

USAE

2021 Print Rate Card

*Prestige of Print;
Efficiency of “E”*

USAE is published every Monday in print and on-line. This rate card contains *USAE's* 2021 B/W print rates. All rates quoted are GROSS.

Every print issue is also e-mailed every Monday in a “turning-page” version with clickable links to our exclusive (and growing) minimum 58,000+ name industry list.

A unique *USAE* niche is the publication of daily editions at the most important association industry conventions. Depending upon the event, “Show Daily” issues are distributed to attendees at official convention hotels; circulated at registration areas and throughout the exhibit as well as emailed to 58,000 *USAE* industry readers.

USAE print and on-line readers fit the profile of the ideal demographic (primary and secondary audiences) meetings industry 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.

Note: Due to the Covid-19 pandemic, 2020 USAE print show dailies were not distributed at ASAE, MPI-WEC, IMEX America, IAEE Expo! Expo! or Association Forum Holiday Showcase.

It is USAE's intention to resume publishing on-site at these various events during 2021.

2021 Revised B/W Rates

Ad Size	Live Width & Depth	1-4x Rate	5-12x Rate	13-52x Rate
Back Cover	8.75 x 11.75	\$7,875	\$7,375	\$ 3,575
Full Page	8.75 x 11.75	\$5,525	\$4,220	\$ 2,495
Full Spread	18 x 11.75	\$11,050	\$10,440	\$ 4,950
1/2 Page	6.25"x 8.75" or 8.75" x 6.25"	\$4,580	\$4,250	\$ 2,125
1/2 Page Sprd	12.5" x 8.75"	\$9,160	\$8,500	\$ 4,250
1/4 Page	4.25" x 4.25"	\$2,475	\$2,325	\$ 1,750

Full Page Image Area: 8.75" x 11.75"

Bleeds: Size for a full-page bleed is 10" x 13.5". Size for a full-page spread bleed is 20" x 13.5" *USAE* is trimmed to a final full-page size of 9.5" x 13" or a full-page bleed size of 19" x 13.5" Each full-page image area is 8.75" x 11.75". Anything you want to insure is far enough from the trim, should be within the image area.

Color: For 4-color process add \$775 per issue. **Color charge waived on all ads 13x or more.**

Important Production Note: All print ads also 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.

Bleeds: Only available on full-page ads; no additional charge. Note: Image area is 8.75" x 11.75". Content outside of live area could be lost.

Important Production Note:

Desktop/Tablet: 690 px (wide) x 892 px (tall)

Mobile: 320 px (wide) x 430 px (tall)

WE STRONGLY RECOMMEND USING 12PT TYPE OR LARGER FOR E-ADS.

Other Advertising Opportunities

	Net Cost
Star Sponsorship *	\$15,350
Jumbo Wrap: flat 16 x 8; folded 8 x 8"	\$11,150
Bellyband 1x rate: 22" x 5"	\$ 7,800
Bellyband Special 4x Rate 22" x 5"	\$ 12,825
Flag: 21 ¾" x 6.5" + ¼" bleed	\$ 7,800
Front Page Billboard: 3½" x 2"	\$ 6,950

Front Page Fold-Out Billboard 10 ¼" x 2 1/8"	\$ 6,950
Insert:	\$ 6,300
Collateral Clearance/Overstock	\$ 6,300
Premium Position:	15% surcharge
"E" advertising:	See e-media kit

2021 Special Focus & Show Daily Issues

(In Chronological Order **Show Preview/Dailies in Red**)

PCMA Preview	Dec. 28, 2020
PCMA Show Dailies (2x)	Jan. 10, 11, 2021
RCMA Emerge Preview	Jan. 18
"Key Reasons to Book"	Feb. 1, Sept. 27
Hybrid Events Special Issue	Feb. 8
Florida Meetings	Feb. 15, Oct. 11
Going Green, Eco-Friendly Hotels/Destinations:	Feb. 22
Northeast Meetings	Mar. 1
Southeast Meetings	Mar. 8, Oct. 25
Destinations Showcase Preview	Mar. 15
Classic Resorts	Mar. 22, Sept. 13
GBAC STAR Special Issue	Apr. 5
Destinations Showcase On-Site	Apr. 19
Caribbean Resorts	May 3, Nov. 15
Gaming Venue Destinations/Resorts:	May 10
IMEX Frankfurt	May 24
Mid-Atlantic Meetings	May 17, Sept. 20
International Destinations	May 31
MPI-WEC Preview	June 6
MPI-WEC Dailies (2x)	June 13, 14
Golf Destinations/Resorts & Hotels:	June 20
Midwest Meetings	June 27
Destinations International On-Site	July 19
ASAE Preview	July 26
ASAE Show Dailies (2x)	Aug. 16, 17
Classic Resorts	Aug. 13
New & Renovated Hotels/Resorts	Aug. 30
Mid-Atlantic Meetings	Sept. 20
"Key Reasons to Book"	Sept. 27
Florida Meetings	Oct. 11
Second Tier City, First Class Venue	Oct. 18
Southwest Meetings	Oct. 25
IMEX America Preview	Nov. 1
IMEX America On-Site	Nov. 8
Caribbean & Resort Meetings	Nov. 15
Holiday Showcase Preview	Nov. 22

IAEE Expo! Expo! Show Dailies (2x)

Holiday Showcase On-Site

Western Meetings

Available for Sponsored Issue

Dec. 6, 7

Dec. 6

Dec. 20

Dec. 27

Standard Merchandising Value-Addeds

USAE offers numerous merchandising value-added benefits to all its advertisers:

- Guaranteed publication of up-to-950 word e-advertorial news release in each edition in which a print ad appears. *All* advertorials appear in the 'e' 'turn the page' version.
- Every issue including Show Dailies e-mailed in "turn the page" version with clickable links to 58,000+-name industry list.
- 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.
- Freedom to run different ad in each issue.

* Star Sponsor Package

Any issue found in *USAE's* Editorial Calendar other than a "Show Daily" is available for "Star Sponsorship." The total gross cost of this package is \$15,350, the actual value including merchandising value-added services, is \$30,375. As a "Star Sponsor" you receive all of the following:

- 2 Full-page four-color ads; one on Back Cover other on Page 2
- Front-Page Billboard on Page 1
- A 750-1,000 word print feature article and up to two 4/c photos about your city, hotel or service.
- Exclusive sponsorship of issue's "First News Monday" e-page.
- Issue mailed to up to 100 names from *your* client list. (Additional copies can be printed and mailed at your expense.)
- 100 copies shipped for your exclusive use
- Your BRC inserted at no additional charge

Important Note: Other ads may run in the issue in which your Star Sponsor ads appear.

USAEXtra!

*Not Just an Extra Issue of USAE; **YOUR** USAEXtra!*

Published in print on any Wednesday of your choice, your *USAEXtra!* contains *ONLY* news and information about your DMO, hotel company or resort.

Content: 100% of the content of your *USAEXtra!* comes from you. Your advertisements may be included within the issue's 8-or-more-pages. Simply provide all editorial and advertising in PDF format. (If needed, *USAE* can provide layout and design support at nominal additional cost.)

Distribution: Every *USAEXtra!* goes to:

- 2,500 premium print paid subscribers; plus
- 58,000+ opted-in email subscribers; plus
- 1,000 copies shipped to you for promotional purposes; and
- If published within four weeks of any major industry show – PCMA, MPI, ASAE, IMEX America or IAEE – additional copies will be distributed at the show.

Cost: \$22,450 net for 8-pages printed on premium 70 lb. coated stock.

Scheduling: You can schedule your *USAEXtra!* for any Wednesday.

Details: Call your *USAE* sales representative.

Other

Remnant Space

Occasionally short deadline remnant space is available at reduced cost. Contact sales representatives for details.

Deadlines

USAE is published every Monday except the week in which New Year's 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 ten days prior to the date of issue. Extensions are possible on request.

FTP/Physical Site Location

USAE's business office is located at 6809 Delaware Street, Chevy Chase, MD 20815. Phone is 301-654-1808. High-res PDFs should be emailed to our publisher at rheller@usae-e-mail.com.

Preferred Media

All ads must 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: with live area (8.75 x 11.75), bleed (9.5 x 12.5) and trim (9.25 x 12.25)
- Full page spread: with live area (18 x 11.75); bleed (18.75 x 12.5) and trim (18.5 x 12.25)
- Half horizontal: live area (8.75 x 6.25) and trim (9.25 x 6.125)
- Half vertical: live area (4.5 x 11.75) and trim (4.625 x 12.25)

All critical matter and illustrations should be kept at least .25" away from all trim edges.

Bellybands

Horizontal bellybands measure 22" wide x 5" tall and MUST center on 11.5".

Flags

Flags measure 21¾" wide x 6" tall. Include a ¼" 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.

DDHalftones 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.

Discounts

USAE offers a two percent cash discount for payment either in advance or within 10 days of billing.

SPECIAL NOTE REGARDING "E" VERSIONS OF PRINT ADS

Since *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 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 clients use the print rate card spec for print; and the following for desktop/tablet and mobile. **Desktop/Tablet:** 690 px (wide) x 892 px (tall); **Mobile:** 320 px (wide) x 430 px (tall)

You will also find this information included in the rate card above.

63_MSCT_ExpoExpansion_USAE-MPI-FreeParking_v1.pdf - Adobe Acrobat Reader DC

File Edit View Window Help

Home Tools 63_MSCT_ExpoExp... x Sign In

40%

Export PDF
Create PDF
Edit PDF

Adobe Acrobat Pro DC
Easily edit text and images in PDF documents
Learn more

Comment
Merge PDF
Organize Pages
Fill & Sign
Send for Signature
Send & Track
More Tools

Store and share files in the Document Cloud
Learn More

4:45 PM
5/3/2017

The Fine Print

Hold Harmless

Printing/Paper Stock: *USAE* is printed on a digital press on 70-pound No. 2 coated white stock. The 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 70-pound coated stock on a digital press.

The 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, *USAE*, 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 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.