

Deadlines & Mechanical Specifications

Deadlines

USAE is published every Tuesday with the exception of the week between Christmas and New Year. 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 attorneys' 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

Show Daily 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

At Shows...Daily

USAE's unique niche is the publication of daily editions at the most important association industry conventions and meetings. These "Show Daily" Issues are distributed to attendees at official convention hotels; circulated at registration areas and throughout the exhibit; mailed to USAE print subscribers and e-mailed to "e" subscribers + a minimum 19,000 other industry planners.

USAE show daily editions are widely read and are an outstanding way to generate maximum booth traffic.

(Weekly, USAE is a paid circulation print and "e" publication, reaching more than 19,000 industry insiders nationwide. The majority of our paid print subscribers—50 percent—are association executives; the rest are evenly divided between CVB executives (25%) and hotel sales and/or marketing executives (25%). 100% of our "e" readership are association executives or industry meeting planners.

USAE's Many Value-Added Opportunities

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 in which an ad appears.
- Complimentary "e-blasts" to clients buying mutually agreed number of print ad pages.
- All issues available on the internet 24/7 on usaenews.com with clickable links in both ads and advertorials, emailed weekly to 19,000 name industry list.
- 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 ads in each issue.

2012 Show Daily B/W Advertising Rates

IMPORTANT NOTE

This rate card contains only *USAE's* 2012 show daily rates. (For your convenience 1x show rates are also shown.) All rates quoted are the total gross space cost for that number of issues. For single issue frequency discounts, please refer to our Weekly Edition Rate Card.

Display Ad Size	Width & Depth	1 Issue At Show	2 Issues Same Show	3 Issues Incl. Preview/Wrap-up
Back Cover	9 ¾" x 14 ¾"	\$6,700	\$8,600	\$9,510
Full Page	9 ¾" x 14 ¾"	\$4,350	\$5,775	\$6,555
Full Spread	21" x 14 ¾"	\$8,700	\$11,550	\$13,110
1/2 Page	7" x 9 ¾" or 9 ¾" x 7"	\$3,655	\$4,930	\$5,725
1/2 Page Spread	15 ½" x 9 ¾" or 22" x 7"	\$7,330	\$9,860	\$11,450

For single issue frequency discounts, please refer to our Weekly Edition Rate Card.

Color: For 4-color process please add \$775/issue. For PMS matched color add \$500/issue.

Bleeds are available only on full-page ads at no additional charge.

Other Show Daily Advertising Opportunities

"E" advertising: Please see our "e" rate card for full details

Bellyband:	25" x 5" or 5" x 34"	\$6,975 (each issue)
Flag:	21 ¾" x 6 ½" + ¼" bleed	\$6,975 (each issue)
Jumbo Wrap	22" x 11"	\$10,975 (each issue)
Front Page Print Billboard:	3 ½" x 2"	\$6,300 (each issue)
Front Page Fold-Out Billboard:	10 ¼" x 2 1/8"	\$6,300 (each issue)
Insert:		\$4,300 NET
Premium Position		15% surcharge

USAE Distributed At These Shows

See *USAE's* editorial calendar for specific show dates and deadlines.

AIBTM
On-Site

ASAE
Annual Meeting: Preview + Show Dailies (2x)
Springtime: Preview + On-Site + Wrap-Up

Association Forum
Holiday Showcase: Preview + On-Site

CESSE
Annual Meeting: On-Site

DMAI
Destinations Showcase DC: Preview + On-Site
Annual Meeting: On-Site

HSMIAI
MEET East: Preview + On-Site

IAEE
Annual Meeting: Show Dailies (2x)

IMEX
Preview

ITME
On-Site

MPI
WEC: Preview + Show Dailies (2x)

PCMA
Annual Meeting: Preview + Show Dailies (2x)

RCMA
Annual Meeting: Show Dailies (2x)

Show Daily Packages!

USAE offers a unique promotion program when you purchase a specific number of ads in certain show daily or special issues. (Please note: all offers are for space only; applicable color charges apply.)

PCMA

Advertisers buying two times in PCMA Show Dailies get 3x rate discount when buying in the Preview edition.

Destinations Showcase DC

Buy Preview and On-Site issues; pay the Show Daily 2x rate.

Springtime

Springtime Package includes Preview, On-Site and Wrap-Up editions. Advertisers buying this package pay the Show Daily 2x rate + applicable color for all three.

MPI WEC Preview

Advertisers buying two times in our MPI WEC Show Dailies get 3x rate discount when buying in the MPI WEC Preview edition.

ASAE Annual Meeting Preview

Advertisers who buy twice in our ASAE Show Dailies 3x rate discount when buying in the ASAE Preview edition.

MEET East

Buy Preview and On-Site issues and pay the Show Daily 2x rate.

CMP Today Issues

Buy February, May, July and November issues and pay the *CMP Today* rate card 4x rate for each.

Association Forum Holiday Showcase

Buy Preview and On-Site issues and pay the Show Daily 2x rate.