

# WHEN YOU ARE READY TO RALLY, WE'RE HERE TO HELP.

When you're ready to invite meetings back to your destination, we're here to empower your comeback efforts with significantly discounted print, digital and social media solutions to showcase all you have to offer.



**1X**

## NET INDIVIDUAL RATE

Full Page: \$1,900  
2/3 Page: \$1,640  
1/2 Page: \$1,400  
1/3 Page: \$1,050  
1/6 Page: \$700

SMALL MARKET  
**MEETINGS**

### ADDED VALUE:

- 300 x 250 pixel banner ad in one issue of our e-newsletter
- Your own advertisers page on our website for one year
- Facebook post promoting your destination or company
- Instagram post promoting your destination or company
- Up to ten photos in our Photo Slideshow on our website for one year
- Your destination video on our website for one year

**3X**

## NET TOTAL PACKAGE RATE

Full Page: \$5,400  
2/3 Page: \$4,600  
1/2 Page: \$3,900  
1/3 Page: \$2,700  
1/6 Page: \$1,800

### ADDED VALUE:

- 250 x 250 pixel banner ad on our website for 3 months
- Sponsored Article in one issue of our e-newsletter
- 300 x 250 pixel banner ad in three issues of our e-newsletter
- Your own advertisers page on our website for one year
- Up to ten photos in our Photo Slideshow on our website for one year
- Your destination video on our website for one year
- Your organizations name and contact information on our SiteVisit tool

866.356.5128 [SMALLMARKETMEETINGS.COM](http://SMALLMARKETMEETINGS.COM)

[KYLE@SMALLMARKETMEETINGS.COM](mailto:KYLE@SMALLMARKETMEETINGS.COM)

SMALL MARKET  
**MEETINGS**

# 2020 EDITORIAL CALENDAR

SMALL MARKET  
**MEETINGS**

	MANAGING MEETINGS	MEETING IDEAS	TOWN FEATURE	CITY SPOTLIGHT	MEETING GUIDES
<b>JANUARY</b>	A/V 101	Cities on the Rise	Bellevue, WA	El Paso, TX	America's Heartland
<b>FEBRUARY</b>	Better Breakouts	Sports Meetings	Manhattan, KS	Portland, ME	The South
<b>MARCH</b>	Crisis Management	High-tech Destinations	Mystic, CT	Lincoln, NE	Rocky Mountains & Indiana
<b>APRIL</b>	Event Transportation	Religious Meetings	Beloit, WI	Sacramento, CA	Texas
<b>MAY</b>	Family Friendly Meetings	Colleges & Universities	Niagara, NY	Billings, MT	Carolinas
<b>JUNE</b>	Health & Fitness at Meetings	Convention Centers	Vicksburg, MS	Knoxville, TN	California
<b>JULY</b>	Managing Conference Schedules	Meetings on the Water	Schaumburg, IL	Charleston, WV	Ohio & Arkansas
<b>AUGUST</b>	Meeting Apps	Meetings at Museums	Tempe, AZ	Raleigh, NC	Georgia & Nebraska
<b>SEPTEMBER</b>	Meetings on a Budget	Meetings at Casinos	Dubuque, IA	Stillwater, OK	Kansas
<b>OCTOBER</b>	Meetings for Millennials	Retreat Centers	Athens, GA	Akron, OH	Illinois
<b>NOVEMBER</b>	Social Media at Conferences	Winter Destinations	State College, PA	Tallahassee, FL	Wisconsin
<b>DECEMBER</b>	The Sharing Economy	Meetings at Resorts	South Bend, IN	Fort Smith, AR	SMM Directory & New York

SMALL MARKET  
**MEETINGS**

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**CONTACT US**

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# 2021 EDITORIAL CALENDAR



	MANAGING MEETINGS	MEETING IDEAS	TOWN FEATURE	CITY SPOTLIGHT	MEETING GUIDES
<b>JANUARY</b>	CVBs 101	Meetings at Hotels	Glendale, AZ	Sioux Falls, SD	The Heartlands
<b>FEBRUARY</b>	Making the Most of Site Inspections	Sports Meetings	Providence, RI	Tulsa, OK	The South
<b>MARCH</b>	Rebate & Incentive Programs	Special-Interest Meetings	La Crosse, WI	Eugene, OR	Rocky Mountains & Indiana
<b>APRIL</b>	Managing Room Blocks	Religious Meetings	Carbondale, IL	Lexington, KY	Texas
<b>MAY</b>	Food & Beverage Tips	Colleges & Universities	Lake Erie, OH	Santa Fe, NM	Carolinas
<b>JUNE</b>	Risk Management	Convention Centers	Chester County, PA	Chattanooga, TN	Kansas & California
<b>JULY</b>	Booking Entertainment	Off-Season Meetings	Fredericksburg, VA	Wilmington, DE	Mississippi & Ohio
<b>AUGUST</b>	Event Websites & Apps	Meetings at Museums	Auburn-Opelika, AL	Binghampton, NY	Iowa & Washington
<b>SEPTEMBER</b>	Minimizing Environmental Impact	Farms & Ranches	McKinney, TX	Shreveport, LA	Florida
<b>OCTOBER</b>	Accessibility at Meetings	Historic Venues	Missoula, MT	Kearney, NE	Illinois
<b>NOVEMBER</b>	Streamlining Registration	Meetings on the Beach	Oxford, MS	Berkeley, CA	Wisconsin & Kentucky
<b>DECEMBER</b>	Event Photos & Videos	Casinos	Albany, GA	Jefferson City, MO	SMM Directory & New York



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## READER PROFILE

Small Market Meetings was created to fill a niche in the billion dollar meetings and convention industry - the need for an industry publication that focuses exclusively on second and third tier meeting destinations. Small Market Meetings serves as the official publication of the Small Market Meetings Conference and mails monthly to more than 10,000 qualified meeting planners nationwide. Our meeting planners serve the following markets

- Corporate - 55%
- Association - 43%
- Educational - 34%
- Sales - 19%
- Technology - 7%
- Other - 35%

## NUMBER OF PEOPLE ATTENDING MEETINGS



## LOCATION OF MEETINGS PLANNED



## GROSS PRINT RATES

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

For Ad Dimensions and Specs See Back Cover

## CUSTOM CONTENT

Our writer will work directly with you to create a one, two, three or four page custom content article. Your article will run in the issue of your choice in print, as an e-Newsletter article in that month's issue and on our website for one year in our Travel Stories feature. Call or email for additional information & rates.

## INSERTS/CUSTOM PRINTING

Your preprinted inserts can be polybagged with Small Market Meetings and mailed for as little as 50¢/piece. Regional buys are also available. Call for a quote.

## PRINT & DIGITAL DEADLINES

- SPACE:** 1st of month prior
- MATERIALS:** 5th of month prior

## GROSS DIGITAL RATES

### WEBSITE

- LEADERBOARD AD:** \$600
- BANNER AD:** \$500

### E-NEWSLETTER

- LEADERBOARD AD:** \$600
- BANNER AD:** \$500

**E-BLAST:** \$1,500

### SPONSORED ARTICLE: \$600

You submit up to 500 words of copy and four photos that will run in one issue of our e-Newsletter and on our website for one year in our Travel Stories feature.

# AD DIMENSIONS

**GROUP**  
THE  
TRAVEL LEADER

**select**  
TRAVELER

**GOING ON FAITH**  
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

**SMALL MARKET MEETINGS**

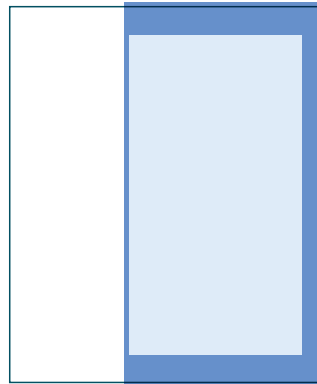
## FULL PAGE



**Trim:** 9" X 10.875"  
**Bleed:** 9.25" X 11.125"  
**Live Area:** 8.5" X 10.375"

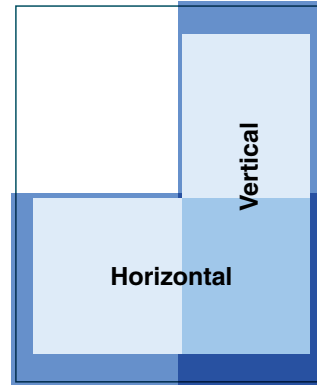
\* All photos and text need to stay inside the Trim by 1/4 for all bleed ads

## 2/3 PAGE



**No Bleed:** 5" X 9.25"  
**Trim:** 5.675" X 10.875"  
**Bleed:** 5.925" X 11.125"

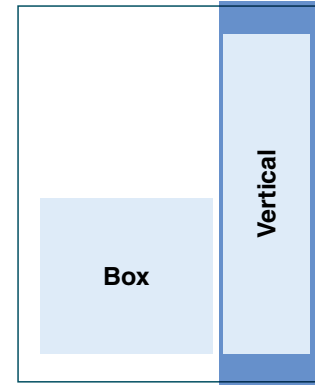
## 1/2 PAGE



**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"

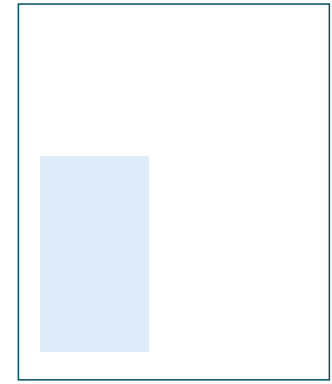
## 1/3 PAGE



**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

**FILE** PDF x1 preferred  
**FORMATS** JPG, EPS, TIF or PDF accepted

**COLOR** CMYK

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

**IMPORTANT:** Be certain that all color profiles (including RGB, ICC and PMS) have been converted to CMYK 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 one of the following addresses:

[production@grouptravelleader.com](mailto:production@grouptravelleader.com) • [production@selecttraveler.com](mailto:production@selecttraveler.com)  
[production@goingonfaith.com](mailto:production@goingonfaith.com) • [production@smallmarketmeetings.com](mailto:production@smallmarketmeetings.com)

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

**CONTACT US**

**888.253.0455**

[gtl-advertising.com](http://gtl-advertising.com)