



THE OFFICIAL PUBLICATIONS MEETING & DESTINATION PLANNING GUIDE



The 2010/2011 Meeting and Destination Planning Guide is our premier meeting planning resource publication. This publication serves as a comprehensive guide featuring detailed information on hotels, convention and meeting facilities, dining, shopping, entertainment and services that support the city of Washington DC and make it the perfect destination for the meeting and convention industry.

Key Dates

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AD SPECS

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Full Bleed 8 1/2" x 11 1/8"

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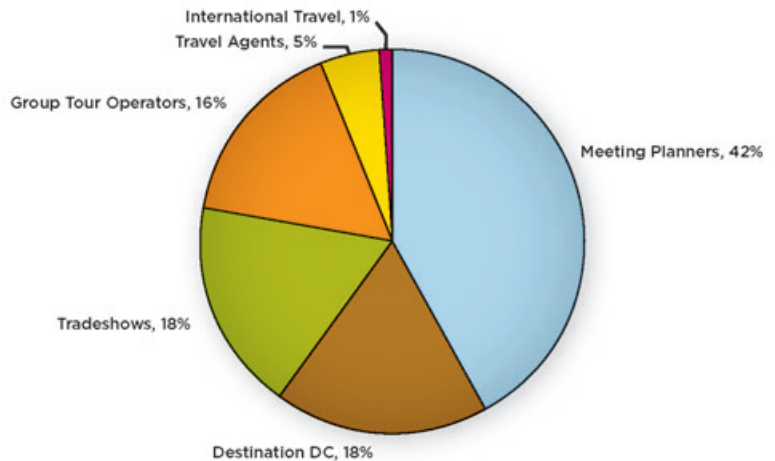
RATES AND SIZES*

| ad size | COST |
|-----------------------|----------|
| Two-Page Spread | \$11,950 |
| Full Page | \$7,470 |
| Full Page (formatted) | \$6,200 |
| 1/2 Page | \$4,400 |
| 1/3 Page | \$3,470 |
| 1/6 Page | \$2,535 |

*Special Position add 15%

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|----------------------------|----------|
| Back Cover | \$13,285 |
| Inside Front & Back Covers | \$10,570 |

DISTRIBUTION CHART



- ☆ Meeting Planners (42%)
- ★ Group Tour Operators (16%)
- ★ Travel Agents (5%)
- ★ Washington, DC Booth Distribution at 24 Major Tradeshow (18%)
- ★ WCTC Exclusive Distribution Sales Calls to Corporate Meeting Planners, Special Events (18%)
- ★ International Travel (1%)