

## 2012 EVENT GUIDE ADVERTISING

Advertise in the official Event Guide distributed to all attendees during check-in at Destinations Showcase Conference & Expo in Washington, D.C. and Chicago. These year-round reference guides include complete details of each event and a comprehensive directory of exhibiting CVBs. Advertising in the guides is a great way to stand out and get meeting planners to your booth:

- Increase traffic by advertising your booth location and destination information
- Extend awareness and complement the effectiveness of your directory listing
- Your message reaches the people you want to talk to—at the right time and in the right place!

### RATES

#### Washington

#### Chicago

#### Premium Positions (Full-Color):

Inside Front Cover	SOLD!	SOLD!
Inside Back Cover	SOLD!	Call
Back Cover	SOLD!	SOLD!

#### Standard Positions (Full-Color):

Full-Page	\$1,315	\$1,050
Half-Page	\$685	\$575
Third-Page Square	\$375	\$315

### PRODUCTION SPECS

Full-Page	Bleed: 8.75" W x 11.25" H Trim: 8.5" W x 11" H
Half-Page	8" W x 5.125" H
Third-Page Square	5.25" W x 5.25" H

#### Acceptable file formats:

- Press-Ready PDF (preferred), EPS, or TIFF
- Convert all fonts to paths or embed in PDF
- All images should be 300 dpi

**TERMS:** All advertising subject to DMAI approval. Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred. No adjustments will be made to any free listing or advertisement.

### DEADLINES

#### Space reservations/payment due:

Washington – Jan. 9, 2012  
 Chicago – May 7, 2012

#### Materials due:

Washington – Jan. 20, 2012  
 Chicago – May 18, 2012

### CONTACTS

#### Sales:

#### Frank Paige

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#### Please send payment and insertion orders to:

#### Kristen White

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[kwhite@destinationmarketing.org](mailto:kwhite@destinationmarketing.org)

#### Submit ad materials to:

#### Brady Lutsko

Ph: 412.381.1105  
[blutsko@destinationmarketing.org](mailto:blutsko@destinationmarketing.org)

#### FTP site:

<ftp://ftp.bradylutsko.com>

login = u40998924-guest  
 password = marketing

Please ZIP files and place in the "Destinations Showcase" folder.