

# ARIZONA

## MEETINGS & EVENTS

TWO THOUSAND & TEN

**Ad Space Due** November 12, 2009  
**Ad Materials Due** November 19, 2009  
**Publication Date** January, 2010

*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

Our mailing list is the best available for tourism industry partners in Arizona. The strongest and highest percentage of responses come from the 5,000 copies mailed within the state of Arizona. These are directed to meeting and event planners, executives at corporations with 50+ employees, and handed out personally at trade shows and industry meetings.

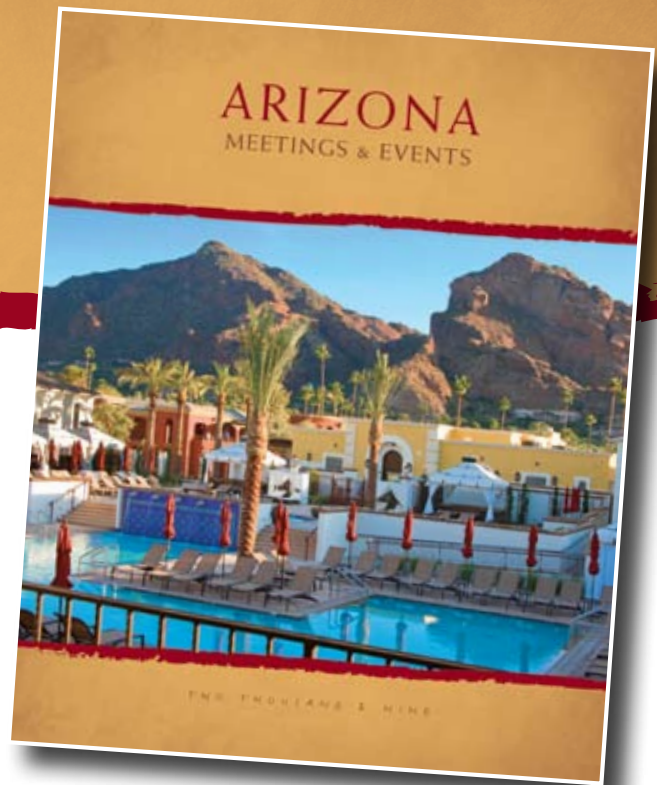
An additional 25,000 copies are mailed directly to meeting and event planners regionally and nationally. Continuously updated, the list is comprised of industry professionals that use the Southwest as a destination, that plan at least three meetings annually, and/or, that have completed the reader service card indicating future plans to meet in Arizona. More than half are corporate planners, with incentive travel buyers and association planners comprising the remainder of the list.

### WEBSITE LINKS & LISTINGS

The complete publication is also offered online at [azmeetings.com](http://azmeetings.com) and [hennenpmg.com](http://hennenpmg.com). All advertisers receive a free listing and link on the websites.

### QUALIFIED LEADS

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



### ADVERTISING RATES

Size	Rate	Width x Height
Mini Ad	\$ 425	50-75 words and logo
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@hennenpmg.com](mailto:info@hennenpmg.com)) if less than 5MB. For our FTP site, send a request for FTP site instructions to [info@hennenpmg.com](mailto:info@hennenpmg.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.

### Hennen Publishing & Marketing Group

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