



"kstreet lounge has seen tremendous growth by advertising in Unique Spaces Guide. As Washington's ultimate luxury and upscale venue in downtown DC, the caliber of clientele and exceptional audience Unique Spaces attracts for private and corporate events has been a success." – Kimberly, kstreet Lounge

THE OFFICIAL PUBLICATIONS UNIQUE SPACES



The 2010/2011 Unique Spaces Guide is our premier resource publication for the special event planner. This publication features the non-traditional venue spaces that are uniquely DC – museums, galleries, historic homes, embassies, yachts, mansions and restaurants – and all the services that go along with planning a one of a kind event.

KEY DATES

Ad close: May 15, 2010
Publication Date: June 2010

TOTAL circulation: 20,000

**The only publication mailed directly to event planners by WCTC.*



AD SPECS

FULL PAGE

Full Bleed	8 1/2" x 11 1/8"
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2-PAGE SPREAD

Full Bleed	17" x 11 1/8"
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ONE-HALF PAGE

Horizontal (No Bleed)	7" x 4 15/16"
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ONE-THIRD PAGE

Horizontal (No Bleed)	4 5/8" x 4 15/16"
Vertical (No Bleed)	2 1/4" x 10"

ONE-FOURTH PAGE FORMATTED

Up to 2 Photos 300 dpi, with 45 words of copy & logo

ONE-SIXTH PAGE

Horizontal (No Bleed)	4 5/8" x 2 7/16"
Vertical (No Bleed)	2 7/16" x 4 15/16"

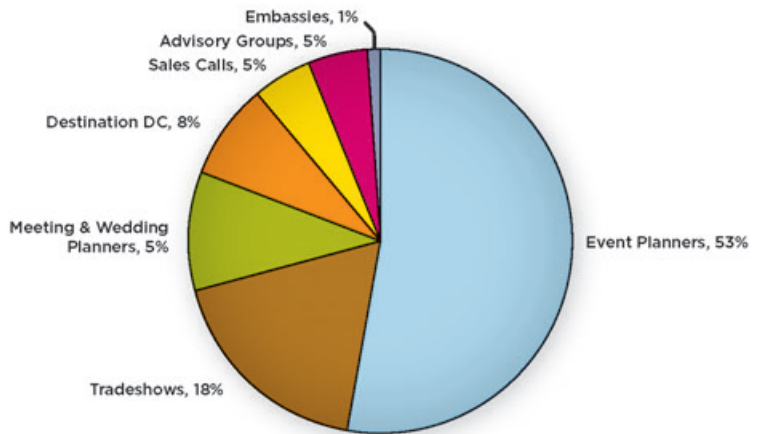
RATES AND SIZES*

ad size	COST
Two-Page Spread	\$8,735
Full Page	\$5,565
1/2 Page	\$4,665
1/3 Page	\$2,800
1/6 Page	\$2,065

**Special Position add 15%*

Back Cover	\$7,950
Inside Front & Back Covers	\$7,505

DISTRIBUTION CHART



★ **Event Planners (53%)**

- IAEM DC Chapter Meeting Planner Members
- PMPI Meeting Planner Members
- AMPS Meeting Planner Members
- PCMA DC Chapter Meeting Planner Members
- HSMIA Meeting Planner Members
- ISES Meeting Planner Members

★ **Meeting & Wedding Planners (10%)**

★ **Exhibitor Advisory Groups for Major Conventions (5%)**

★ **Washington, DC Booth Distribution at 24 Major Tradeshows (18%)**

★ **Destination DC Sales Calls to Corporate Meeting Planners, Special Events (5%)**

★ **Destination DC Exclusive Distribution (8%)**

★ **Foreign Embassy in DC (1%)**