

USAE

2022 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* 2022 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 59,000+ 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 59,000 *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, 2021 USAE print show dailies were not distributed at ASAE.

It is USAE's intention to resume publishing on-site at the various events indicated on our editorial calendar during 2022 if they are held face-to-face.

2022 B/W Rates

Display Ad Size	Live Width & Depth	1x Rate	3x Rate	6x Rate
Back Cover	8.75 x 11.75	\$7,875	\$7,375	\$ 6,990
Full Page	8.75 x 11.75	\$5,525	\$5,220	\$ 4,995
Full Spread	18 x 11.75	\$11,050	\$10,440	\$ 9,965
1/2 Page	6.25"x 8.75" <i>or</i> 8.75" x 6.25"	\$4,580	\$4,250	\$ 4,125
1/2 Page Sprd	12.5" x 8.75"	\$9,160	\$8,500	\$ 7,450
1/4 Page	4.25" x 4.25"	\$2,475	\$2,325	\$ 2,250

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.

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 ONLY 12PT OR LARGER TYPE 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

2022 Special Focus & Show Daily Issues

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

PCMA Preview	Dec. 13, 2021
PCMA Show Dailies (2x)	Jan. 10, 11, 2022
RCMA Emerge Preview	Jan. 17
Destinations Showcase Preview	Jan. 24 (Est.)
Destinations Showcase On-Site	Feb. 7 (Est.)
Going Green, Eco-Friendly Hotels/Destinations:	Feb. 14
Florida Meetings	Feb. 21, Oct. 10
“Key Reasons to Book”	Feb. 28, Sept. 26
Northeast Meetings	Mar. 7
Southeast Meetings	Mar. 14, Sept. 12
Classic Resorts	Mar. 21, Aug. 15
GBAC STAR Special Issue	Mar. 28
International Destinations	April 4
Caribbean Resorts	April 11, Nov. 14
IMEX Frankfurt Preview	April 18
IMEX Frankfurt	April 25
Mid-Atlantic Meetings	May 2, Sept. 19
MPI-WEC Preview	May 9
GBAC STAR Accredited Venues	May 16
Convention Center Focus Issue	May 23, Oct. 3
Gaming Venue Destinations/Resorts:	June 6
MPI-WEC Dailies (2x)	June 13, 14
Golf Destinations/Resorts & Hotels:	June 27
Midwest Meetings	July 4
Destinations International On-Site	July 18 (Est.)
ASAE Preview	Aug. 1
New & Renovated Hotels/Resorts	Aug. 8
ASAE Show Dailies (2x)	Aug. 16, 17
Second Tier City, First Class Venue	Sept. 5
IMEX America Preview	Oct. 17
IMEX America On-Site	Oct. 24
Southwest Meetings	Oct. 31
Holiday Showcase Preview	Nov. 7
IAEE Expo! Expo! Show Dailies (2x)	Dec. 5,6
Western Meetings	Dec. 12
Available for Sponsored Issue	Dec. 26

Special Merchandising Value-Addeds

USAE offers numerous special 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 to 59,000+-name industry list in "turn-the-page" version with clickable links.
- 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:

- 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
- 59,000+ opted-in email subscribers; plus
- 1,00 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!* on 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. 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 at 6809 Delaware Street, Chevy Chase, MD 20815. Phone is 301-654-1808. High-res PDFs should be emailed to our publisher c/o 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 21 $\frac{3}{4}$ " wide x 6" tall. Include a $\frac{1}{4}$ " bleed all around. Flags are 10 $\frac{7}{8}$ " front and 10 $\frac{7}{8}$ " 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 (Pages 2, 3 and Inside Back Cover) 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 that clients use the print rate card spec for print; and use 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

1 / 1 40%

THE NEW MOHEGAN SUN EXPOSITION CENTER.

EXPOS IN CONNECTICUT ARE ABOUT TO GET A WHOLE LOT BIGGER.

132,000 SQ. FT. EXPO CENTER.
22,000 SQ. FT. BALLROOM.
18 ADDITIONAL MEETING ROOMS.

OPENING SUMMER 2018.

WITH THE LARGEST EXPO SPACE ALONG THE I-95 NEW WORK-SHOOTING CORRIDOR, MOHEGAN SUN WILL FEATURE OVER 225,000 SQUARE FEET OF FLEXIBLE MEETING SPACE.

Free On-Site Parking (Easy Access for Visitors and Attendees)
More Than 100 Restaurants, Bars and Lounges | 1,400 Hotel Rooms
Be a State Champion | Golf Course | Premium Brand Shopping

CONVENIENTLY LOCATED IN UNICASVILLE, CONNECTICUT

1.877.204.7100 | MOHEGAN-SUN.COM/EXPO

Mohegan Sun
a world at play

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.