



# 2021 ADVERTISING PLANNER





## 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%
- Sales - 19%
- Association - 43%
- Technology - 7%
- Educational - 34%
- 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

**CANCELLATION POLICY:** Ads cancelled less than 15 days prior to the space deadline will be billed at the contract-cost of the ad.

## 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 Meet Me Here 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 Meet Me Here feature.

# 2021 EDITORIAL CALENDAR

SMALL MARKET  
**MEETINGS**

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

SMALL MARKET  
**MEETINGS**

[SMALLMARKETMEETINGS.COM](http://smallmarketmeetings.com)

CONTACT US

866.356.5128  
[Kyle@smallmarketmeetings.com](mailto:Kyle@smallmarketmeetings.com)

# AD DIMENSIONS

**GROUP**  
THE  
TRAVEL LEADER

**select**  
TRAVELER

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

**SMALL MARKET  
MEETINGS**

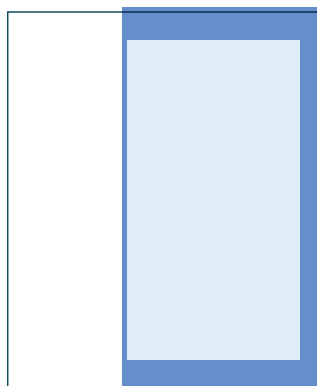
## FULL PAGE



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

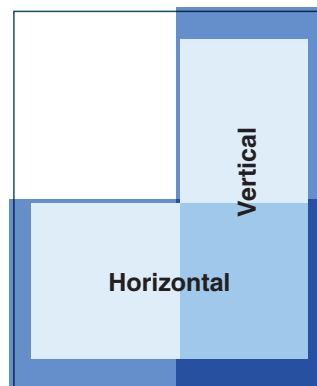
\* All photos and text need to stay inside the Trim by 1/4 for all bleed ads

## 2/3 PAGE



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

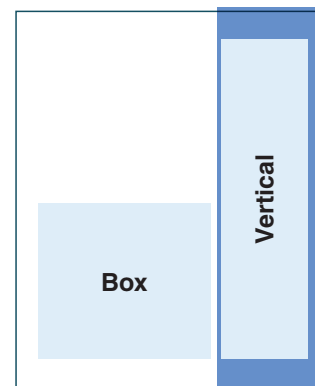
## 1/2 PAGE



**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"

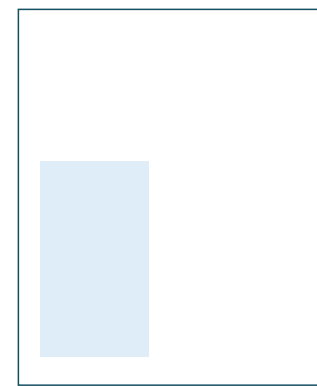
## 1/3 PAGE



**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 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 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)

**CANCELLATION POLICY:** Ads cancelled less than 15 days prior to the space deadline will be billed at the contract-cost of the ad

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

**CONTACT US**

**888.253.0455** [gti-advertising.com](http://gti-advertising.com)