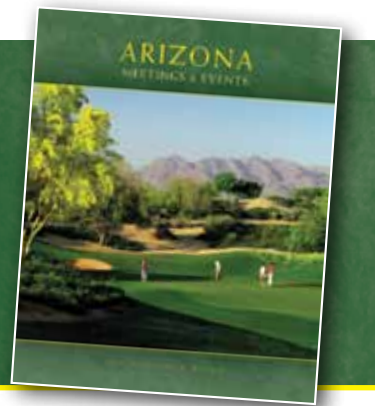


ARIZONA MEETINGS & EVENTS

TWO THOUSAND & ELEVEN

**Ad Space Due November 18, 2010 Ad Materials Due November 24, 2010
Publication Date January, 2011**



Arizona Meetings & Events is published annually as a reference and resource guide for industry professionals. Since 1993, the publication has created an important niche within the marketplace that readers and advertisers have come to rely on.

CONTENT

Arizona Meetings & Events is a high-quality, four-color publication with editorial covering events, attractions, activities and destinations. The magazine is an indispensable resource for anyone planning a meeting or event in Arizona. Editorial covers locations and experiences exclusive to the State, as well as services and resources available.

CIRCULATION – 30,000 ANNUALLY

- Published annually in Arizona for 17 years, it is the industry's leading resource to reach meeting and event decision makers.
- *Arizona Meetings & Events* offers the best available mailing list for tourism industry partners in Arizona.
- The strongest and highest percentage of responses come from copies mailed within the state of Arizona.
- Mailing is directed to meeting and event planners, executives at corporations with 50+ employees and handed out personally at trade shows and industry meetings.
- Additional copies are mailed directly to meeting and event planners regionally and nationally who use the Southwest as a destination and plan at least three meetings annually.
- The mailing list is continuously updated with more than half of the list comprised of corporate planners, with incentive travel buyers and association planners rounding out the remainder of the list.

QUALIFIED LEADS

The publication provides advertisers with qualified reader service card and website leads which are e-mailed to current advertisers for direct access to prospective clients.

WEBSITE LINKS & LISTINGS

The complete publication is also offered online at azmeetings.com and hennepmg.com. All advertisers receive a free text listing and link on the websites.



MAGAZINE ADVERTISING RATES

Save 10% - Sign up for Magazine & Web (below)

Size	Rate	Width x Height
Mini Ad	\$ 395	50-75 words and logo
1/8 Page	\$ 850	3.375" x 2.4375"
1/4 Page	\$ 1,750	3.375" x 4.875"
1/2 Page	\$ 2,950	7" x 4.875"
Full Page	\$ 4,150	8.375" x 10.875"
	\$ 5,500	Back Cover
	\$ 4,650	Inside Front Cover or Page 1
	\$ 4,500	Inside Back Cover

All full page ads need .125" bleed on all four sides.

All rates are quoted gross to recognized agencies and do not include tax (1.65%).

AD MATERIALS & SHIPPING

Our preference is that advertisers provide high resolution PDF files via e-mail (info@hennepmg.com) if less than 5MB. For our FTP site, send a request for FTP site instructions to info@hennepmg.com.

BILLING INFORMATION

50% due with signed contract, 50% due upon publication. Make checks payable to Hennen Publishing and mail to 3645 N. Marshall Way, Ste. 3, Scottsdale, AZ 85251. Ad sales subject to 1.65% sales tax. For all invoices payment is due net 10 days from date of invoice. Delinquent accounts are subject to a \$10 late fee per month, plus daily interest accrued at a rate of 18% per annum or 1.5% per month.

WEBSITE ADVERTISING RATES

Save 10% - Sign up for Web & Magazine (above)

Name	Rate	Size
Block Ad on Home Page Description: Ad blocks appear in the main content area of the home page. Ads are positioned on a first-served basis.	\$550 per calendar year	125 pixels wide x 125 pixels high
Banner Ad on Category Page Description: Phoenix & Central, Tucson & Southern, Northern, Calendar of Events, CVB's, Golf, Convention Services, Transportation and Tours, Accommodations, Activities & Attractions, Dining, and Meeting Venues	\$750 per calendar year, limit one per category	460 pixels wide x 75 pixels high
Block Ad on Category Page Description: Ad blocks appear in the main content area of the each category. Ads are positioned on a first-served basis.	\$275 per calendar year	125 pixels wide x 125 pixels high

Hennen Publishing & Marketing Group

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