

2025 ADVERTISING PLANNER

SMALL MARKET
MEETINGS





OUR BRAND

PRINT DIGITAL CUSTOM PUBLISHING CUSTOM CONTENT FAMS



Small Market Meetings was designed to fill a void in the meetings and conventions industry — a need for a publication geared toward cities and towns outside major metropolitan areas.

Small Market Meetings focuses on cities and towns that offer affordable options for meetings of any size, from corporate board retreats to large tradeshows. The magazine is published 10 times a year and is read by 10,000 meeting planners representing tens of thousands of organizations. The accompanying e-newsletter Meetings At A Glance is sent four times a month to an additional 7,000+ readers.

Superb editorial, unmistakable design and engaged readerships make the magazine and digital channels of Small Market Meetings the outlet for smaller destinations to market to meeting planners.

SMALLMARKETMEETINGS.COM

CONTACT



VICE PRESIDENT OF
SALES AND MARKETING
KYLE ANDERSON

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859.334.1718



ADVERTISING ACCOUNT MANAGER
TELISA RECH

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859.356.5128

SMALL MARKET
MEETINGS

SMALLMARKETMEETINGS.COM/ADVERTISE

Small Market Meetings

For Ad Dimensions and Specs See Back Cover

GROSS PRINT RATES

	10X	5X	3X	1X
Full Page	2,640	2,725	2,795	2,860
2/3 Page	2,185	2,255	2,320	2,380
Half Page	1,850	1,915	1,985	2,055
1/3 Page	1,390	1,450	1,510	1,565
1/6 Page	930	985	1,030	1,075
Two-Page Spread	6,180 per insertion			

READER PROFILE

Small Market Meetings was created to fill a niche in the billion dollar meetings and conventions industry — the need for an industry publication that focuses exclusively on smaller destinations and not on major metropolitan cities.

Small Market Meetings magazine mails 10 times per year to more than 10,000 qualified meeting planners that are members of MPI, RCMA, PCMA, ASAE and other associations. Plus, our digital edition is read by 10,000+ online readers via our e-newsletter and website.



SAMPLE PACKAGE OPTION:

- 3 FULL PAGE ADS** in Small Market Meetings
- 4 E-NEWSLETTER BANNER ADS** in Meetings At A Glance
- 4 MONTHS ARTICLE SIDE BANNER AD** on smallmarketmeetings.com

TOTAL NET COST: \$10,000

smallmarketmeetings.com

smallmarketmeetings.com/advertise



kyle@smallmarketmeetings.com
telisa@grouptravellerleader.com



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

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'25 EDITORIAL CALENDAR

JANUARY CAPITAL CITIES The Heartlands Using AI in Event Planning Springfield, MA Annapolis, MD SPACE DEADLINE: 12/2/24	FEBRUARY SPORTS STS South Meeting Guide Meeting Planning Software Manhattan, KS Albuquerque, NM SPACE DEADLINE: 01/3/25	MARCH UP & COMING DESTINATIONS Texas Innovative CVB Services Duluth, MN Portland, ME SPACE DEADLINE: 02/3/25	APRIL RELIGIOUS Louisiana Reducing Your Meeting Footprint Charlottesville, VA Dayton, OH SPACE DEADLINE: 03/3/25	MAY COLLEGES & UNIVERSITIES Indiana & California Launching New Events Ridgeland, MS Boise, ID SPACE DEADLINE: 04/1/25
JUNE CONVENTION CENTERS North Carolina Streamlining Event Registration Vancouver, WA Boulder, CO SPACE DEADLINE: 05/1/25	JULY/AUGUST ICONIC HOTELS/RESORTS Minnesota & Georgia Planning Effective Dine-Arounds Shipshewana, IN Irvine, CA SPACE DEADLINE: 06/2/25	SEPTEMBER REVITALIZED CITIES Virginia Meeting at Sea Laredo, TX Iowa City, IA SPACE DEADLINE: 08/1/25	OCTOBER OUTDOOR VENUES Illinois & Kentucky Arranging Spouse/Family Activities Johnson City, TN Lafayette, LA SPACE DEADLINE: 09/2/25	NOV/DEC SUSTAINABLE VENUES Wisconsin & Arizona Reducing Attendee Attrition Springdale, AR Savannah, GA SPACE DEADLINE: 10/1/25

[SMALLMARKETMEETINGS.COM](https://smallmarketmeetings.com)
[SMALLMARKETMEETINGS.COM/ADVERTISE](https://smallmarketmeetings.com/advertise)



301 East High Street, Lexington, Kentucky 40507



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SMALL MARKET
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WEB BANNER ADS

Website Advertising Rates

You can purchase a banner ad on **smallmarketmeetings.com** for 3, 6, 9 or 12 months.

smallmarketmeetings.com

HOME PAGE LEADERBOARD AD: \$600/month

SPECS: 1200 x 250 pixels

HOME PAGE BANNER AD: \$450/month

SPECS: 250 x 250 pixels

ARTICLE SKYSCRAPER AD: \$800/month*

SPECS: 160 x 600 pixels

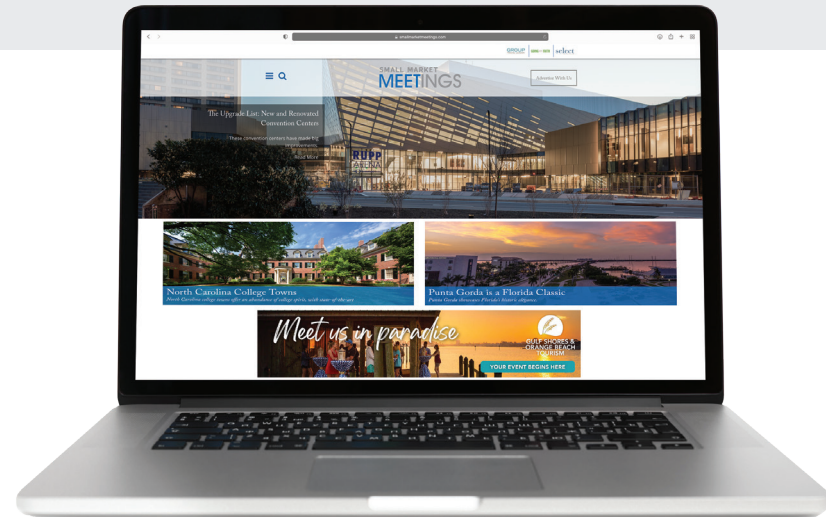
ARTICLE SIDE BANNER AD: \$450/month*

SPECS: 250 x 250 pixels

ARTICLE LEADERBOARD AD: \$700/month*

SPECS: 700 x 100 pixels

* Runs on all article pages throughout site for one month



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E-NEWSLETTERS/E-BLASTS

E-NEWSLETTERS

MEETINGS AT A GLANCE — 4x Monthly

Meetings At A Glance

LEADERBOARD AD: \$600/issue

SPECS: 700 x 100 pixels

BANNER AD: \$450/issue

SPECS: 300 x 250 pixels



E-NEWSLETTER SPONSORED ARTICLE

You can purchase a sponsored e-newsletter article about your destination or venue. Your article will also be featured on our website.

Meetings At A Glance

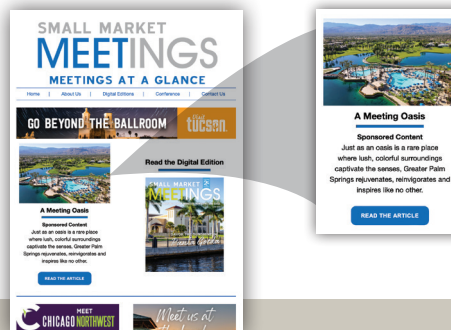
SPONSORED ARTICLE: \$600/issue

SPECS: Submit up to **500 words** of copy and **four photos**:

Lead Image: 2800 x 1200

Other 3 images: 650 x 480 or 650 x 860

These will run in one issue of **Meetings At A Glance** and on our website for one year in our Meet Me Here feature.



DEDICATED E-BLAST

Send your sales message to our 5,000 meeting planners in a dedicated HTML or linked-image e-blast. Use our platforms to get your message out to our readers.

DEDICATED E-BLAST: \$1,800

SPECS: Choose Option 1 or 2

1) Linked-image e-blast: We require a png or jpg

2) HTML e-blast: We require an html file * or packaged zip file

* All images should be publicly hosted

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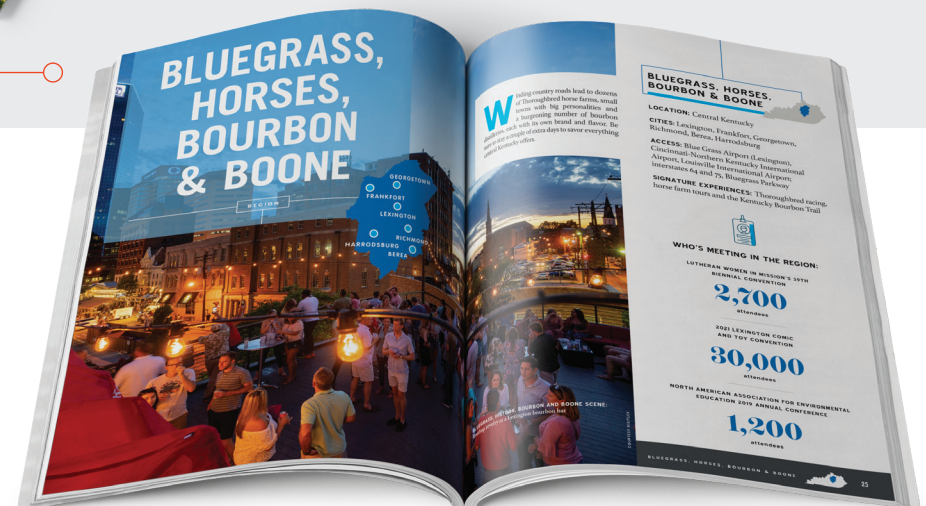


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CUSTOM PUBLISHING

If you represent a destination or organization and would benefit from your own custom-designed magazine or meeting guide, call our sales team today. We'll do all the work to create a product you can be proud of. Our team will meet with you to develop the editorial content. We'll create a sales plan and handle all the advertising sales for you. And our art department will create a layout that showcases your destination in the beautiful detail it deserves. We'd be happy to connect you with past clients who will confirm that we're committed to delivering your project on schedule and exceeding your expectations.

ITIP IOWA MEETING GUIDE



KENTUCKY MEETING GUIDE

Call today to see how easily we can design one for you!

859.356.5128



CUSTOM CONTENT

Our magazine,
your message!



Your destination
never looked better

Highlight your destination or experience with an article by a professional writer! With our custom content series, you can have your own article of up to four pages in any issue of Small Market Meetings magazine. Our writer will work with you to develop a story showcasing the venues, hotels and accolades you want our readers to know about. Our designers then use your photos to create a visually stunning magazine layout that is sure to drive leads and reader engagement. In addition to running in the print magazine, your custom content article will also appear in that month's e-newsletter and will appear on our website for one year.

1 Page Feature



2 or 3 Page Feature



4 Page Feature

ONSITE FAM EVENTS



Host qualified meeting planners in your destination by working with us on one of our popular events! Numerous destinations have hosted our exciting OnSite FAM Tours. We do all the promotion, register meeting planners, facilitate arrivals and departures, and produce social media buzz and extensive editorial coverage in our magazine and e-newsletter.

An OnSite FAM Event offers a year's worth of publicity in print and online. These events are designed to unite your industry or members in an collaborative effort that produces excitement leading up to, during and after the event. Your exposure lasts for months and yields massive media results and on-site interaction with the qualified meeting planners who attend.

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INCLUDED IN PACKAGE

FAM ANNOUNCEMENT



DISPLAY ADS



SOCIAL MEDIA



8 PAGE FEATURE



BE OUR GUEST WRITER'S FAM



Nothing beats having a professional travel writer in your destination. Small Market Meeting's Be Our Guest program delivers just that. Our professional writer will come to your city or region to follow an in-depth writing itinerary created by you. As the host, you organize our writer's schedule, cover his or her accommodations and meals, and showcase the very best of your destination. We'll pick up the airfare!

We'll work with you to coordinate the writer's visit and craft an itinerary that will make for a great magazine article. Our writer will experience your attractions and activities firsthand and create engaging social media posts about your destination. After returning home, they'll combine their own notes and photos with information and images you provide to create a six-page Be Our Guest feature identifying you as our writer's host in the magazine.



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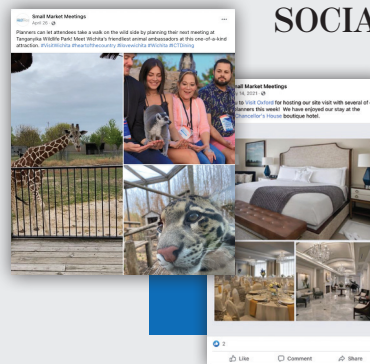
[SMALLMARKETMEETINGS.COM](https://smallmarketmeetings.com)

INCLUDED IN PACKAGE



6 PAGE FEATURE

SOCIAL MEDIA



E-NEWSLETTER ARTICLE



AD DIMENSIONS

SMALL MARKET
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	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/6 PAGE
Advertising Sizes					
	Trim: 9" X 10.875" Bleed: 9.25" X 11.125" Live Area: 8.5" X 10.375" <small>* All text, logos, etc. need to stay inside the Trim by .25" for all bleed ads</small>	No Bleed: 5" X 9.25" Trim: 5.675" X 10.875" Bleed: 5.925" X 11.125"	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"	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"	No Bleed: 2.5" X 4.5"

AD SPECIFICATIONS

FILE FORMATS PDF x1 or PDF x4 preferred
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 or boxes.

LINESCREEN All our publications are printed at 150 lines per inch.

SENDING AD Share your ad via the file sharing service of your choice or email it to the following address:

production@smallmarketmeetings.com

CANCELLATION POLICY: Ads cancelled fewer 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

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