

# WHY REJUVENATE?

POWERFUL PERFORMANCE. INVOLVEMENT. ACTION. INSPIRATION. RELEVANCE.

Planners of faith-based conferences and events believe in us. They turn to our magazine, website, social media networks and Rejuvenate Marketplace for solid education, reliable information and resources that fit their special meetings profiles. Be a part of the name they have come to trust for their meeting needs and future meetings spend.

## AUDIENCE

- 41% Conference Coordinator, Meeting Planner
- 34% Pastor, Minister, Bishop, Clergy
- 19% Administrative Assistant
- 3% VP, Associate Director, Administrator
- 3% Director of Meetings and Conferences and other

## MEETING VENUES

- Downtown Hotel
- Conference Center
- Suburban/All-Suite Hotel
- Airport Hotel
- Resort
- Camp and Retreat
- College/University
- Cruise Ships

## DEVOTED PLANNERS:

- Impact is more important than big numbers. Our powerful relationship with **5,000+ readers** means extraordinary access for our advertising sponsors.
- Our circulation does not include any suppliers, so **you aren't wasting advertising dollars** reaching your competitors.
- Our readers **share their copies** with their colleagues and boards, file issues for future reference and use our ads to make their destination decisions. (Pass-along readership: 2+)

## QUALIFIED DECISION-MAKERS:

- **\$2+ million** average annual budgets for meetings and trade shows.
- **2,000** attendees on average per meeting/event with some meetings drawing more than **10,000** people.
- Meetings range from **2- to 3-day** board meetings and **3- to 5-day** retreats to **3- to 5-day** conferences and conventions.

## ENJOY ADDED VALUE:

- Every time your ad is published, **you get a guaranteed number of leads**. We're determined to deliver ROI.
- **We do the hard work for you**, tracking down the planners who need and want your services, giving you a cost-effective way to spend your marketing dollars.

*"Just seven months after we attended Rejuvenate Marketplace, we booked two conventions that will generate more than 1,000 room nights and \$1 million for our local economy. That's the kind of ROI that will keep us coming back!"*



\*Source: Data collected from 5,018 subscribers as part of our Business Publication Audit.

## Deadlines

2011 ISSUE DATE	SPACE RESERVATION	MATERIALS DUE
FEBRUARY	Jan. 6, 2011	Jan. 13, 2011
APRIL	Feb. 22, 2011	March 4, 2011
JUNE	April 22, 2011	May 3, 2011
AUGUST	June 24, 2011	July 1, 2011
OCTOBER	Aug. 26, 2011	Sept. 1, 2011
NOVEMBER	Sept. 23, 2011	Oct. 4, 2011
DECEMBER	Oct. 26, 2011	Nov. 1, 2011

Advertising materials may be delivered via e-mail to [rejuvenateads@collinsonmedia.com](mailto:rejuvenateads@collinsonmedia.com), or they can be supplied on a Macintosh-formatted CD-ROM or DVD and sent to:

**Collinson Media & Events**  
Attention: Production  
15 Technology Pkwy S.  
Suite 250  
Norcross, GA 30092

**Sales Contact:**  
Ray Ezelle, VP of Sales  
[REzelle@CollinsonMedia.com](mailto:REzelle@CollinsonMedia.com)  
800-241-9461  
770-582-9700  
Fax: 770-582-9898

## Ad Specifications

Full Page: 8.5" x 10.25"

Full Page Bleed: 9.25" x 11.25"

(Area for live matter 8.5" x 10.75")

1/2 Horizontal: 7" x 4.75"

1/3 Square: 4.604" x 4.75"

1/2 Horizontal Bleed 9.25" x 4.75"

(Area for live matter 8.5" x 4.75")

Ask about other ways to maximize your ad exposure, make the most of your ad space and differentiate you from your competitors: belly band, printed polybag, poster insert, gatefold, fold-out tab, sponsored reprints and double gate.

Frequency: 6x/year, plus Marketplace issue

Page trim is 9" wide x 10.75" high. We can accept only TIFF, EPS or high-resolution PDFs as the formats for all ads submitted to the magazine. Ads created in native application files, such as QuarkXpress or InDesign, or in any word-processing programs, or provided on film cannot be accepted. All digital files must be 300 DPI and CMYK. Ads must be built to size and accompanied by a color printout or PDF. **Material within the ad specification space must not contain extraneous marks of any kind;** this includes but is not limited to crop marks and color bars.

Photos or images used in ads must be at least 300 DPI at 100 percent, and bitmapped images must be 600 DPI at 100 percent. Use only Postscript fonts. True type fonts are unacceptable. Detailed ad specifications, as well as contract terms and conditions and a list of sales representatives, are available online at [CollinsonMedia.com](http://CollinsonMedia.com).