



Produced by:



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2010 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	Call	Call
Back Cover	Call	Call

Standard Positions (Full-Color):

Full-Page	\$1,250	\$1,000
Half-Page	\$650	\$550
Third-Page Square	\$350	\$300

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. 22, 2010
Chicago – May 14, 2010

Materials due:

Washington – Jan. 29, 2010
Chicago – May 21, 2010

CONTACTS

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Submit ad materials to:

Brady Lutsko

Destinations Showcase

1730 Wharton Street

Pittsburgh, PA 15203

Ph: 412.381.1105

blutsko@destinationmarketing.org

FTP site:

<ftp://ftp.bradylutsko.com>

login = u40998924-guest

password = marketing

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