

Deadlines & Mechanical Specifications

Deadlines

USAE is published every Tuesday with the exception of the week between Christmas and New Years. 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*, 4341 Montgomery Avenue, Bethesda, MD 20814. High-res PDFs may be sent to our printer's FTP site: ftp://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. 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 3/4" x 14 3/4;" and trim size is 11" x 16". Add 1/4" on all sides for bleeds. Pages are four columns wide. All critical matter and illustrations should be kept at least 1/4" 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 3/4" wide x 6" tall. Include a 1/4" 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.

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.



USAE

2012

Weekly Edition Rate Card

THE WEEKLY COMMUNITY
NEWSPAPER OF
ASSOCIATIONS, CVBs
AND HOTELS **USAE**

4341 Montgomery Avenue • Bethesda, MD 20814

Toll Free: 800.627.USAE • Phone: 301.951.1881

Fax: 301.656.2845

www.usaenews.com • e-mail: usae@usae-e-mail.com

USAE Weekly Edition Rate Card

USAE is published in print and on-line every week. All show dailies and special focus issues are e-mailed in a "turning-page" version with clickable links to our exclusive 19,000+name industry list.

Our paid print circulation reaches more than 2,000 industry insiders. The majority of our paid subscribers—50 percent—are association executives; the rest are evenly divided between CVB executives (25%) and hotel sales and/or marketing executives (25%).

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

CMP Today

February 14, May 15, July 10, November 13, 2012

(In Chronological Order)

2012 Special Focus & Show Daily Issues

PCMA Preview	January 3
PCMA Show Dailies (2x)	January 8, 9
RCMA Show Dailies (2x)	January 25, 27
Destinations Showcase Preview & On-Site	January 31; February 28
Northeast Regional Focus	February 7
Going Green, Eco-Friendly Hotels/Destinations:	February 21
Classic Resorts:	March 13
Technology & Business Focus	March 20
Southeast Regional Focus	April 3
Florida Resorts	April 10
ASAE Springtime Preview, On-Site, Wrap-Up	April 24, May 1, May 8
Gaming Venue Destinations/Resorts:	May 22
Non-Dues Revenue Focus	June 5
Midwest Regional Focus	June 12
AIBTM On-Site	June 19
Golf Destinations/Resorts & Hotels:	June 26
MPI-WEC Preview	July 3
CESSE On-Site	July 10
DMAI On-Site	July 17
ASAE Preview	July 24
MPI-WEC Show Dailies (2x)	July 29, 30
ASAE Show Dailies (2x)	August 12, 13
HSMAI MEET East Preview & On-Site	Aug. 28 & September 4
Second Tier City, First Class Venue	September 11
USAE 30 th Anniversary Issue	September 18
Southwest Regional Focus	September 25
IMEX America Preview	October 9
ITME On-Site	October 23
New & Renovated Hotels/Resorts:	October 30
World View	November 6
Holiday Showcase Preview	November 20
Western Regional Focus	November 27
IAEE Show Dailies (2x)	December 4, 5
Holiday Showcase On-Site	December 5
Non-Hospitality Vendor Focus	December 11

2012 B/W Gross Advertising Rates

IMPORTANT NOTE:

This rate card contains **only** USAE's 2012 weekly edition rates.

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

Display Ad Size	Width & Depth	1x Rate	3x Rate	6x Rate
Back Cover	9¾" x 14¾"	\$6,700	\$6,350	\$ 5,990
Full Page	9¾" x 14¾"	\$4,350	\$4,195	\$ 3,895
Full Spread	21" x 14¾"	\$8,700	\$8,390	\$ 7,790
1/2 Page	7" x 9¾" or 9¾" x 7"	\$3,655	\$3,475	\$ 3,275
1/2 Page Spread 15	1/2" x 9¾" or 22" x 7"	\$7,330	\$6,950	\$ 6,550

Color: For 4-color process please add \$775/issue. For PMS matched color add \$550/color/issue. Bleeds: are available only on full-page ads at no additional charge.

Other Advertising Opportunities

"E" advertising: Please see our "e" media kit for full details

Issue Sponsorship: * \$9,975

Bellyband: 25" x 5" or 5" x 34" \$6,975

Flag: 21 ¾" x 6½" + ¼" bleed \$6,975

Jumbo Wrap 22" x 11" \$10,975

Premium Position 15% surcharge

Front Page Billboard: 3½" x 2" \$6,300

Front Page Fold-Out Billboard 10 ¼" x 2 1/8" \$6,300

Insert: \$4,300 NET

*USAE Issue Sponsor Package

Any issues found in USAE's Editorial Calendar other than "Show Dailies" are available for "Issue Sponsorship." The total gross cost of this package is \$9,975, the actual value including merchandising value-added services, is \$21,780. 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.
- Issue mailed to our 2,000+ paid list **plus** 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

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 show dailies and special focus issues e-mailed in turning page versions with clickable links to 19,000-name industry list.**
- **Complimentary "e-blasts" to clients buying mutually agreed number of print ad pages.**
- **All issues available to paid subscribers both as turning page versions as well as on the internet 24/7 on usaenews.com with clickable links in both ads and advertorials.**
- **Discounts on listings in our popular print and online "Call Us in DC" feature;**
- **Complimentary use of 1,000 mailing labels from our database of highly qualified names;**
- **Unlimited use of USAE classified advertising;**
- **Freedom to run different ad in each issue.**