



Distributed to all delegates in the WMC Sample Sack, The Guide is a valuable resource referred to year round by the music industry. The comprehensive WMC Guide is a vital reference for connecting with delegates and companies in attendance at WMC, as well as WMC events, exhibiting, program schedule, venues and restaurants.

## WMC GUIDE ADVERTISING

	SAVE 40%	SAVE 25%	SAVE 15%	
	Paid By Dec. 18, 2009	Paid By Jan. 22, 2010	Paid By Feb.19, 2010	Paid After Feb.19, 2010
Inside Front Cover	Call For Info	Call For Info	Call For Info	Call For Info
Inside Back Cover	Call For Info	Call For Info	Call For Info	Call For Info
Back Cover	Call For Info	Call For Info	Call For Info	Call For Info
Full Page Color	\$1,782	\$2,228	\$2,525	\$2,970
Full Page B&W	\$1,332	\$1,665	\$1,887	\$2,220
1/2 Page Vertical Color	\$1,158	\$1,448	\$1,641	\$1,931
1/2 Page Vertical B&W	\$799	\$999	\$1,132	\$1,332
1/2 Page Horizontal Color	\$1,158	\$1,448	\$1,641	\$1,931
1/2 Page Horizontal B&W	\$799	\$999	\$1,132	\$1,332
1/4 Page Color	\$753	\$941	\$1,067	\$1,255
1/4 Page B&W	\$480	\$599	\$679	\$799
1/8 Page B&W	\$288	\$360	\$408	\$480

### SPECIAL PACKAGE RATES! Save an additional 15% for advertising in both The List & The Guide

Full color premium ad space is available for the INSIDE COVER (front and back), BACK COVER and all ads opposite information pages.

Call (954)563-4444 for rates and availability or email: [Marketing@WinterMusicConference.com](mailto:Marketing@WinterMusicConference.com)

<b>FULL- PAGE BLEED &amp; COVERS</b> Bleed Size: 6.75" x 9.75" Trim Size: 6.5" x 9.5" Live Area: 5.25" x 8.25"	<b>FULL- PAGE</b> Ad Size 5.25" x 8.25"	<b>HALF- PAGE HORIZONTAL</b> Ad Size 5.25" x 3.75"	<b>HALF- PAGE VERTICAL</b> Ad Size 2.5" x 8.25"	<b>QUARTER PAGE</b> Ad Size 2.5" x 3.75"	<b>ONE EIGHTH PAGE</b> Ad Size 2.5" x 1.75"
--	---	--	---	--	---

**Artwork Deadline: Friday, Feb. 26, 2010**  
 PMS Color (s) ..... (per spot color) .....\$495.00

**Format:** Send artwork in TIF file format via email or on CD. Images should be CMYK with a resolution of 300 dpi or higher. (Files larger than 6 MB should be compressed or send on cd)  
**Note on Color:** Color files should be sent as CMYK. RGB files will be converted to CMYK. Pantone colors should be specified when sending artwork. Pantone colors not specified will be converted to CMYK.

(Caution: converted files may shift color.)  
 \*Bleed MUST have 1/8 inch beyond trim on all sides\*

**Mail to:**  
[graphics@WinterMusicConference.com](mailto:graphics@WinterMusicConference.com)

**or:**  
 Winter Music Conference  
 3450 NE 12th Terrace  
 Fort Lauderdale, FL 33334  
 ATTN: Graphics Department

If you are planning on hosting an event, contact WMC for inclusion in the event schedule listings and for specially priced event advertising packages.

## WMC PACKAGE RATES

Office: 3450 NE 12th Terrace, Ft. Lauderdale, FL 33334  
 Phone: (954) 563-4444 Fax: (954) 563-1599 E-mail: info@WinterMusicConference.com  
 www.WinterMusicConference.com



### The Guide

Over 3,500 copies distributed to all delegates in the WMC Sample Sack, The Guide is a valuable **YEAR ROUND RESOURCE** referred to constantly by delegates throughout the conference week. The comprehensive WMC program is a vital reference for events, exhibiting, program schedule, venues and restaurants and for connecting with other delegates in attendance at WMC.

**WMC Guide artwork deadline: Fri, Feb. 26, 2010**



### The List

The definitive consumer guide to the world's most concentrated week of dance music industry events and parties. 35,000 copies supplied to conference attendees, industry and party goers, hotels, restaurants, retailers, and venues, The List is the authority for all activity in the Miami area surrounding the Winter Music Conference.

**WMC List artwork deadline: Wed, Mar. 3, 2010**

**Advertise in BOTH THE LIST & THE GUIDE for maximum exposure and SAVE AN ADDITIONAL 15%**

## WMC PACKAGE RATES

	SAVE 40%	SAVE 25%	SAVE 15%	
	Paid By Dec. 18, 2009	Paid By Jan. 22, 2010	Paid By Feb.19, 2010	Paid After Feb.19, 2010
Full Page Color	\$3,172	\$3,965	\$4,494	\$5,287
1/2 Page Color	\$1,979	\$2,474	\$2,804	\$3,298

For more information call (954) 563-4444 or email [Marketing@WinterMusicConference.com](mailto:Marketing@WinterMusicConference.com)



