

Seattle Meeting PLANNERS GUIDE

AUDIENCE: Association, Corporate and Independent Meeting Planners

Ad placement in the Seattle *Meeting Planners Guide* (MPG) reaches this powerful audience responsible for bringing millions of dollars in convention and meeting business to Seattle each year.

For 6,000 meeting professionals, the MPG is the definitive source of information for:

- Accommodations
- Meeting and Event Venues
- Restaurants
- Attractions
- Maps & Transportation
- Pre- and Post-Event Activities

Fulfillment

Thousands of guides are mailed directly to the SCVB's exclusive list of meeting professionals, who request the guide at VisitSeattle.org or by calling the toll-free number. They are also distributed by SCVB's sales team to promote Seattle as a sought-after convention and meeting destination.

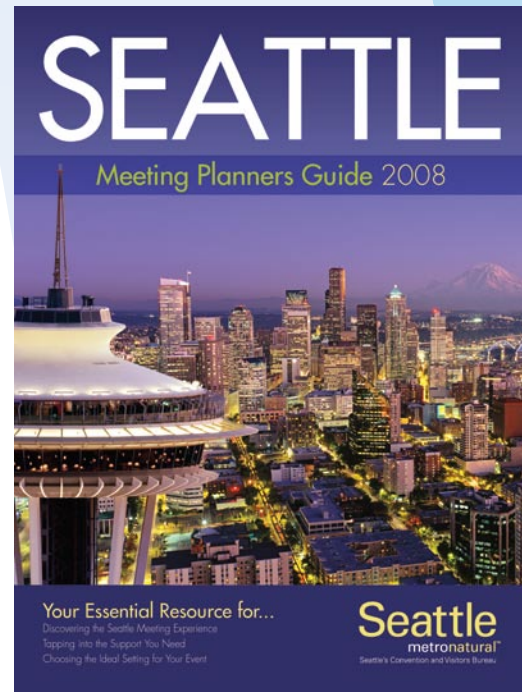
Annual Circulation/Readership: 6,000/13,200[†]

Reader Stats[†]

- 95% of meeting professionals find Weaver planning guides useful
- 84% of readers use the MPG to evaluate accommodations
- 82% of readers use the MPG to plan activities and look for event facilities
- 81% of readers use the MPG to select dining space
- 78% of readers use the MPG to look for event services

Rates

DISPLAY ADS	1X
Full Page	\$5,165
1/2 Page	\$3,115
1/4 Page	\$1,660
FORMATTED ADS	
Full Page	\$6,800
1/2 Page	\$3,755
1/4 Page	\$2,030
Logo Listing	\$555
Highlighted Listing	\$190
Additional Category Listing	\$160
Expanded Listing	\$100
PREMIUM PLACEMENT	
Inside Front Cover	\$8,785
Inside Back Cover	\$8,635
Back Cover	\$8,940
2/3 Masthead	\$3,985
Tabs	\$8,710
Full-Page Rollfold	\$7,270
1/2-Page Rollfold	\$4,415
Other	\$8,160



Publication size: 8" x 10.75"

Virtual EDITION

A virtual edition of the *Seattle Meeting Planners Guide* is available at VisitSeattle.org, where your ad is hot-linked to your website.

Ad Sales Close

May 2009

Publication Date

September 2009

[†] Source: A.J. Lerner Market Research, Inc.