

WHY REJUVENATE?

POWERFUL PERFORMANCE. INVOLVEMENT. ACTION. INSPIRATION. RELEVANCE.

Planners of faith-based conferences and events believe in us. They turn to our award-winning 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

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

*Four-Color Rates	1x	3x	6x
Full Page	\$5,100	\$4,250	\$3,900
1/2 Page	\$3,400	\$2,830	\$2,337
1/3 Page Square	\$2,424	\$2,160	\$1,925

* All ads are four-color pricing. All rates are net.

Premium Rates	1x	3x	6x
Inside Front Cover	\$7,500	\$6,750	\$5,750
Inside Back Cover	\$6,500	\$5,750	\$4,750
Back Cover	\$8,000	\$7,000	\$6,000

Advertising materials may be delivered via e-mail to 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
 800-241-9461
 770-582-9700
 Fax: 770-582-9898

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.



2011 REJUVENATE EDITORIAL CALENDAR

Faith-based Meeting Planners

FEBRUARY

Forecast Report

The future of faith-based meetings with comments from industry leaders and pundits, planners and suppliers.

Convention Centers

State-of-the-art facilities, what's in the works and a round-up review.

Destination Reports

- West Coast
- Southwest
- Northeast

APRIL

Technology for Tomorrow

An annual report on new software solutions, social networks and other tools for planners. **(Single Sponsor Opportunity!)**

Small Cities

Whether it's the drive-in location, the walkable downtown or the hospitality, these destinations are good value options.

Destination Reports

- Texas
- Florida
- Rocky Mountains

JUNE

Special Issue: CVB Showcase

This informative guide highlights your destination with a page or half page of matching edit (minimum half-page ad).

Focus on Youth

Destinations with outdoor activities, security issues, advice from planners and case studies.

**Note: No destination reports in this issue.*

AUGUST

Hotel/Resort/Conference Center Meetings

Meeting programs, value offers, advantages and challenges when working with these venues.

Special Places

Venues that are a perfect fit for retreats — churches, libraries, historic sites — plus cruises.

Destination Reports

- Southeast
- Great Lakes/Midwest
- Mid-South

OCTOBER

2011 Marketplace Preview

An advance look at speakers, educational seminars and other information to help you plan ahead.

Second-Tier Cities

A look at what these cities have to offer, including value, location and special attractions.

Theme Parks

Attractions that bring in the numbers, plus our pick of top waterparks around the country.

Note: No destination reports in this issue.

NOVEMBER

2011 Marketplace Program Guide*

The complete guide to our popular show and conference.

Our Planning Manual

Advice and basic information that planners need at their fingertips, whether novices or pros.

**Distributed to all Marketplace attendees, as well as all readers in our circulation. Note: No destination reports in this issue.*

DECEMBER

Special Issue: Industry Leaders

Our annual who's who special section, featuring people who are influencing the future of meetings and destinations.

International Meetings

What to know whether you're taking an event out of the U.S. or have participants from other countries. Plus, international destinations.

Please note: Calendar items are subject to change.

IN EVERY ISSUE

FEATURES: In-depth features, with profiles and case studies, all from faith-based conferences.

FRONTLINES: Industry news and reports, including updates on travel, people and sites.

PRACTICAL PLANNER: How-to information focused specifically on the needs of faith-based meeting planners.

INSPIRATION: Our readers share their stories in this first-person essay, communicating a rejuvenating message.

Rejuvenate
MEETINGS INSPIRATION

Connect
MEETINGS INTELLIGENCE

collaborate
CORPORATE MEETINGS INTELLIGENCE

Groupaway
GROUP TRAVEL INSIGHTS

ONE-STOP SOLUTION

Increase the return on your travel marketing spend. Tap into our group and leisure resources with a combination package that matches your goals.

With Collinson Media & Events, you can:

- Maximize the impact of your over-stretched budget with our cross-media opportunities including custom-designed programs.
- Reach qualified meeting planners in every industry segment: association, corporate, faith-based, social, sports. Drive motor coach and tour business to your door with our magazine dedicated to managers and organizers of small group travel.
- Reach leisure travelers at VacationPlanning.net or through our other custom products.
- Enjoy leads produced by our own in-house marketing team, not some generic list.
- Benefit from Collinson's 36+ years of destination marketing expertise, innovative customer solutions and multimedia network.

Collaborate, Connect, Rejuvenate and Groupaway — your answer to a lion's share of profitable group business. Add Marketplace, our appointment-only trade shows and conferences, to your annual buy and you'll enjoy complete coverage in 2011.

"As I was reading Rejuvenate Magazine, I came across a review of Tennessee meeting facilities. [It was] an unexpected lead through Rejuvenate Magazine and we are going to contract for 2012 and have first right of refusal for 2013, 2015, and 2017 through 2020."

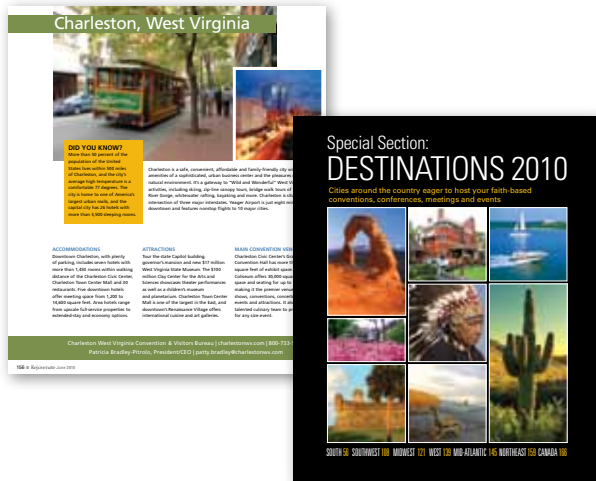
Charles Melear, Conference Planner
United Church of God

collinsonmedia
& events

TRAVEL. MARKETING. RESULTS.

For more information on how to put the cross-media power of Collinson Media & Events to work for you, contact your Collinson sales representative or REzelle@collinsonmedia.com.

15 Technology Parkway South, Suite 250, Norcross, GA 30092



Rejuvenate

MEETINGS INSPIRATION

Showcase your CVB!

ISSUE DATE

June 2011

SPACE RESERVATIONS

April 22, 2011

MATERIALS BY

May 3, 2011

AD RATES

Space Net Rates

Full Page: \$5,100

Half Page: \$3,400

SEND MATERIALS TO

Production@CollinsonMedia.com

Collinson Media - Attn: Production

15 Technology Parkway S., Suite 250

Norcross, GA 30092

800-241-9461/ 770-582-9700

Fax: 770-582-9898

TRIPLE THE POWER: Advertise in all three of our meetings magazines and reach every meetings market segment:

- COLLABORATE for top-level corporate planners
- CONNECT for association planners
- REJUVENATE for faith-based planners

For more information, contact your Collinson account representative or REzelle@CollinsonMedia.com.

Plan now to be part of this popular reference guide for meeting planners and make sure your destination is on their radar.

Buy a full- or half-page ad and you'll receive:

- A **corresponding amount of editorial coverage** (full- or half-page) with the name of your destination prominently displayed (city, state) and your information in our easy-to-read format. Submit your editorial copy including your valuable news about venues, attractions and other information you want planners to know when considering your destination for their conventions, conferences or meetings.
- Outstanding exposure to meeting planners who are the **decision-makers for millions of dollars of meeting spend**. Get your message to them while they are looking to place short-term RFPs and future events.
- Your **message and brand reinforced** with both your ad and your editorial content. This special section will be highlighted on our outside cover and have its own inside cover.
- A listing on our website. All advertising CVBs are listed on the Destination page of our websites — a **valuable resource** for planners searching online for contact information throughout the year.

SPECIAL ISSUE: INDUSTRY LEADERS

Faith-based Meeting Planners



Rejuvenate
MEETINGS INSPIRATION

Celebrate your leader!

A special pull-out section in the December 2011 issue of REJUVENATE, November 2011 issue of CONNECT, and February 2012 issue of COLLABORATE that will salute and recognize a leader chosen by you.

Buy a full- or half-page ad and receive the following:

- ▶ A corresponding amount of editorial coverage (full- or half-page) focused on the person you designate as an industry leader.
- ▶ Positive exposure to meeting planners who make decisions for millions of dollars of group spend every year.
- ▶ A framed copy of the print article for your office.
- ▶ A strong platform for your innovations and marketing efforts — a great way to end 2011 and ring in the New Year.

TRIPLE THE POWER: Advertise in all 3 of our meetings magazines and reach every meetings market segment:

- COLLABORATE for top-level corporate planners
- CONNECT for association and specialty group planners
- REJUVENATE for faith-based planners

Please note: This special insert will include only the special profiles. All ads will be placed in the general run of the magazines.

ISSUE DATES

December 2011

SPACE RESERVATIONS

October 26, 2011

MATERIALS BY

November 1, 2011

AD RATES

Space Net Rates

Full Page: \$5,100

Half Page: \$3,400

SEND MATERIALS TO

Production@CollinsonMedia.com
Collinson Media - Attn: Production
15 Technology Parkway S., Suite 250
Norcross, GA 30092
800-241-9461/ 770-582-9700
Fax: 770-582-9898

For more information, contact your
Collinson account representative or
REzelle@CollinsonMedia.com.

RejuvenateMeetings.com

Our online community provides a powerful tool for connecting online to faith-based meeting planners who are searching for information on destinations and resources that fit and enhance their events.

RejuvenateMeetings.com is a great way to add impact to your media plan. Get in front of meeting planners and influence their decisions. Sponsorable cross-media opportunities include a biweekly e-mail newsletter and custom-designed programs.

Additional opportunities to highlight your brand include hosting your video and audio webcasts on our site with web links, document download availability and promotion of an event.

Online features:

- Guides to destinations across the country, featuring top venues, restaurants and attractions
- CVB listings for partner advertisers only
- Valuable educational articles and expert advice
- Blog posts include savvy experts and columnists

WEBSITE PRICING (RATES ARE MONTHLY)

Leaderboard Sponsor (728 x 90).....\$2,000
Medium Rectangle Sponsor (300 x 250).....\$1,500
 (2 available)

Banner ads can be rotated on specific landing pages.

SPECIFICATIONS

Banners: 728 x 90, 300 x 250
File Type: JPG, GIF or Flash

DEADLINES

Website ads are due 10 days prior to first day of posting.

Rejuvenate Report

Our biweekly e-mail newsletter service provides current industry news and information of concern to meeting planners directly to subscribers, including hot deals and value offers. Sponsorship opportunities include Planner Tips and Destination Spotlights.

REJUVENATE REPORT RATES (PER ISSUE)

Roadblock	\$1,950
Leaderboard Sponsor	\$1,500
• 728 x 90 banner	
• Text ad: 30 words of text, logo and linking URL	
Medium Rectangle Placement	\$975
• 300 x 250 banner	
• Text ad: 30 words of text, logo and linking URL	

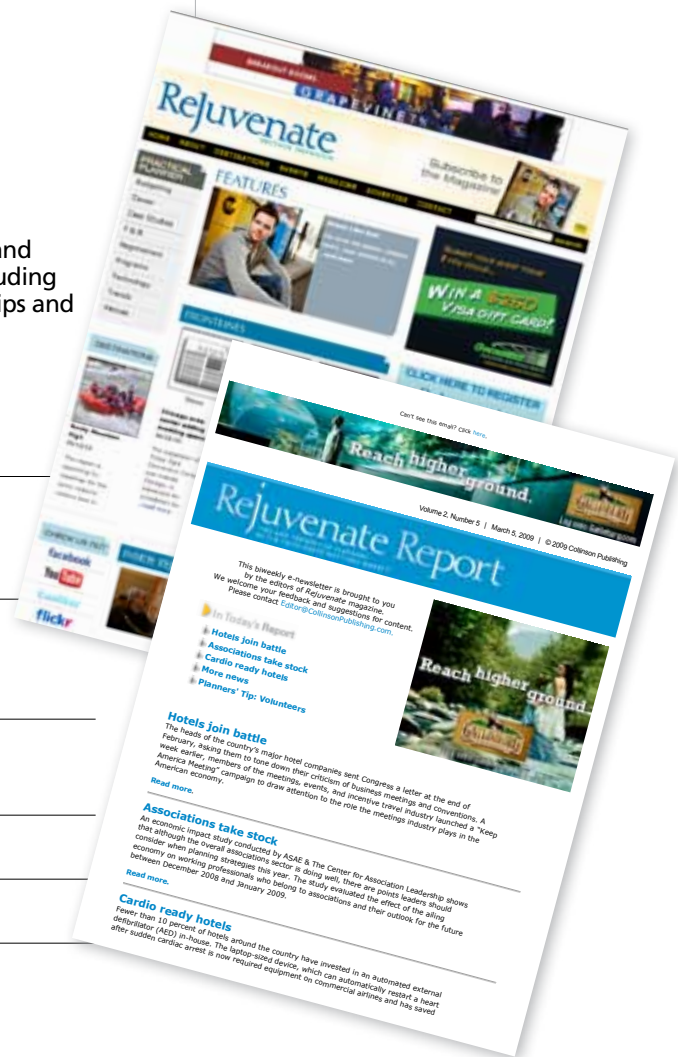
Specifications:

File Type: JPG or GIF only

Maximum File Size: 20k, Animation allowed

Text Ads: 30 words of copy, hyperlink and logo

Deadlines: Newsletter ads are due 10 days prior to issue date.



REJUVENATE matches faith-based meeting planners with business providers. Our special issues drive buzz, attracting more attention to our advertising partners and providing a longer desk life. Members of our advisory council tell us they save and share these issues, referring to them when they are making their meeting decisions. Don't miss these special sections and combination programs in the magazine that recently won four awards of excellence from the American Society of Business Publication Editors.

✓ **Marketplace Program Guide**

Our Marketplace trade show and conference outperforms traditional shows. Capture planners when they are in a "love this show, love the attention, ready to do business" frame of mind.

**Bonus distribution*

✓ **CVB Showcase**

Planners save this destination guide, referring to it as a quick resource for contacts, facts and figures. Don't miss out on this annual reader favorite.

✓ **International Meetings**

Reach planners who organize meetings in international destinations and planners who bring their conferences and events to the United States.

✓ **Marketplace Preview**

Planners look for this issue to get an advance look at speakers, educational seminars and other information to plan ahead for Rejuvenate Marketplace.

✓ **Industry Leaders**

Recognize your leader as an outstanding star in this annual who's who. Make sure our faith-based planners know who your celebrity is.

✓ **Single Sponsor Issues**

Special feature sections, such as "Technology for Tomorrow," offer opportunities for sponsors with a related product or message. Ask about sponsored reprints, webcasts, videos, etc.

✓ **Co-op Buys**

Ask about co-op pages. Combine forces with your destination or venue partners for added impact and savings.

✓ **Combo Buys**

Harness the power of Collinson Media & Events multimedia marketing programs and meeting products. Cover other meetings markets, brand your message across media networks, reach the planners you want and get a guaranteed number of leads.

"The magazine is inspirational. The articles are enlightening, and I like the ads featured in the magazine. The advertisements inform a planner as to what is available in various cities and states for meetings and conferences."

Linda Barnes Pates, Planner
United Church Ushers