

2027 ADVERTISING PLANNER

SMALL MARKET
MEETINGS





THINK **SMALL** FOR BIG RESULTS

GET **MORE** MEETINGS

We provide marketing channels that help communities and properties reach the influential meeting planners who can bring them business.

Our solutions include print and digital advertising, custom content campaigns, e-mail blasts, lead-generation initiatives and turnkey familiarization tour packages.

OUR CLIENTS GET GREAT RETURNS,
because we're different than any other media company in the meetings marketplace:

- 1** We are uniquely focused on smaller destinations and venues, so your message isn't crowded out by bigger players.
- 2** Our content is created by professional journalists who specialize in showcasing your destination.
- 3** We don't compromise on quality, so our audience trusts us implicitly.
- 4** We have personal relationships with hundreds of meeting planners... and we know what makes them tick.
- 5** Between magazines and newsletters, we reach our audience on a weekly basis. We are their go-to source for destination and venue ideas.

Meetings marketers turn to us to:



Bring more meeting groups to their destinations and venues.



Showcase their offerings to meeting planners who will actually bring business.



Stop wasting their marketing dollars on platforms offering little return.

SMALLMARKETMEETINGS.COM/ADVERTISE



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For Ad Dimensions and Specs See Back Cover

NET PRINT RATES

	10X	5X	3X	1X
Full Page	2,465	2,550	2,618	2,678
2/3 Page	2,043	2,109	2,169	2,225
Half Page	1,726	1,785	1,853	1,921
1/3 Page	1,301	1,360	1,411	1,462

Two-Page Spread 5,270 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 content 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

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CLICK FOR PACKAGE RATE OPTIONS



'27 EDITORIAL CALENDAR

JANUARY ATTRACTIONS & ENTERTAINMENT America's Heartland Buyouts & Charters Billings, MT Springfield, MA SPACE DEADLINE: 12/2/26	FEBRUARY SPORTS & OUTDOORS STS South Meeting Guide Personalizing Events Spokane, WA Erie, PA SPACE DEADLINE: 01/1/27	MARCH BLEISURE DESTINATIONS California & Massachusetts Ask a CVB Toledo, OH Augusta, GA SPACE DEADLINE: 02/3/27	APRIL RETREATS & WELLNESS Louisiana & Arizona Appealing to Gen Z Portland, ME Duluth, MN SPACE DEADLINE: 03/3/27	MAY COLLEGES & UNIVERSITIES Colorado & Tennessee Navigating Economic Changes Madison, WI Bowling Green, KY SPACE DEADLINE: 04/1/27
JUNE CONVENTION CENTERS West Coast Maximizing Networking Birmingham, AL Aurora, IL SPACE DEADLINE: 05/3/27	JULY/AUGUST CULINARY HOTSPOTS Indiana & Arkansas Meetings Myths Busted Columbia, SC Scottsdale, AZ SPACE DEADLINE: 06/2/27	SEPTEMBER SEASONAL DESTINATIONS Texas & D.C. Suburbs Events in a Hurry Lansing, MI Huntington Beach, CA SPACE DEADLINE: 08/3/27	OCTOBER CULTURAL EXPERIENCES Illinois & Kentucky Planning Healthier Meetings Sioux Falls, SD Oxford, MS SPACE DEADLINE: 09/2/27	NOV/DEC SUSTAINABLE VENUES Wisconsin & Florida Experiential Programming Virginia Beach, VA Fort Collins, CO SPACE DEADLINE: 10/1/27

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adelucia@smallmarketmeetings.com
859.356.5128

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WEBSITE 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

HOME PAGE BANNER AD: \$450/month

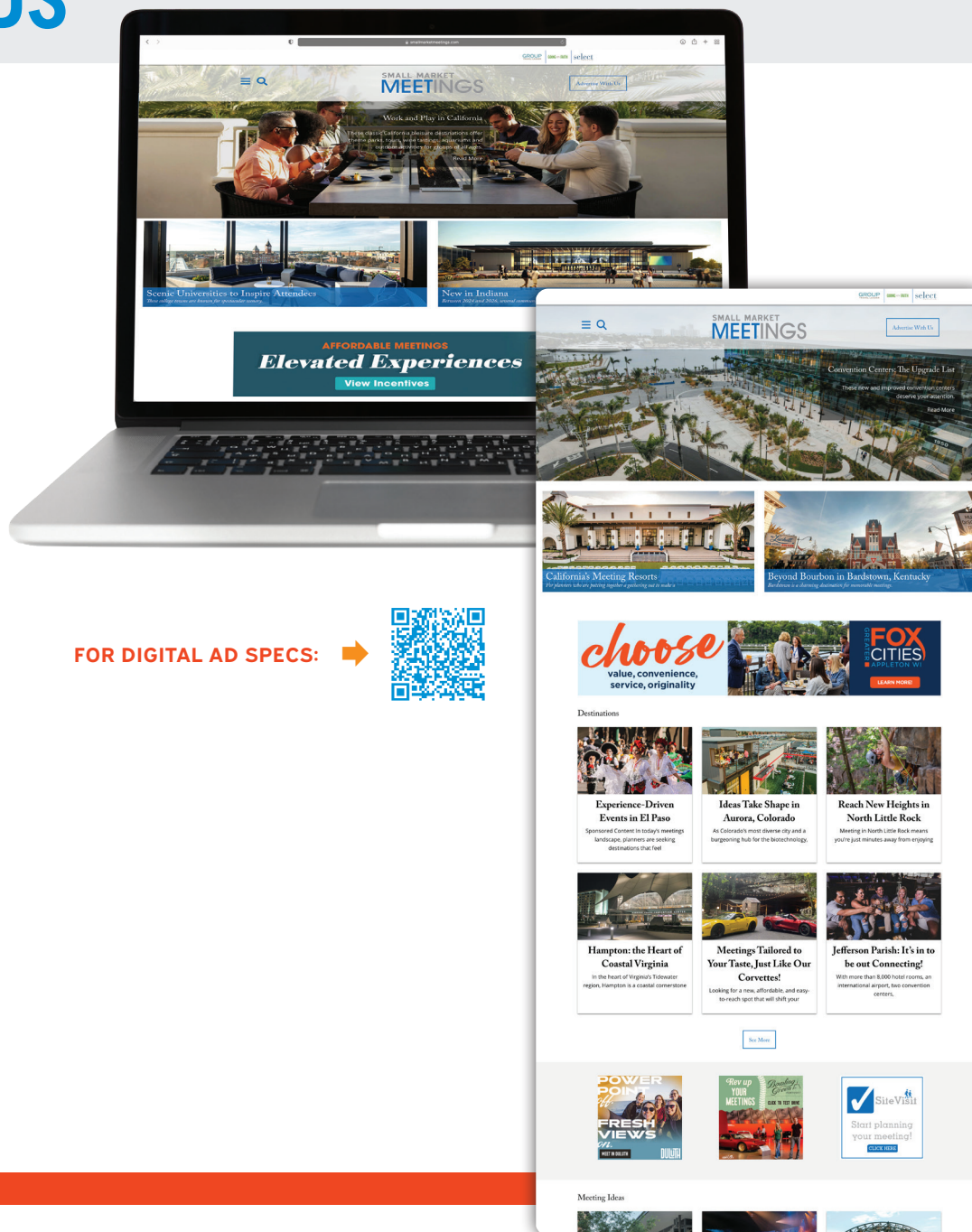
ARTICLE SKYSCRAPER AD: \$800/month

ARTICLE SIDE BANNER AD: \$450/month

ARTICLE LEADERBOARD AD: \$700/month

DIGITAL EDITION BELLY BAND: \$600/issue

FOR DIGITAL AD SPECS: ➔



E-NEWSLETTERS & E-BLASTS

E-NEWSLETTERS

MEETINGS AT A GLANCE — 4x Monthly

MEETINGS AT A GLANCE

LEADERBOARD AD: \$750/issue

BANNER AD: \$500/issue



FOR DETAILS & SPECS LINK BELOW:



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: \$650/issue

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



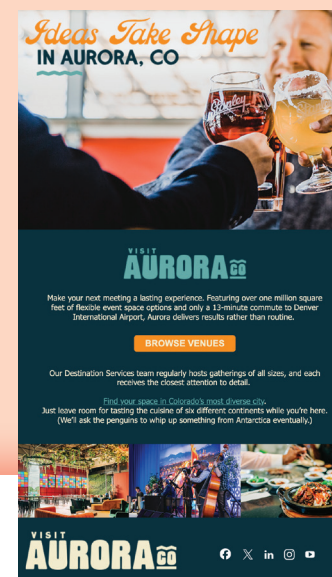
FOR DETAILS & SPECS LINK BELOW:



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: \$2,000



FOR DETAILS & SPECS LINK BELOW:



CUSTOM CONTENT

Our media,
your message!



Highlight your destination or experience with an article by one of our professional travel writers! With our custom content series, you can have your own article in our highly trusted magazines and websites. Choose a print article with digital added value or an in-depth online feature with its own blast email. Our professional travel writers and graphic designers work with you to develop a stunning feature showcasing the activities, attractions and accolades you want our readers to know about.

PRINT ARTICLES

Purchase a print article of one to four pages in the magazine. We'll also run the article on our website for one year and include it in an edition of our e-newsletter.

DEDICATED E-MAILS

Purchase an in-depth article on the website. We'll also create a custom e-mail showcasing the article and send it to our entire list of meeting planners.

CALL FOR RATES!

1 PAGE FEATURE

In Oxford, it's hip to be around the square



2-3 PAGE FEATURE

Wichita: Easy to reach, wonderful to wander



Lively Chandler, Arizona, is packed with potential



4 PAGE FEATURE

CUSTOM PUBLISHING



ITIP IOWA MEETING GUIDE



YOUR STORY, BEAUTIFULLY DELIVERED

Imagine a full-length print magazine showcasing your destination with expert content and beautiful design. Now imagine putting that piece in the hands of America's most influential meeting planners.

That's exactly what our custom publishing program delivers. Our professional writers, editors and designers work with you to create a stunning magazine that captures the best of your destination. And our marketing experts handle the advertising so you don't have to.

The best part? We print the magazine and mail it to our audience of top-tier meeting planners. You get massive impact for minimal investment.



KENTUCKY MEETING GUIDE



CALL FOR RATES!

ONSITE FAM EVENTS



Your Destination Our Meeting Planners



What's the best way to sell your destination to meeting planners? Invite them to experience it for themselves!

Our OnSite Familiarization Tour program does just that. We handle all the details — promoting the FAM, qualifying applicants, arranging travel logistics and even helping you host on the ground — so you can focus on showcasing your destination and building relationships with your guests.

You receive contact information for every applicant, as well as a 12-month media campaign in our magazines and e-newsletters. And the crown jewel is an eight-page article about the FAM in Small Market Meetings, written by our professional journalist who will join your group on the tour.

CALL FOR RATES!

PACKAGE INCLUDES

FAM ANNOUNCEMENT



DISPLAY ADS



SOCIAL MEDIA



8-PAGE FEATURE



HIGH IMPACT MARKETING

High-Impact Print Options

Grab readers' attention with innovative print concepts guaranteed to make them stop and look! Options include **belly bands**, **gatefolds**, **tip-ins**, **inserts** and other printed pieces in our magazine.

CALL FOR RATES!



GATEFOLD

BELLY BAND



Be Our Guest Writer's Trip

It's the ultimate print media placement — an in-depth, six-page feature on your destination in America's only small market meetings magazine! With the Be Our Guest program, you get just that. We'll send one of our writers for a 2-3 day visit to explore the best of your destination. You plan their itinerary, cover their accommodations and show them around. Our writer will document the trip on social media and write an engaging article about their experience to run in Small Market Meetings.



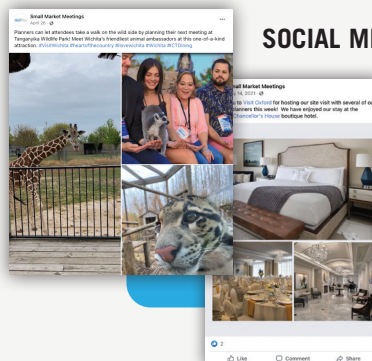
CALL FOR RATES!

BE OUR guest

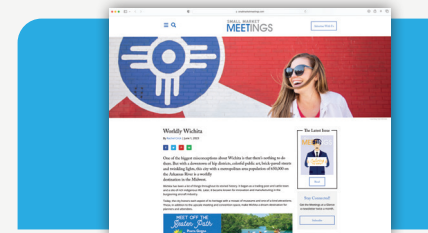


6 PAGE FEATURE

SOCIAL MEDIA



E-NEWSLETTER ARTICLE



MEET the STAFF



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FOUNDER

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ADVERTISING
SALES MANAGER

ASHLEY DELUCIA

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TELISA RECH

ASHLEY DELUCIA

CONTACT TELISA & ASHLEY TODAY!

Pioneer Publishing, Inc.
301 East High Street, Lexington, Kentucky 40507

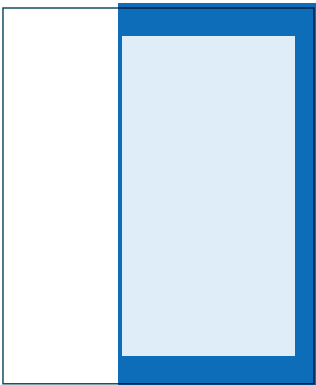
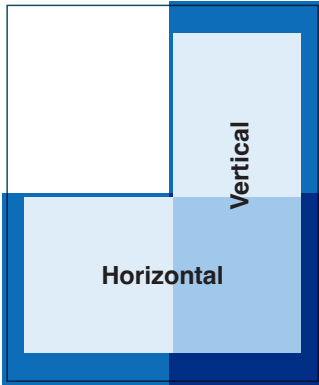
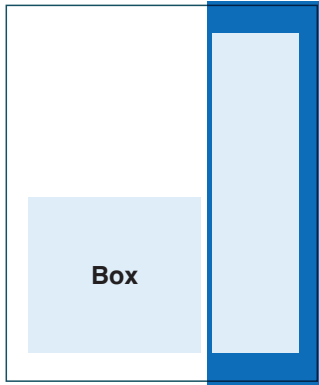
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AD DIMENSIONS

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	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
Advertising Sizes				
	Trim: 9" X 10.875" Bleed: 9.25" X 11.125" Live Area: 8.5" X 10.375" * All text, logos, etc. need to stay inside the Trim by .25" for all bleed ads	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"

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: Ad contracts may be canceled up to 30 days before the space deadline for the first scheduled insertion. Cancellations after that date will be billed at the contract rate.

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

CONTACT US

859.356.5128
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