

SMALL MARKET  
**MEETINGS**

2019 Editorial Calendar and Rates

## GENERAL INFORMATION

### Readership Profile

Small Market Meetings is the only meetings magazine that exclusively covers smaller destinations in every issue and is the official publication of the Small Market Meetings Conference. It is mailed on a controlled circulation basis to more than 10,000 meeting planners nationwide that are members of SMMC, MPI, RCMA and state organizations. It is sent to more than 5,000 in its digital edition.

### Closing Dates

Space — 1st of the month prior  
Materials — 5th of the month prior

### Inserts

Preprinted insert rates begin at \$5,500 net.

### Small Market Meetings Conference

For more information on our annual conference, held each fall, go to [www.smallmarketmeetingsconference.com](http://www.smallmarketmeetingsconference.com)

## SMALL MARKET MEETINGS

### 4 COLOR GROSS RATES

SIZE	12X	6X	3X	1X
<b>Full Page</b>	2,440	2,500	2,560	2,620
<b>2/3 Page</b>	2,050	2,100	2,150	2,200
<b>1/2 Page</b>	1,740	1,785	1,830	1,875
<b>1/3 Page</b>	1,315	1,355	1,395	1,435
<b>1/6 Page</b>	885	920	955	990

• Covers and Guaranteed Positions - Add 10%

## CUSTOM CONTENT

Our writer works directly with you to create your custom full page article in our magazine! You received 575 words of copy, three photos, contact information and logo. Your article will run on a right hand read in the front quarter of the magazine. Cost is only \$3,000 gross.



## WEB ADVERTISING RATES

AD UNIT	SIZE/DESCRIPTION	GROSS RATE
SMALLMARKETMEETINGS.COM LEADERBOARD AD	980 X 90 pixels	\$600 per month
SMALLMARKETMEETINGS.COM BANNER AD	250 X 250 pixels	\$450 per month
E-NEWSLETTER LEADERBOARD AD	700 X 100 pixels	\$600 per month
E-NEWSLETTER BANNER AD	300 X 250 pixels	\$450 per month
DIGITAL SPONSORSHIP	200 x 200 pixels	\$600 per month
SPONSORED ARTICLE	4 pictures, 400 words of copy	\$500 per month
DEDICATED E-BLAST	HTML Ad	\$1,500 per month
POP-UP AD	640 X 480 & home page	\$2,000 per month



# 2019 Editorial Calendar

Issue	Managing Meetings	Meeting Ideas	Town Feature	Hotel/Resort Feature	City Spotlight	Meeting Guides	Venue
<b>JANUARY</b>	CVB-Marketing Assistance	Adventure Activities	Tuscaloosa, AL	Bellmoor Inn & Spa, Rehoboth Beach, DE	Oklahoma City, OK	Heartland Meeting Guide (IL, IN, IA, MI, MN, MO, OH, WI)	Lied Conference Center, Nebraska City, Nebraska
<b>FEBRUARY</b>	Hotel Amenities	Sports Meetings	Yuma, AZ	Wylie Inn & Conference Center, Beverly, MA	Gettysburg, PA	South Meeting Guide	Green Mill Village, Arcola, Illinois
<b>MARCH</b>	Creative Breakouts	High-tech Destinations	National Harbor, MD	Brasstown Valley Resort & Spa, Young Harris, GA	Ann Arbor, MI	Rocky Mountains (ID, MT, WY, CO, NM)	Botanica, Wichita, Kansas
<b>APRIL</b>	Green Meetings	Religious Meetings	Roanoke, VA	Hotel Elegante Conference & Event Center, Colorado Springs	Daytona Beach, FL	Texas Meeting Guide	Buffalo Trace Distillery, Frankfort, Kentucky
<b>MAY</b>	Negotiating Contracts	Colleges & Universities	Olympia, WA	St. James Hotel, Red Wing, Minnesota	Albany, NY	Carolinas Meeting Guide	Mardi Gras Museum, Lake Charles, Louisiana
<b>JUNE</b>	CVB-Creative Dine Arounds	Convention Centers	Salem, OR	The Marcum Hotel & Conference Center, Oxford, Ohio	New Haven, CT	California Meeting Guide	Callaway Gardens, Pine Mountain, Georgia
<b>JULY</b>	Increasing Attendee Engagement	Meetings at Historic Hotels	Fort Collins, CO	The Mountaintop Inn & Resort, Chittenden, Vermont	Fox Cities, WI	Florida Meeting Guide	Connor Prairie, Fishers, Indiana
<b>AUGUST</b>	Site Selection Tips	Meetings at Museums	Fayetteville, AR	Cascades Mountain Resort, Hendersonville, North Carolina	Monterey, CA	Nebraska Meeting Guide	National Civil Rights Museum, Memphis
<b>SEPTEMBER</b>	CVB-Creative After-Hours	Off-season Meetings	Iowa City, IA	Inn of the Mountain Gods, Mescalero, New Mexico	Myrtle Beach, SC	New York Meeting Guide	Falls Event Center, St. George, Utah
<b>OCTOBER</b>	Finding Sponsors	Meetings on Waterfronts	Brenham, TX	Lodge at Old Kinderhook, Camdenton, Missouri	Anchorage, AK	Illinois Meeting Guide	The BB Club, Vicksburg, Mississippi
<b>NOVEMBER</b>	CVB-Using Volunteers	Family Destinations	Durham, NC	Bellasera Resort, Naples, Florida	Cheyenne, WY	Wisconsin Meeting Guide	Tanglewood Plantation, Lynchburg, South Carolina
<b>DECEMBER</b>	Spouse Events	Meetings at Casinos	Morehead, KY	Canyon of the Eagles, Texas Hill Country	Las Cruces, NM	SMM Directory	Virginia Air and Space Center, Hampton, Virginia

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# Ad Dimensions

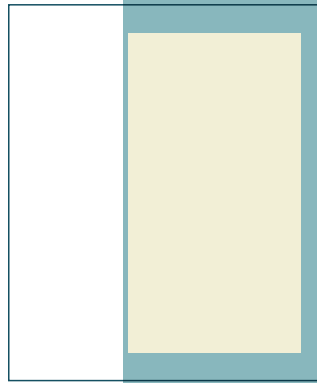
## FULL PAGE



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**Bleed:** 9.25" X 11.125"

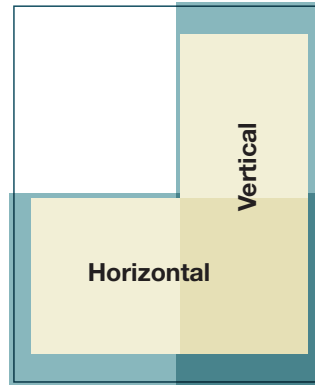
**Live Area:** 8.5" X 10.375"  
 \* All photos and text need to stay inside the Trim by a 1/4"

## 2/3 PAGE



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**Trim:** 5.925" X 10.875"  
**Bleed:** 5.925" X 11.125"

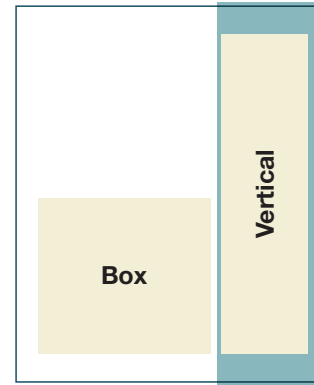
## 1/2 PAGE



**Horizontal**  
**No Bleed:** 8" X 4.5"  
**Trim:** 9" X 5.3438"  
**Bleed:** 9.25" X 5.5938"

**Vertical**  
**No Bleed:** 3.9" X 9.25"  
**Trim:** 4.575" X 10.875"  
**Bleed:** 4.825" X 11.125"

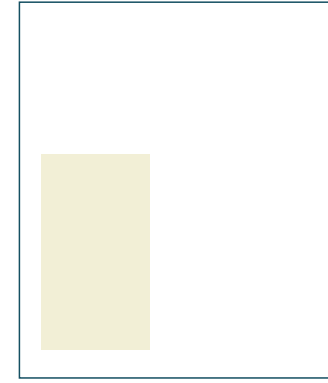
## 1/3 PAGE



**Box**  
**No Bleed:** 5" X 4.5"

**Vertical**  
**No Bleed:** 2.5" X 9.25"  
**Trim:** 3.175" X 10.875"  
**Bleed:** 3.425" X 11.125"

## 1/6 PAGE



**No Bleed:** 2.5" X 4.5"

# Ad Specifications

SMALL MARKET  
**MEETINGS**

**File formats** PDF x1 preferred  
 jpg, EPS, TIF or PDF accepted

**Color** CMYK

**Images** All images should be 300 dpi CMYK

**IMPORTANT:** Be certain that all PMS and RGB colors have been converted to process color in all files. Ads received with unacceptable colors will be converted by our production staff. This conversion may change the color appearance.

**Fonts** All fonts embedded or converted to paths, outlines, boxes.

**Linescreen** We print with 150 lines per inch.

**Sending Ad** To submit your ad, you may share a PDF via Dropbox or other file sharing program or you may email it to the following address:  
**production@smallmarketmeetings.com**

**Deadlines:** All materials are due by the 5th of the month prior to the issue date.

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866-356-5128

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