the control of Northstar affecting production or delivery in any manner.

3. Indemnification. Advertiser/Agency agrees to indemnify and save harmless Northstar and its owners, employees, officers, directors and agents against all loss, liability damage and expense of any nature (including reasonable attorneys' fees) arising out of the copying, printing, or publishing of the Promotion or inclusion of any the Promotion in the publication(s) specified and resulting from (i) any claims or suits against any one of them, including without limitation, claims or suits for libel, violation of rights of privacy and publicity, unfair competition, intentional or negligent infliction of emotional distress and copyright and/or trademark infringement, (ii) violation of applicable federal, state or local laws or regulations or (iii) the inaccuracy, incompleteness or misleading nature of the Promotion supplied by Advertiser/Agency.

4. Content of Promotions. Contents of all Promotions are subject to Northstar's approval. Northstar reserves the right to reject any promotion or space reservation at any time if Northstar deems the promotion to be unacceptable.

5. Positioning of Promotions. Positioning of Promotions is at the discretion of Northstar except when an arrangement for a specific preferred position is acknowledged by Northstar in writing.

#### 6. Rates.

a. Rates, based on participation in the specified number of consecutive editions, are set forth on the Rate Card and are guaranteed only for the contract period. Less than the specified number of consecutive insertions will be billed at the current 1-time rate for the issue in which the Promotion appears. Rates appearing on the Rate Card are gross and do not include agency commission, if any.

b. Rates are subject to change on notice from Northstar. However, contract may be cancelled at the time the change in rate becomes effective without incurring a short rate adjustment, provided the contract rate has been earned up to the date of cancellation. Cancellation of space for any other reason will result in an adjustment of the rate (short rate) to reflect the actual space used at the prevailing rate card rates.

c. Frequency discounts based on participation in the specified number of consecutive editions are available for individual advertisers, chains, management groups or other organized groupings based on total ad pages ordered and are applied at each issue's billing. If a higher discount is earned due to a higher level of participation, it shall not be retroactive. "Earned" discounts (i.e., those based on actual space contracted and previously published) enable the advertiser to receive a higher (or lower) discount, relative to the total ad pages for that issue's billing.

d. 15% of gross to recognized advertising agencies on space billed directly to the agency provided authorized contract is on file. All orders accepted for space are subject to credit requirements.

e. No coupons or reply cards will be accepted in any Promotions.

f. If Promotions are cancelled or rescheduled by Advertiser/Agency within 10 business days of send date a 20% fee plus any production costs incurred by Northstar will be charged.

7. Billing. The publication(s) specified are published, and the Advertisers/Agencies will receive invoices in accordance with the publication(s) period specified. Terms are net 30 days. The Advertiser/Agency shall be jointly and severally liable for all amounts due and payable to Northstar for the advertising space or information which the Advertiser/Agency ordered. All online Advertisers/Agencies will be billed at the time their program begins for the full amount or prorated amount for Advertisers/Agencies who sign up with less than twelve months remaining on their existing print contract.

8. Productions Requirements. Materials not received by Northstar's production department by closing date cannot be quality checked and will not be entitled to approval or revision by Advertiser/Agency. Northstar may exercise the right to publish existing material to fulfill contracts if new material is not received by closing date. No material extensions will be granted unless accompanied by a space order. Other production requirements for Promotions are set forth on the Rate Card and within the promotional package.

9. Use of Promotions Materials. Advertiser/Agency agrees to allow Northstar to use the Advertiser/Agency's materials for promotion including, but without limitation, digital versions, activities such as display at travel agencies, hotels, and industry events; illustration in sales materials and brochures relating to the publication(s) specified; and use in public relation activities, etc.

10. Compliance With Law. Advertiser/Agency shall ensure that all Promotions comply with all applicable federal, state and local laws and regulations.

#### 11. Miscellaneous

a. The general terms and conditions contained herein shall be binding on Northstar and Advertiser/Agency. Northstar shall not be bound by conditions printed or appearing on order blanks or copy instructions submitted by or on behalf of the Advertiser/Agency and shall be governed by and construed in accordance with the laws of the State of New Jersey.

b. Northstar shall have the right, upon reasonable written notice, to terminate this Agreement, in the event of material breach of the Agreement by Advertiser/Agency.

c. Advertiser may not assign any of its rights or obligations hereunder, other than to a purchase of all or substantially all of the assets of Advertiser who agrees in writing to be bound by all of the terms and conditions of this Agreement, and who agrees to assume all of Advertiser's liability hereunder. Any other purported assignment by Advertiser shall be null and void and of no effect.

d. Advertiser/Agency hereby grants Northstar a perpetual worldwide right and license to use, display, publish, distribute, digitize, copy, perform, license, sublicense, transfer, make available or transmit any photographs provided by Advertiser/Agency hereunder, insofar as such photographs shall have been provided without inclusion of advertising copy or similar non-photographic materials, in any media or format not known or hereafter devised, in connection with the Northstar Travel Media, LLC database of travel-related information.

# Worldwide Sales Offices

## Group Publisher

### Bernard W. Schraer

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### *Washington D.C., AL, DE, MD, NC, PA, SC, VA*

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### *CT, MA, ME, NH, NJ, RI, VT*

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### *AR, IA, IL, KS, LA, MN, MO, MS, NE, NM, OK, TX, WI*

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### *Eastern Florida, GA, Caribbean, Bahamas*

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#### Michael Blanchard

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### *Central/South America*

#### Cesar Quijas

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### *Europe, Africa, Middle- East & Asia Pacific*

#### Pierre-Denis Bernoux

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### *UK, Ireland, Finland, BeNeLux, Czech Republic, Russia, E. Mediterranean*

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#### Sandrine Mallorca

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MEETINGS AND CONVENTIONS



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