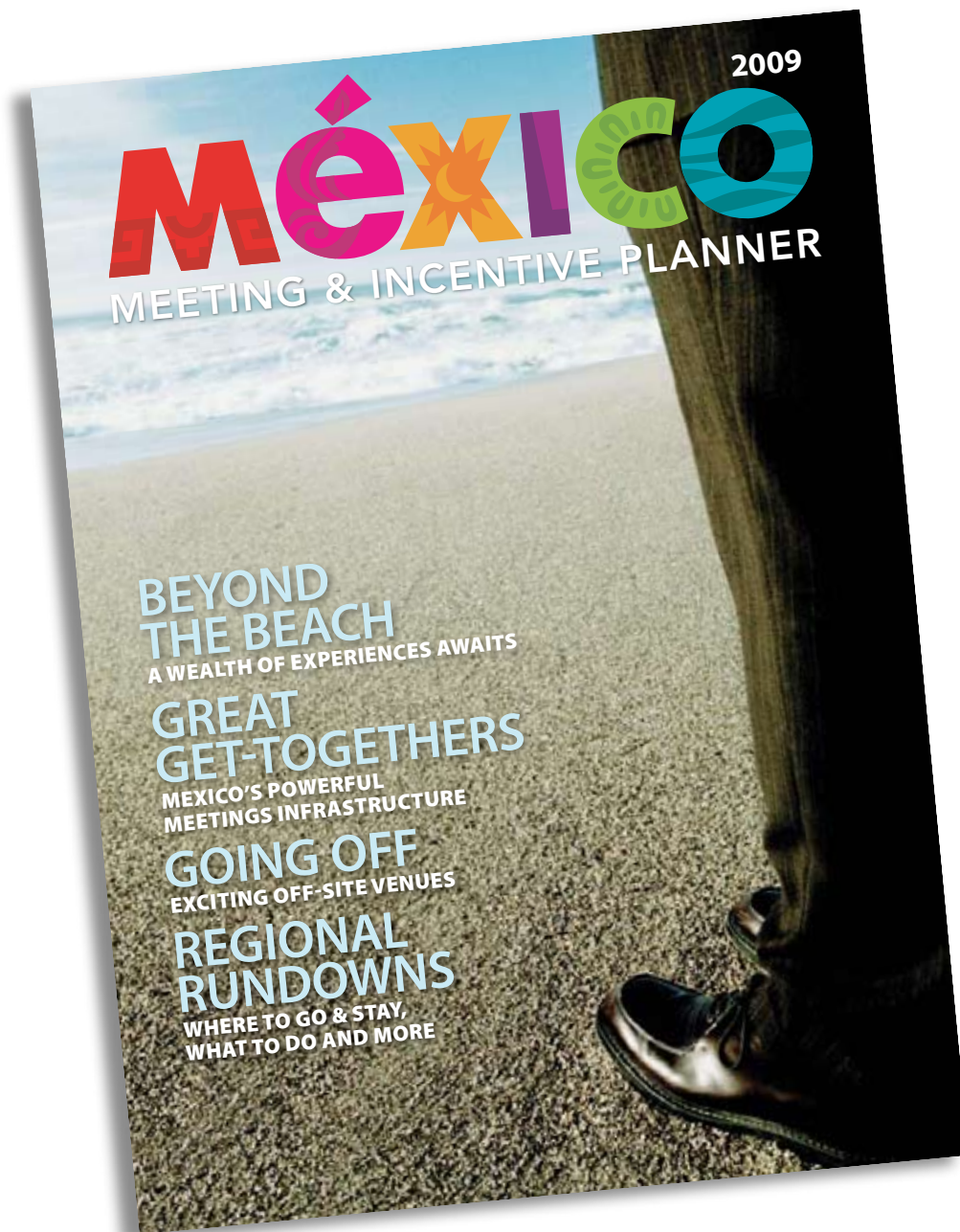


# México 2010

## MEETING & INCENTIVE PLANNER

THE PRIME TOOL FOR MEETING PLANNERS



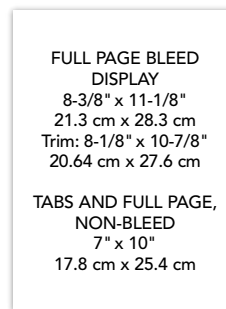
**40,000 COPIES MAILED DIRECTLY** to meeting and incentive planners throughout the U.S. and Canada.

**20,000 COPIES DISTRIBUTED** by the offices of the Mexico Tourism Board in the U.S., Canada and the rest of the world at industry events like EIBTM, PCMA and ITME, among others.

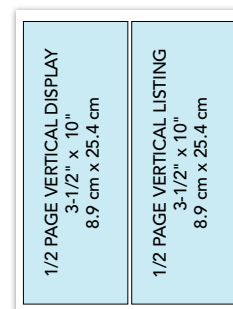
### **PARTICIPATE IN THE MEXICO EDUCATION PROGRAM (MEP)**

Become a part of a unique program designed to educate planners about Mexico's diversity and deep meetings/events infrastructure.

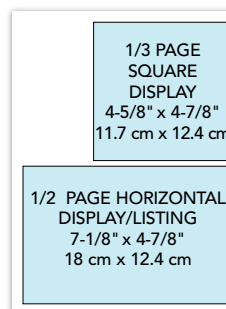
2010 PRICES	Programs	Online Advertisorials
<b>SPECIAL POSITIONS</b>		
Inside Front Cover	USD \$12,800	4X
Inside Back Cover	USD \$11,500	4X
Full Tab (both sides)	USD \$23,700	4X
Half Tab (one side)	USD \$14,400	4X
<b>AVAILABLE POSITIONS</b>		
Spread Display Ad	USD \$18,000	4X
Full Page Display Ad	USD \$10,900	2X
Full Page Listing	USD \$11,100	2X
Half Page Display Ad	USD \$7,200	1X
Half Page Listing	USD \$7,500	1X
1/3 Page Display	USD \$4,150	N/A



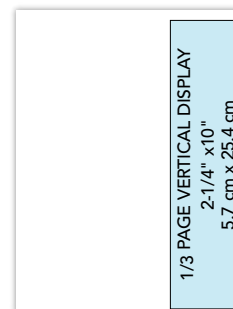
DISPLAY AD



Full Page Vertical Combo



DISPLAY AD



DISPLAY AD

• Every advertiser receives 1 e-mail blast

ONLINE ELEMENTS	PRICE
728 X 90 (banner)	USD \$1,250/month
120 X 60 (button)	USD \$500/month
E-blast	USD \$3,740/ea



BEYOND YOUR EXPECTATIONS

## Closing Dates

**Special Position Reservation**  
July 6, 2009

**Space Reservation**  
September 7, 2009

**Due Date for Listings Material**  
September 14, 2009

**Due Date for Display Ad Materials**  
August 18, 2009

**Publication**  
2010

## Sending Materials

**Worth International**  
Susan Dikeman  
Traffic Manager

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Miami Lakes, FL 33014

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