

The Fine Print

Hold Harmless

Publisher shall not be liable, nor provide any replacements, credits or refunds for variations in registration, color matching, color tones, reverses out of four-color, variations within a single color, etc. on any given copy of the paper.

Publisher shall not be liable, nor provide any replacements, credits or refunds for inserts accidentally placed on any given copy of the paper on either the wrong page or in the wrong position on the page.

Reflow Errors

Publisher shall not be responsible for copy reflow errors which may occur as digital files are transferred from CD ROM or electronic files to printer's plates.

Cancellations, Liability

The publisher may reject or cancel any advertising at any time.

Cancellations as well as changes in insertion orders will not be accepted by the publisher after the closing date. Cancellations must be in writing and none are considered accepted until confirmed in writing by the publisher.

Publisher shall not be liable for any failure to print, publish or circulate all or any portion of an issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond the publisher's control.

In consideration of publication of an advertisement, the advertiser and the agency, jointly, severally will indemnify and hold harmless, *CMP Today's* publisher, CustomNEWS, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitations, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.

Failure To Pay

If you fail to pay us any sums due us under the terms specified above and we must collect those sums through an attorney or other means you agree to pay the full amount due us (both principal and interest) plus all attorney's fees or other fees.

We agree that the exclusive jurisdiction for the resolution of all disputes arising out of this agreement is Montgomery County, Maryland. We each further waive all defenses of jurisdiction and venue which could be raised in an action brought in these courts.

Our failure to insist upon strict compliance with any term in this document at any time is to be considered an indulgence only; and any such failure on our part will not operate to waive our rights under this agreement in any way.

These terms make up our entire agreement and there are no terms, promises, representations or expectations in this transaction other than what is written, typed, and printed on this rate card. No printed terms can be altered by anyone except by the Publisher and then only in writing.

CMP TODAY



2010 Rate Card & Editorial Calendar

CMP Today

Now Quarterly

Created with the true meeting professional in mind, *CMP Today* is written on a higher level and addresses news of the CMP Program as well as complex issues facing CMP's both educationally and professionally in a deeper and more insightful manner.

CMP Today is published quarterly and e-mailed with "turning pages" to a circulation of approximately 14,000+ world-wide holders of the prestigious CMP Certification offered by the Convention Industry Council. There is bonus print and e-mail circulation of each issue is to 2,000+ paid subscribers of *USAE* weekly newspaper as well as print copies mailed on request to individual CMPs.

2010 4-Color Advertising Rates

Display Ad Size	Width & Depth	1x Rate	2x Rate	4x Rate
Back Cover	9¾" x 14¾"	\$7,350	\$7,005	\$ 6,655
Full Page	9¾" x 14¾"	\$5,025	\$4,805	\$ 4,580
Full Spread	21" x 14¾"	\$10,050	\$9,610	\$ 9,160
1/2 Page	7" x 9¾" or 9¾" x 7"	\$4,360	\$4,175	\$ 3,985
1/2 Page Spread	15 1/2" x 9¾" or 22" x 7"	\$8,720	\$8,350	\$ 7,970
1/3 Page	7" x 7" or 4¾" x 10"	\$3,060	\$2,940	\$ 2,820
1/4 Page vertical	4¾" x 7"	\$2,850	\$2,740	\$ 2,630
1/4 Page horizontal	7" x 4¾"	\$2,850	\$1,740	\$ 2,630

All rates include four-color. Bleeds are available only on full-page ads at no additional charge.

Other Advertising Opportunities

E-Bellyband:	25" x 5" or 5" x 34"	\$6,975
E-Flag:	21 ¾" x 6.5" + ¼" bleed	\$6,975
Front Page Billboard:	3½" x 2"	\$6,300
Page behind E-Bellyband and in Front of front page:		\$7,350
E-Insert:		\$3,995 NET
Premium Position:	15% surcharge	

CMP Today's Many Merchandising Value-Adds

CMP Today offers numerous merchandising value-added benefits to all its advertisers:

- Guaranteed publication of a 400-500 word advertorial news release in each edition in which an ad appears.
- All ads in every issue are available 24/7 on conventionindustry.org including "clickable" links in both advertising and advertorials.
- Complimentary use of 1,000 mailing labels from *USAE's* database of highly qualified names;
- All ads run in same week's issue of *USAE*.

CMP Today

2010 Editorial Calendar

Issue Date

February 16
May 4
July 13
November 16

I/O Deadline

January 29
April 16
July 2
November 5

Ad Art Deadline

January 29
April 16
July 2
November 5

Mechanical Specifications

FTP/Physical Site Location Ads on disks and proofs should be shipped to *CMP Today* c/o *USAE* weekly newspaper's business office: *USAE*, 4341 Montgomery Avenue, Bethesda, MD 20814. High-res PDFs may be sent to our printer's FTP site: ftp.sauersgroup.com. Our login is "custom." For password, please call our office at (301) 951-1881 prior to sending. Put ads in folder labeled with client's name. Email your *USAE* sales exec to let us know ad is on the printer's site.

Mechanical Specifications Preferred Media: All ads should be supplied electronically on disk or via ftp site (See above.) Adobe PDF files are highly preferred. Quark, Illustrator or Photoshop application files are also accepted. Files must include high resolution graphics (300 dpi or better) and all fonts (screen and printer.) When saving EPS files, please be sure to include all fonts. Advertisers will be billed at cost for time required to prepare files to above standards. 133 line screen on all images.

Proofs of ads are REQUIRED. 4/c proofs for 4/c ads are strongly preferred or we will not be responsible for failure to match color.

Ad Sizes: Full page live area is 9 ¾" x 14¾"; and trim size is 11" x 16". Add ¼" on all sides for bleeds. Pages are four columns wide. All critical matter and illustrations should be kept at least ¼" away from all trim edges.

Separations: 133 line screen. Maximum combined density of 240% with only one solid. Two secondary colors should not exceed 75% each. Any single color not intended to print solid should not exceed 80%. Additional 10% undercolor removal for Cyan. Type should be surprinted in areas having tint values of 30%. Four color reverses should **not** be smaller than 8 points and only be reversed out of areas having at least 70% tone value in black, magenta, or cyan.

Halftones and Screens: Maximum is equivalent to 133-line screen.

Mechanical Charges: Any work done at any agency or client's request will be charged, including stripping, halftones, screens, reverses, additional artwork, and typesetting.

Agency Commission/Discounts: *CMP Today* will pay a standard 15% commission to recognized agencies. Two percent cash discounts are offered for payment either in advance or within 10 days of billing.