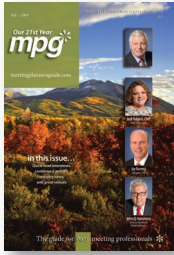


Integrated regional marketing for small meetings

“Back to Basics”

1 Print Ad

Launched in 1988, MPG* is a quarterly, Southwest regional meeting planners guide that reaches planners who book **small meetings** (under 150 guest rooms).



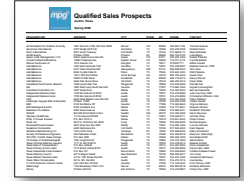
2 Linked Online Ad

MPG* Online provides industry news, interviews and a complete, linked guide to full-service hotels, resorts and destinations throughout the Southwest.



3 Qualified Sales Prospects

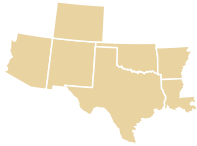
Advertisers receive qualified sales prospects -- easy-to-use Excel profiles of meeting planners with the potential for small meetings in their area.



2010 circulation, rates & dates

* circulation

A controlled circulation to qualified meeting planners within the Southwest region - AZ, NM, CO, OK, TX, AR, LA - who book **small meetings** (under 150 guest rooms). MPG* is a site selection reference guide with a useful shelf life of three months.



By Segment	Percent	By State	Percent
Corporate	35%	Texas	53%
Association	32%	Arizona	12%
Intermediary / third-party	13%	Colorado	11%
Multi-cultural	10%	New Mexico	5%
Government/military	7%	Oklahoma	6%
Religious	3%	Arkansas / Louisiana	9%
Total circulation	6,200		

* rates (net)

Ad Rates (4-color, per issue)	1 X	2 X	4 X	Annual Cost
Cover 2, 3 or 4	\$ 2,645	\$ 2,445	\$ 2,260	\$ 9,040
Full-page	1,585	1,485	1,385	5,440
Half-page	965	915	865	3,380

* dates

2010 Issues	Issue / billing	Space closing	Materials due
Spring 2010 (Mar - May)	2/19/10	1/19/10	2/1/10
Summer 2010 (June - Aug)	5/21/10	4/20/10	4/30/10
Fall 2010 (Sept - Nov)	8/16/10	7/20/10	7/30/10
Winter 2010 (Dec - Feb)	11/19/10	10/19/10	11/1/10