PO Box 11727
Milwaukee WI
53211-0727

REUNIONS MAGAZINE

414-263-4567
fax 414-263-6331
editor@reunionsmag.com
www.reunionsmag.com

Successful reunions are thoroughly prepared events. They deserve the finest you have to offer. Reunions are about relationships and reunion organizers want their relationship with you to produce successful reunions.

Reunions are amazingly resilient and strong in an economy that is not kind to anyone. In a recent survey, respondents said their reunions are "too important" to not follow through and continue them as well as the economy allows. Our reunion organizer readers look forward to what you offer to make their planning easier, smoother and affordable. We invite you to share you message to solicit reunion business from our *Reunions magazine* readers.

www.reunionsmag.com is the electronic extension and support to the print magazine. The goal to serve reunion organizers is the same for both. The website also offers

- podcasts about reunion planning topics
- a picture gallery where reunions can celebrate themselves online.
- forums for reunion discussion and chatter by organizers to help them.
- extensive freebies for reunion planners.

We offer a free monthly reunion-planning newsletter/eblast to readers who sign up. We also maintain a facebook fan page and twitter page to increase our online profile and send alerts between issues.

(very) TENTATIVE EDITORIAL CALENDAR

❖

August/ September/October 2010
Reserve space by July 13, 2010
Ad materials due July 20, 2010

CVBs offer reunion planners incentives. Where are the best reunion places? Wrapping up summer reunions. Ethnic reunions. Condos, villas, vacation homes and cottages.
Always info about reunion destinations and places.

❖

November/December/January 2011
Reserve space October 13, 2010
Ad materials due October 20, 2010

CVBs: an important reunion resource. Reunion programming: golf, gaming, touring. The new old west and ranch reunions. All-inclusive reunions: resorts and cruises.
Always info about reunion destinations and places.

❖

February/March/April 2011
Reserve space by January 13, 2011
Ad materials due January 20, 2011

CVB reunion services. Communications, newsletters, web sites, memory books. Fundraising; mementoes, cookbooks, quilts. Countdown to summer reunions.
Always info about reunion destinations and places.

❖

May/ June/July 2011
Reserve space by April 13, 2011
Ad materials due April 20, 2011

CVBs at your service. Places that cater to kids and kids activities. Games and activities. Feeding reunions. Camping and adventure reunions.
Always info about reunion destinations and places.

11th Edition Reunions Workbook
Advertising deadlines: TBD

Reunions magazine is

Online by issue date.

Mailed about the issue date.

Ask about added value available for display advertisers.

❖

Continuous features
❖ Reports from family, class, military and other reunions.
❖ Learn from experts.
❖ Reunion-friendly areas, cities and attractions (those who attract and please all kinds and sizes of reunion groups).
❖ Reviews of products, programs, services, books, videos, software, web sites.
❖ Kids' stuff for family reunions.
❖ Reunion fundraising, searching, newsletters, invitations and books.
❖ Reunion resources that support memorable reunions.

❖

Regular columns and departments
Reunion MasterPlan (focus on families)
Military Reunion News
Alum & I (all about class reunions)
Branch Office (genealogists are notorious reunion organizers)

❖

Reunions on the Web

www.reunionsmag.com

❖ **Reunion Resources** directory with direct links to **YOUR** web site.

❖ **Podcasts** are added regularly and available for sponsorship.

Reunions Forum (http://forums.reunionsmag.com) is a great place to discuss

and answer reunion questions and pose some of your own.

❖ **Reunions!** Upcoming family, class & military reunions.

❖ Articles, stories, how-tos, how others have done it.

Advertising opportunities online:

banners, buttons, Reunion Resource listings, editorial consideration,

Monthly reunion newsletter eblasts include banners

Reunions magazine is the name of our facebook page and reunionsmag our twitter page: Be a fan!

http://www.facebook.com/pages/Reunions-magazine/46457540547?ref=nf

http://twitter.com/reunionsmag

REUNIONS MAGAZINE

2010 RATE CARD ❖ SINGLE ISSUE

The rates listed apply to *Reunions magazine*.
Please call for *Reunions Workbook* rates and deadlines.

PRICES EFFECTIVE MAY 7, 2010

4-COLOR	Full Page	$3,199
	Two-Thirds Page	2,799
	Half Page	2,149
	Third Page	1,599
	Quarter Page	1,409
	Sixth Page	1,199
	Ninth Page	1,099
	Twelfth Page	979
2-COLOR	Full Page	$2,349
	Two-Thirds Page	1,999
	Half Page	1,699
	Third Page	1,299
	Quarter Page	1,079
	Sixth Page	799
	Ninth Page	729
	Twelfth Page	549
BLACK & WHITE	Full Page	$2,149
	Two-Thirds Page	1,799
	Half Page	1,499
	Third Page	1,099
	Quarter Page	849
	Sixth Page	529
	Ninth Page	499
	Twelfth Page	329

A 2% discount is offered for rate card ads paid by space closing date. *Covers and cards are negotiable.*

PAGE DIMENSIONS

Full Page Bleed		8.75"W x 11.25"H
Full Page		7.5"W x 10"H
Two-Thirds Page	Horizontal	7.5"W x 6.625"H
	Vertical	5"W x 10"H
Half Page	Horizontal	7.5"W X 4.75"H
	Vertical	3.5"W x 10"H
Third Page	Horizontal	5"W x 4.875"H
	Vertical	2.375"W x 10"H
Quarter Page	Horizontal	7.5"W x 2.375"H
	Vertical	2.375"W x 7.5"H
Sixth Page	Horizontal	5"W x 2.375"H
	Vertical	2.375"W x 4.875"H
Ninth Page	Vertical	2.375"W x 3.25"H
Twelfth Page	Square	2.375"W x 2.375"H

FREQUENCY DISCOUNTS	2 x 5%
	3 x 10%
	4 x 15%
	5 x 20%

Frequency discounts do not apply to special promotions. All ROP (run of publication) ad rates are net.

COMMISSION

Agency Commission 15% to recognized agencies for display advertising only.

ISSUE & CLOSING DATES

Issue	Space Closing	Materials Due
Aug/Sept/Oct	7/13/10	7/20/10
Nov/Dec/Jan 2011	10/13/10	10/20/10
Feb/March/April	1/13/11	1/20/11
11th ed. Reunions Workbook	TBA	TBA
May/June/July	4/13/11	4/20/11

Written confirmation for all ads is required.

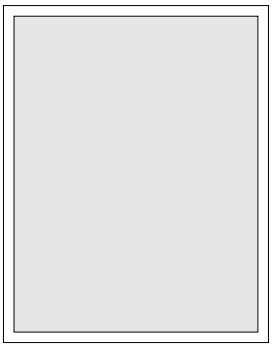
GENERAL CONDITIONS

1. All advertising is subject to publisher's approval.
2. Positioning instructions on insertion orders shall be treated as requests, not as binding on the publisher.
3. Production charges will be billed at cost and are non-commissionable.
4. No cancellations accepted after space closing date.
5. Terms net 30 days: 2% discount for payment by space closing date.
6. Interest on past due balances is charged at the rate of 1.5% per month.
7. Publisher's liability for failure to insert an ad is limited to a refund of the amount paid for the ad.
8. Publisher is not bound by any conditions, oral or written, which conflict with rate card.
9. Whenever a contract is accepted with a frequency discount and later an insertion does not adhere, we reserve the right to bill and regain the full percent.
10. Ads including a coupon require prior approval and may require an additional charge.
11. We do our best to match colors to provided proofs. Unfortunately, color differences may occur due to variations in printing processes and paper qualities.

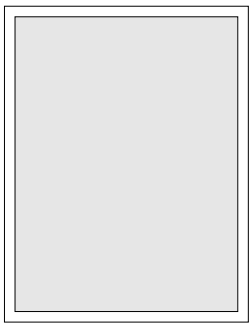
Mailing address: PO Box 11727, Milwaukee WI 53211-0727
Delivery address: 929 East Townsend Street, Milwaukee WI 53212
Phone: 414-263-4567 ❖ **Fax:** 414-263-6331
Email: mliston@reunionsmag.com or klavin@reunionsmag.com
Web Page: www.reunionsmag.com

REUNIONS MAGAZINE

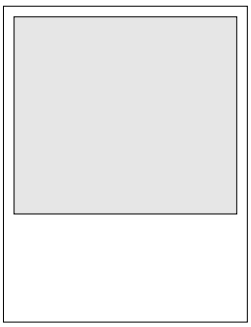
SPECS & ADVERTISING UNITS



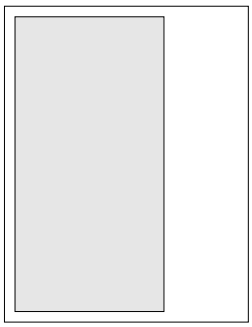
FULL PAGE W/BLEED
8.75"W x 11.25"H
(trims to 8.5"W x 11"H)



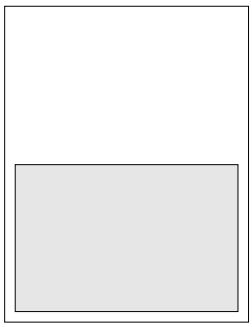
FULL PAGE
7.5"W x 10"H



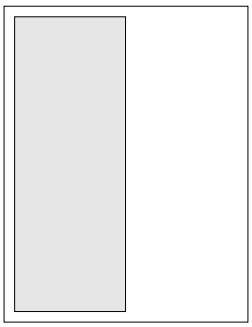
TWO THIRDS PAGE
Horizontal
7.5"W x 6.625"H



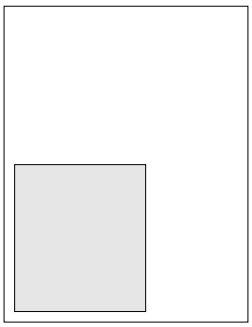
TWO THIRDS PAGE
Vertical
5"W x 10"H



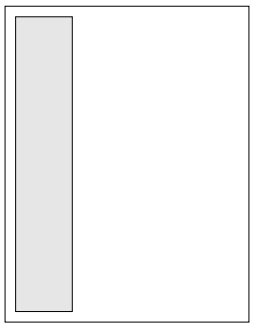
HALF PAGE
Horizontal
7.5"W x 4.75"H



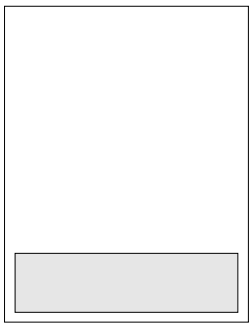
HALF PAGE
Vertical
3.5"W x 10"H



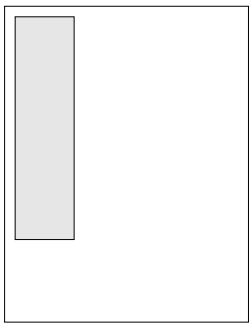
THIRD PAGE
Horizontal
5"W x 4.875"H



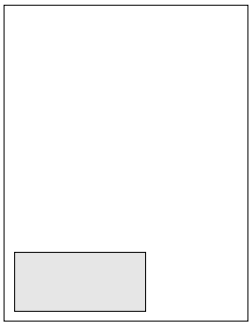
THIRD PAGE
Vertical
2.375"W x 10"H



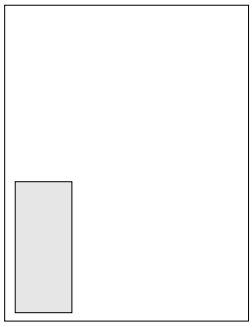
QUARTER PAGE
Horizontal
7.5"W x 2.375"H



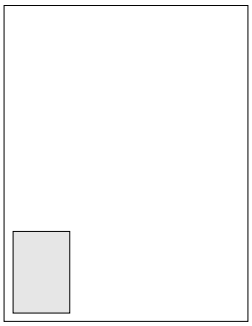
QUARTER PAGE
Vertical
2.375"W x 7.5"H



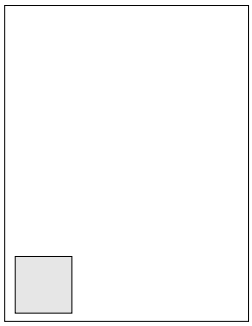
SIXTH PAGE
Horizontal
5"W x 2.375"H



SIXTH PAGE
Vertical
2.375"W x 4.875"H



NINTH PAGE
Vertical Only
2.375"W x 3.25"H



TWELFTH PAGE
Square
2.375"W x 2.375"H

FILE FORMATS & REQUIREMENTS:

- CD Rom
- ftp
- Hard copy (for color ads, color proof preferred)
- Disk with file, support files, and directory

SOFTWARE:

- Adobe Illustrator CS4 or earlier
- Adobe Photoshop CS4 or earlier
- Adobe Acrobat 9.0 or earlier high-resolution 300 dpi pdf file
- Quark XPress 8.01 or earlier

Mechanical Specifications

1. Prints offset
2. Saddle stitched
3. Live area 8.25" x 10.75"
4. Trim size 8-1/2" x 11"
5. Bleeds for all ads other than full page – 5/8" all sides on all other ad; 1/8" all sides on full page ads only.

For sales information call 414-263-4567
For art direction and technical information call Jennifer Rueth
414-962-7920 or fax 414-962-7918

Here's the easiest decision you'll make all year!

Reach **20,000** reunion organizers for as little as **$99** in ***Reunions magazine*** Aug/Sept/Oct 2010 issue.

Deadline July 20, 2010 to submit listing and payment.

We're asked constantly by our readers for more resources to help plan their reunions. Here's your chance to reach 20,000 reunion organizers year round for an incredibly low price!

THE REUNION PLANNER 11661 San Vicente Blvd., Suite 306, Los Angeles CA 90049; 310-820-5554; fax 310-820-8341; lindah@reunionplanner.com; www.reunionplanner.com.

SEA MIST OCEANFRONT RESORT– MYRTLE BEACH SC 1200 South Ocean Blvd., 29577. **REUNIONS MADE EASY!** Specializing in reunions from military to family at the most affordable rates in Myrtle Beach. Sea Mist's premier oceanfront location is near shopping, theaters and golf courses. Over 600 of our 800 units have been completely remodeled, restaurants, miniature golf, 10 pools, Jacuzzis, fitness room, 17,000 sq.ft. of versatile meeting space and much more! 800-200-8687; groupsales@seamist.com; www.seamist.com. SEE OUR DISPLAY AD!

▸Basic listing with Web link. **$99**

▸Full listing with Web link. **$149**

Conditions: Basic listing includes location/product name, address, one phone, fax, email & web addresses. A **Full listing** is a Basic listing plus 350 character description. Spaces are considered characters. Additional characters cost $12/60.
(web only) Logo specs: 4k .gif or .jpg, approx. 125x60 pixels.

Must be PRE-PAID by JULY 20 for Aug/Sept/Oct 2010 issue.

- ☐ One Basic Listing w/Web link: **$99**
- ☐ One Basic Listing w/Web link & logo: **$129**
- ☐ One Full Listing w/Web link: **$149**
- ☐ One Full Listing w/Web link & logo: **$179**
- ☐ Annual Listing (4 issues): **$329**
- ☐ Annual Listing (4 issues): **$449**
- ☐ Annual Listing (4 issues): **$499**
- ☐ Annual Listing (4 issues): **$599**

TOTAL $ _____

Charge: ☐ MC ☐ Visa ☐ AmEx ☐ Discover Card #_____ Exp. _____

For credit card payments, please provide name and address of cardholder: _____

_____

Name of Listing_____

Address_____

City, State, Zip Code _____

Phone _____ Fax _____

E-mail _____ Web site _____

For our records: Contact name _____

For more information call 414-263-4567 or email either Marion Liston (ext. 2), mliston@reunionsmag.com, or Karla Lavin (ext. 4), klavin@reunionsmag.com. Make check payable and mail to REUNIONS MAGAZINE, INC. ❖ PO Box 11727, Milwaukee WI 53211-0727 ❖ fax 414-263-6331 ❖ www.reunionsmag.com

This decision is pretty easy, too!

Reach **20,000** reunion organizers for as little as **$349** with your display ad in ***Reunions magazine***.

Reserve space by July 13, 2010 for the Aug/Sept/Oct 2010 issue.
Materials and pre-payment due July 20, 2010.

SEA MIST OCEANFRONT RESORT– MYRTLE BEACH SC 1200 South Ocean Blvd., 29577. **REUNIONS MADE EASY!** Specializing in reunions from military to family at the most affordable rates in Myrtle Beach. Sea Mist's premier oceanfront location is near shopping, theaters and golf courses. Over 600 of our 800 units have been completely remodeled, restaurants, miniature golf, 10 pools, Jacuzzis, fitness room, 17,000 sq.ft. of versatile meeting space and much more! 800-200-8687; groupsales@seamist.com; www.seamist.com. SEE OUR DISPLAY AD!

Create greater responsiveness to your message with a 1/9th page ad. Then, combine a 1/9th page ad with an annual full listing (50% off!) to reach 20,000 reunion organizers year round. Production charges are billed at cost and are non-commissionable.

2.375"x3.25" ❖ Vertical only

One time rates, display ad only:

- ❑ 1/9th page ad, black and white **$349**
- ❑ 1/9th page ad, two color **$499**
- ❑ 1/9th page ad, full color **$629**

Frequency discounts . . . . . 2 x 5%, 3 x 10%, 4 x 15%, 5 x 20%

Must be PRE-PAID by JULY 20, 2010 for Aug/Sept/Oct 2010 issue.

❑ ***Add annual full listing half price!*** . . . **$249**
(price in conjunction with display ad)

Specs: Full listing is 350 character description plus basic contact info. Spaces are considered characters. Additional characters cost $12/60.

❑ ***Add your logo to listing (50% off)*** **$49**
(web only) Logo specs: 4k .gif or .jpg. approx. 125x60 pixels.

TOTAL $ _____

Charge: ❑ MC ❑ Visa ❑ AmEx ❑ Discover Card # _____ Exp. _____

For credit card payments, please provide name and address of cardholder: _____

_____

Contact name _____

Company _____

Address _____

City, State, Zip Code _____

Phone _____ Fax _____ E-mail _____

For more information call 414-263-4567 or email either Marion Liston (ext. 2), mliston@reunionsmag.com, or Karla Lavin (ext. 4), klavin@reunionsmag.com. Make check payable and mail to REUNIONS MAGAZINE, INC. ❖ PO Box 11727, Milwaukee WI 53211-0727 ❖ fax 414-263-6331 ❖ www.reunionsmag.com

Decide to make a BIG Impact,

and take advantage of the lowest prices ever.

Reach **20,000** reunion organizers with a quarter, third, half, or full page ad in ***Reunions magazine*** for as little as **$679!**

Reserve space by July 13, 2010 for the Aug/Sept/Oct 2010 issue. Materials and pre-payment due July 20, 2010.

Every issue, we've got space to fill. Small spaces, usually, scattered throughout the magazine. And we know that customers would love to have that space at a discount. So, we created R.O.P. ads.

Run of publication ads are the same as regular ads. But, they cost less. Here's why. We can't guarantee placement. Oh, we'll get your ad in front of your customers, all right. But, we can't guarantee if it will be left facing or right facing or in the front of the magazine or the back. That's it. The rest is the same. Except the price. Frequently, an R.O.P. ad will cost 20% less than a regular ad. That's a substantial savings. **All rates listed are net.**

FULL PAGE
7.5"W x 10"H

HALF PAGE
Vertical
3.5"W x 10"H
Horizontal
7.5"W x 4.75"H

QUARTER PAGE
Vertical
2.375"W x 7.5"H
Horizontal
7.5"W x 2.375"H

THIRD PAGE
Vertical
2.375"W x 10"H
Horizontal
5"W x 4.875"H

FULL PAGE	☐ Full Color	**$2549**
	☐ Two Color	**$1849**
	☐ Black & White	**$1699**
1/2 PAGE	☐ Full Color	**$1599**
	☐ Two Color	**$1349**
	☐ Black & White	**$1199**
1/3 PAGE	☐ Full Color	**$1199**
	☐ Two Color	**$ 999**
	☐ Black & White	**$ 879**
1/4 PAGE	☐ Full Color	**$ 999**
	☐ Two Color	**$ 859**
	☐ Black & White	**$ 679**

Add annual full listing half price! ☐ ..... **$ 249**

Specs: Full listing is 350 character description plus basic contact info.
Spaces are considered characters.Additional characters cost $12/60.

Add your logo to your listing (50% off) ☐ ..... **$ 49**

(web only) Logo specs: 4k .gif or .jpg. approx. 125x60 pixels.

TOTAL $ _____

Charge: ☐ MC ☐ Visa ☐ AmEx ☐ Discover Card #_____ Exp. _____

For credit card payments, please provide name and address of cardholder: _____

_____

Contact name _____

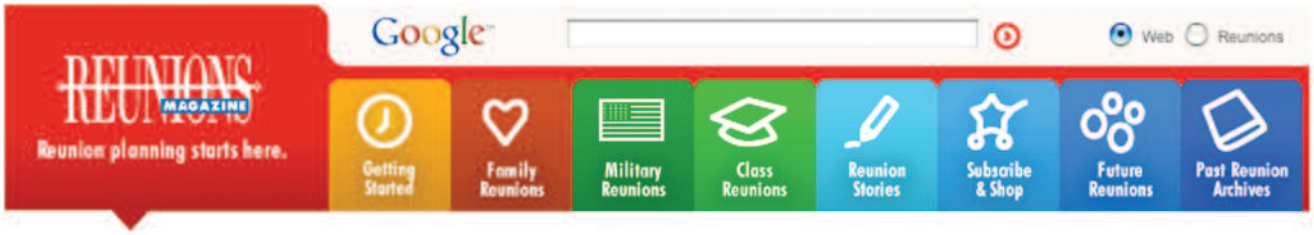
Company_____

Address_____

City, State, Zip Code _____

Phone _____ Fax _____ E-mail_____

For more information call 414-263-4567 or email either Marion Liston (ext. 2), mliston@reunionsmag.com, or Karla Lavin (ext. 4), klavin@reunionsmag.com. Make check payable and mail to REUNIONS MAGAZINE, INC. ❖ PO Box 11727, Milwaukee WI 53211-0727 ❖ fax 414-263-6331 ❖ www.reunionsmag.com



Reach reunion organizers online with a banner ad! @ **www.reunionsmag.com**

Please Select Size:

Banner Type	Size (pixels)	Cost/Month Home Page	Cost/Month Any Other Page	Minimum Period
Horizontal				
☐ Leaderboard (top position)	728 x 90	$500	$200	2 months
☐ Leaderboard (any other position)	728 x 90	200	150	2 months
☐ Banner	468 x 60	150	99	2 months
☐ 1/2 Banner	234 x 60	79	59	3 months
☐ Vertical Skyscraper	160 x 600	350	150	2 months
☐ Square	125 x 125	79	59	3 months

Specs:

Image and flash files **MUST** be ready to post. File size max 25k. Imbedded links **MUST** be included with .swf files. If not included, additional hourly rate will be charged for preparation.

Banner Posting: Payment must be received prior to posting to the web.

☐ Home Page ☐ Enter Name of Preferred Page _____

Number of Months _____ **TOTAL** $ _____

Payment & Contact Information:

Charge: ☐ MC ☐ Visa ☐ AmEx ☐ Discover Card # _____ Exp. _____

For credit card payments, please provide name and address of cardholder: _____

_____

Contact Name _____

Company _____

Address _____

City, State, Zip Code _____

Phone _____ Fax _____ E-mail _____

For more information call 414-263-4567 or email either Marion Liston (ext. 2), mliston@reunionsmag.com, or Karla Lavin (ext. 4), klavin@reunionsmag.com. Make check payable and mail to REUNIONS MAGAZINE, INC. ❖ PO Box 11727, Milwaukee WI 53211-0727 ❖ fax 414-263-6331 ❖ www.reunionsmag.com

For office use only: Payment Received _____ Banner Received _____

Posted to Web _____ Web Exp. Date _____

To: **PUBLISHER OF REUNIONS MAGAZINE**

929 E Townsend St, Milwaukee WI 53212 ❖ Phone 414-263-4567 ❖ Fax 414-263-6331

REUNIONS MAGAZINE

INSERTION ORDER

Please publish advertising of:

Company

Contact Person

Address

Phone Fax E-mail

For (*name of product or business if different from above*)

MAGAZINE & WORKBOOK

Issue	Space Closing	Materials Due	Online Date
❑ V21N1 August/September/October	7/13/10	7/20/10	8/1/10
❑ V21N2 November/December/January 2011	10/13/10	10/20/10	11/1/10
❑ V21N3 February/March/April	1/13/11	1/20/11	2/1/11
❑ 11th Edition Reunions Workbook	TBA	TBA	TBA
❑ V21N4 May/June/July	4/13/11	4/20/11	5/1/11

SPACE

❑ full page
❑ bleed

2/3 page
❑ horizontal
❑ vertical

1/2 page
❑ horizontal
❑ vertical

1/3 page
❑ horizontal
❑ vertical

1/4 page
❑ horizontal
❑ vertical

1/6 page
❑ horizontal
❑ vertical

1/9 page
❑ vertical only

❑ 1/12 page

COLOR

❑ Black & White ❑ 4-color ❑ 2-color

POSITION

❑ inside front cover ❑ inside back cover ❑ outside back cover
❑ Special request (will be honored, if possible) ❑ R.O.P. (Run of Publication)

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