

# 2017

## USAE Show Daily Rate Card

### At Shows...Daily

USAE's unique niche is the publication of daily editions at the most important association industry conventions and meetings. Depending upon the show, these "Show Daily" issues are distributed to attendees at official convention hotels; circulated at registration areas and throughout the exhibit; as well as emailed to 38,000 USAE industry readers.

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 38,000 industry insiders nationwide.)

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.

## 2017 Show Daily B/W Advertising Rates

### IMPORTANT NOTE

This rate card contains **only** USAE's 2017 Show Daily rates. (For your convenience 1x at show rates are also shown.) All rates quoted are the total gross cost for that number of issues. For single issue frequency discounts, please refer to our Weekly Edition Rate Card.

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

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

Display Ad Size	Live Area * Width & Depth	1 Issue At Show	2 Issues Same Show	3 Issues Incl. Preview/Wrap-up
Back Cover	9 3/4" x 14 3/4"	\$7,575	\$ 9,950	\$10,650
Full Page	9 3/4" x 14 3/4"	\$5,225	\$ 6,950	\$ 7,150
Full Spread	21" x 14 3/4"	\$10,450	\$13,900	\$14,300
1/2 Page	7" x 9 3/4" or 9 3/4" x 7"	\$4,280	\$ 5,830	\$ 6,200
1/2 Page Spread	15 1/2" x 9 3/4"	\$8,560	\$11,660	\$12,400
1/4 Page	4 3/4" x 7"	\$2,175	\$3,975	\$ 4,500

\* **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 Show Daily Advertising Opportunities \***

Jumbo Wrap: 21 3/4" x 11"	\$10,650
Show Daily Bellyband: 25" x 5"	\$ 7,600
Bellyband Special 4x Rate 25" x 5"	\$ 11,725
Flag: 21 3/4" x 6.5" + 1/4" bleed	\$ 7,600
Front Page Billboard: 3 1/2" 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

\* **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.

## ***USAE* Distributed at These Meetings**

See *USAE's* Editorial Calendar for specific show dates and deadlines.

### **ASAE**

Annual Meeting: Preview + Show Dailies (2x)

XDP: Preview + On-Site + Wrap-Up

### **Association Forum**

Forty Under 40 Honors Issue

Holiday Showcase: Preview + On-Site

### **DMAI**

Destinations Showcase DC: Preview + On-Site

Annual Meeting: On-Site

### **HSMAI**

MEET East: Preview + On-Site

### **IAEE**

Expo Expo! Show Dailies (2x)

### **IBTM America**

On-Site

### **IMEX**

Preview

### **MPI**

WEC: Preview + Show Dailies (2x)

### **PCMA**

Convening Leaders Preview + 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 or any other later-in-the-year non-Show Daily edition.

### **Destinations Showcase DC**

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

### **ASAE XDP**

XDP Package includes Preview, On-Site and Wrap-Up editions. Advertisers buying this package get a **fourth** ad in any non-Show Daily edition for cost of color only.

### **MPI WEC Preview**

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

***ASAE Annual Meeting Preview***

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

***MEET East***

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

***Forty Under 40 Honors Issue***

Buy November 20 "Forty Under 40" Honors Issue; Get FREE ad in any 2018 non-show daily issue

***Association Forum Holiday Showcase***

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

## ***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 edition in which an ad appears. All advertorials will appear in the 'e' 'turn the page' version.
- 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.
- Every issue e-mailed in "turn the page" version with clickable links to 38,000-name industry list.
- Freedom to run different ad in each issue.

## **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' 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 may be emailed to our publisher at [rheller@usae-e-mail.com](mailto: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 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.

## 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 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.