

WHY PRINT?

- Print media is a backbone to any brand. Our publications introduce meeting planners to your destinations or properties. This information tells our audience what you want them to understand and how to better handle their business
- Print is a reminder of who, where, and what your business is.
- Our educational publications will enhance any work you do.

Let the Meetings Today publications reach wide amounts of planners for you.



Our Print Options Include:

- 12 monthly magazines
- 5 annual supplements



MEETINGS TODAY 2019



Custom Print Options built for you!

- Gatefold Cover (with or without die cut)
- Reverse Gatefold Cover
- Tip Cover
- 2 page gatefold
- 3 page gatefold
- Cover Wrap
- French Door
- Belly Band
- Tab divider (with or without die cut)
- Insert
- Label Aire Post-it
- Business Reply Cards

Mechanical Requirements

AD SIZE	NON-BLEED (W x H)	BLEED (W x H)
Full Page	8" x 9 7/8"	9 1/4" x 11 1/8"
1/2 Page (Island)	5 1/2" x 7 5/8"	N/A
1/2 Page (Horizontal)	8" x 4 3/4"	9 1/4" x 5 3/8"
1/2 Page (Vertical)	4" x 10"	4 1/2" x 11 1/8"
1/4 Page (Square)	4" x 4 3/4"	N/A
1/3 Page (Square)	5 3/8" x 4 7/8"	5 3/4" x 5 1/2"
1/3 Page (Vertical)	2 3/4" x 10"	3 1/8" x 11 1/8"
1/6 Page (Horizontal)	5 3/8" x 2 1/2"	N/A
1/6 Page (Vertical)	2 1/2" x 5 3/8"	N/A
2 Page Spread*	17 1/2" x 9 7/8"	18 1/2" x 11 1/8"
1/2 Page Spread	17 1/2" x 4 7/8"	18 1/2" x 5 3/8"

SPECS:

- **Trim Size:** 9" x 10 7/8"
- **Binding:** Perfect
- **Printing:** 4-color offset web

FREQUENCY:

- 12 issues distributed per year
- Supplements: 5 Annually

Bleed trim: 1/8" on all sides

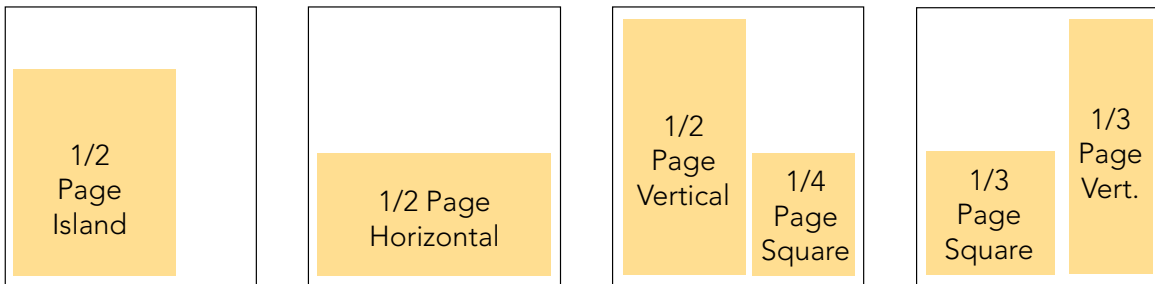
Live area: 1/2" on all sides
(equal to non-bleed dimensions)

FILE TRANSMISSION

1. Click on <http://transfer.meetingstoday.com>
2. Username: **Meetings** | Password: **Transfer** (case sensitive)
3. Upload to Meetings_Upload folder
4. Click on the **blue arrow** located at the top of the screen and follow the prompts to upload the file(s)
5. E-mail candy.holub@meetingstoday.com once the transfer is complete. Please include the name of your files.

* If supplying as two single facing pages, set to the trim size (9" x 10 7/8"), with 1/8" bleed on all outside edges. No gutter bleed is required.

Ad Sizes



PRINT ADVERTISING SUBMISSIONS

Candy Holub
Production Manager
319.861.5025
candy.holub@meetingstoday.com

FILE REQUIREMENTS

Our production department is Mac-based and uses computer-to-plate technology. **We prefer press-ready PDF-X1a files** (file must include bleed, trim marks and exact trim size: 9" x 10 7/8").

Images: Photographic images must meet the following guidelines:

- Resolution:** 300dpi
- Color mode:** CMYK or Grayscale (convert all RGB images to CMYK). Pantone (PMS) colors will be converted to CMYK and we will not be held responsible for color shifts due to conversion.

We also accept native files created with the following:

- Adobe InDesign CC
- Adobe Photoshop CC
- Adobe Illustrator CC

Trapping: All items in the document must be trapped to fit. We DO NOT provide trapping, and will not be responsible for undesirable results due to improper trapping.

Proofs: A color proof of your ad is recommended. Publisher cannot

guarantee reproduction of ads without a SWOP industry standard proof. Proofs should be output at 100%. Digital proofs and laser prints are not considered accurate in color and will be treated as "content verification only" proofs. A digital proof must accompany all ad files uploaded to our file transfer site. A SWOP standard proof should also be sent in the mail. A list of SWOP-certified proofing systems can be found at www.swop.org.

Material Storage: Printing material will be stored for 12 months and then destroyed unless advised otherwise.

PRESS INFORMATION

Printing: Web Offset

Binding: Perfect (Glued)

Color: Black and White, 2-Color and 4-Color Screen: 200 lpi (stochastic)

4-color Density: Maximum 300%. Provided only one color is solid.

Inking: Use Specifications for Web Offset on 60 lb. Machine Coated

Rotation of Colors: black, cyan, magenta, yellow – Web

Production Charges: Advertising rates are based on receipt of finished, press-ready artwork. The production department will contact the responsible party if additional preparation of the files is required. Every effort will be made to contact the responsible party within a reasonable amount of time to resubmit the artwork before our deadlines. Additional preparation of the ad by our Production Department will be billed to the responsible party.