

2017

USAE Weekly Edition Rate Card

USAE is published EVERY WEEK in print and on-line.

EVERY ISSUE IS E-MAILED in a “turning-page” version with clickable links to our exclusive 38,000+ name industry list.

Show Dailies are hand-delivered at all major industry shows to delegates and attendees.

USAE print and on-line readers fit the profile of the ideal demographic (primary and secondary audiences) advertisers seek. Advertising with USAE offers a cost-effective way to deliver your brand identity and meetings message. Our audience includes executive decision-makers along with the key meeting, convention and tradeshow planners that book events up to 2,000 guestrooms on peak nights and require up to 200,000 square feet of exhibit space.

IMPORTANT NOTE

This rate card contains only USAE's 2017 weekly edition rates. All rates quoted are GROSS.

For multiple issues at shows such as ASAE, MPI, PCMA, and IAEE please refer to our *USAE Show Daily Rate Card*.

Color: For 4-color process please add \$775/issue.

Bleeds: Available only on full-page ads at no additional charge.

Display Ad Size	Live Width & Depth *	1x Rate	3x Rate	6x Rate
Back Cover	9¾" x 14¾"	\$7,575	\$7,125	\$ 6,765
Full Page	9¾" x 14¾"	\$5,225	\$4,970	\$ 4,770
Full Spread	21" x 14¾"	\$10,450	\$9,940	\$ 9,540
1/2 Page	7" x 9¾" or 9¾" x 7"	\$4,280	\$4,000	\$ 3,800
1/2 Page Spread	15 1/2" x 9¾" or 22" x 7"	\$8,560	\$8,000	\$ 7,300
1/4 Page	4¾" x 7"	\$2,175	\$2,075	\$ 2,025

* **Important Production Note:** All print ads appear in USAE's weekly “e-turn the page” edition. For the ‘e’ version of your ad, use the following spec regardless of print ad size: 330 pixels wide x 550 pixels tall.

Other Advertising Opportunities *

Issue Sponsorship *	\$14,150
Jumbo Wrap: 21 ¾" x 11"	\$10,650
Show Daily Bellyband: 25" x 5"	\$ 7,600
Bellyband Special 4x Rate 25" x 5"	\$ 11,725
Flag: 21 ¾" x 6.5" + ¼" bleed	\$ 7,600
Front Page Billboard: 3½" x 2"	\$ 6,750

Front Page Fold-Out Billboard 10 1/4" x 2 1/8"	\$ 6,750
Insert:	\$ 6,000
Premium Position:	15% surcharge
USAE-MAIL:	See e-media media kit
Other "E" advertising:	See e-media media kit

* **Important Production Note:** As noted above, all print ads appear in *USAE's* weekly "e-turn the page" edition. For the 'e' version of your ad, use the following spec regardless of print ad size: 330 pixels wide x 550 pixels tall.

2017 Special Focus & Show Daily Issues (In chronological order)

PCMA Show Dailies (2x)	Jan. 8, 9
Destinations Showcase Preview & On-Site	Jan. 23, February 27
RCMA Emerge Preview	Feb. 6
Florida Meetings	Feb. 20, Oct. 16
Going Green, Eco-Friendly Hotels/Destinations:	Feb. 13
Classic Resorts	March 20, Sept. 18
Northeast Meetings	Mar. 6
Southeast Meetings	March 13, Oct. 30
Gaming Venue Destinations/Resorts:	April 3
Mid-Atlantic Meetings	April 17, Sept. 25
Caribbean Resorts	April 24, Nov. 13
MPI-WEC Preview	May 8
ASAE XDP Preview, On-Site, Wrap-Up	May 15, May 22, May 29
USTA IPW On-Site	June 5
IBTM America On-Site	June 12
MPI-WEC Dailies (2x)	June 19
Golf Destinations/Resorts & Hotels:	June 26
Midwest Meetings	July 3
DMAI On-Site	July 10
ASAE Preview	July 24
ASAE Show Dailies (2x)	Aug. 13, 14
HSMAI MEET East Preview & On-Site	Aug. 28 & Sept. 4
New/Renovated Hotels/Resorts	Sept. 11
IMEX America Preview	Oct. 2
Southwest Meetings	Oct. 9
Second Tier City, First Class Venue	Oct. 23
Holiday Showcase Preview & On-Site	Nov. 6, Nov. 27
Forty Under 40 Honors Issue	November 20
IAEE Show Dailies (2x)	Nov. 28, 29
Western Meetings	Dec. 4

***USAE's* Many Merchandising Value-Added Services**

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

- Guaranteed publication of a 400-500 word advertorial news release in each Show Daily edition in which an ad appears. All advertorials will appear in the 'e' 'turn the page' version.
- Every issue including Show Dailies e-mailed in "turn the page" version with clickable links to 38,000-name industry list.
- Eligibility for *USAE* print and "e" Rewards ads based on year's total ad buy.
- All issues offer clickable links in both ads and advertorials.
- Freedom to run different ad in each issue.

*** *USAE* Issue Sponsor Package**

Any issue found in *USAE*'s Editorial Calendar other than "Show Dailies" is available for "Issue Sponsorship." The total gross cost of this package is \$14,150, the actual value including merchandising value-added services, is \$24,780. Become an "Issue Sponsor" and receive all of the following:

- Full-page four-color ads running on Back Cover and Page 2
- Front-Page Billboard on Page 1
- A 750-1,000 word feature article and up to two 4/c photos about your city, hotel or service.
- Exclusive sponsorship of issue's "e" splash page
- Issue mailed to up to 100 names from *your* client list. (Additional copies can be printed and mailed at your expense.)
- Up to 100 copies shipped for your exclusive use
- Your BRC inserted at no additional charge

Note: Other non-competitive ads may run in the issue in which your ads appear

Remnant Space

Occasionally remnant space is available. Contact sales representatives for details.

Deadlines & Mechanical Specifications

Deadlines

USAE is published every Monday except the week in which New Year's Day falls. Deadlines for insertion orders and ad art are found in our Editorial Calendar. Show Daily deadlines are generally thirty days prior to the date of issue; weekly issue deadlines are generally ten days prior to the date of issue.

FTP/Physical Site Location

Ads on disks and proofs should be shipped to our business office: *USAE*, 4824 Edgemoor Lane Bethesda, MD 20814. High-res PDFs should be emailed to our publisher at rheller@usae-e-mail.com.

Mechanical Specifications

Preferred Media: All ads should be supplied electronically. Adobe PDF files are highly preferred. 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.

Ad Sizes: Full page live area is 9 ¾" x 14 ¾," 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.

Bellybands: Horizontal bellybands measure 25" wide x 5" tall and MUST center on 11". Vertical bellyband measure 5" wide x 34" tall and MUST center on 16."

Flags: Flags measure 21 ¾" wide x 6" tall. Include a ¼" bleed all around. Flags are 10 7/8" front and 10 7/8" back.

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.

Premium Positions: Premium positions are available at 15% surcharge.

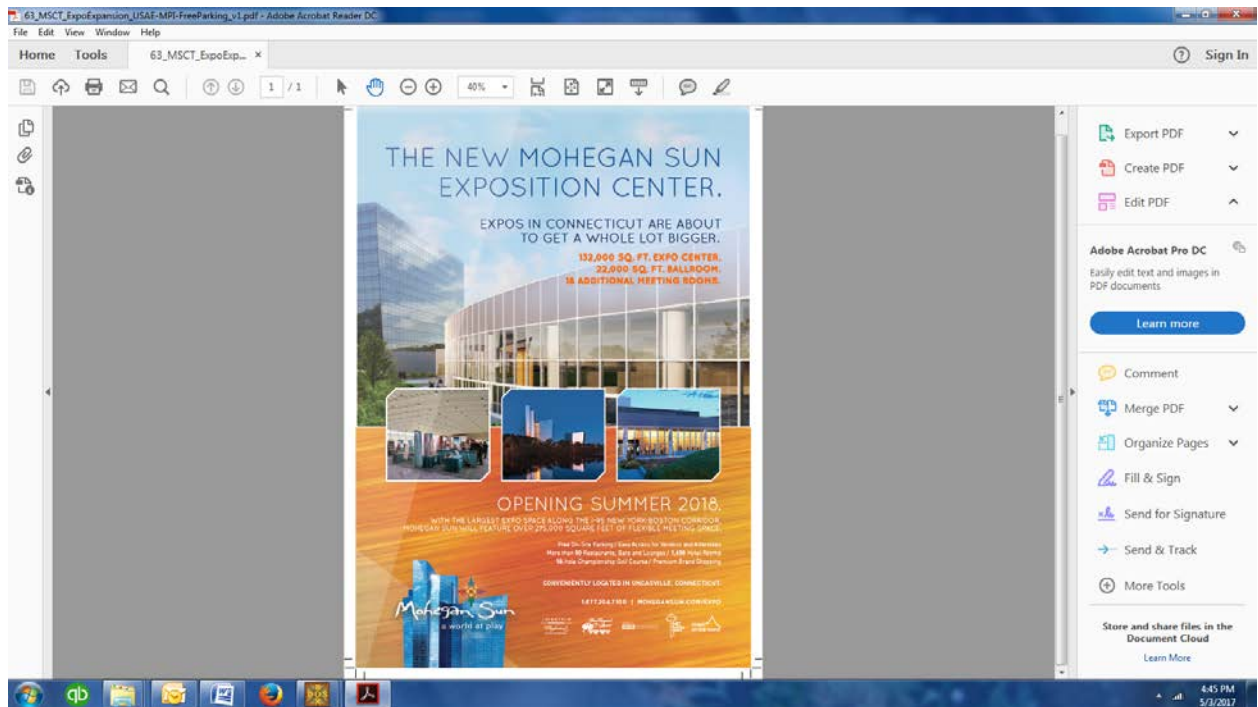
Agency Commission/Discounts: *USAE* will pay a standard 15% commission to recognized agencies. Two percent cash discounts are offered for payment either in advance or within 10 days of billing.

SPECIAL NOTE REGARDING "E" VERSIONS OF PRINT ADS

USAE is published both in print and 'turn-the-page' "E" versions.

Regardless of print size, all 'turn-the-page' "E" ads are in a full-page format with a landing page link.

When viewed on tablets and cell phones, "E" ads end up similar in size to the below example



which, as you can see, renders the 12 pt. type, while easy to read in print, almost illegible when reproduced in "E."

It is our recommendation when sending ad art that clients:

- Use the print rate card spec for print; and
- **330 pixels wide x 550 pixels tall** as the spec for the “E” version of your ad.

This information is included in the rate card above.

The Fine Print

Hold Harmless

Printing/Paper Stock: **USAE is printed heat-set web offset on 50-pound No. 5 coated white stock.**

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 due to the inherent nature of printing four-color process ads on 50-pound coated stock on a heat-set web press.

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, 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 each 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.

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