

Small Market  
**Meetings**

*The Publication for Planners Who Use Smaller Cities and Sites*

2018 Editorial Calendar and Rates

## GENERAL INFORMATION

### Readership Profile

Small Market Meetings is the only meetings industry publication that exclusively covers 2nd and 3rd tier cities 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, and 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

The Publication for Planners Who Use Smaller Cities and Sites

## 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%

## MEETING PLANNER GUIDES

We can create a custom Meeting Planner Guide for your state or region from start to finish! We do all the work. We create an editorial outline with you, sell all advertising, produce superb graphics and print overruns for your organization that can be used in marketing your area for an entire year. Please call to receive samples and detailed information.



## 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	600 X 100 pixels	\$600 per month
E-NEWSLETTER BANNER AD	200 X 200 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 360 & home page	\$2,000 per month



# 2018 Editorial Calendar

Issue	Managing Meetings	Meeting Ideas	Town Feature	Hotel/Resort Feature	City Spotlight	Meeting Guides	Venue
<b>JANUARY</b>	CVB-Site Inspections	Historic Homes	Fairfield, CA	Westin Savannah Harbor Golf Resort & Spa, Savannah, GA	Waco, TX	Heartland Meeting Guide (IL, IN, IA, MI, MN, MO, OH, WI)	Birmingham Civil Rights Inst., Birmingham, AL
<b>FEBRUARY</b>	Technology/Apps	Sports	Flagstaff, AZ	Atlantis Casino Resort, Reno, NV	Omaha, NE	South Meeting Guide	Eisenhower Pres. Library, Abilene, KS
<b>MARCH</b>	Industry Certifications	Wineries/Breweries	St. Augustine, FL	Elms Springs Hotel & Spa, Excelsior Springs, MO	Lansing, MI	Maryland Meeting Guide	Grapevine Vintage Railroad, Grapevine, TX
<b>APRIL</b>	Hotel Meeting Packages	Religious	West Chester, OH	Perdido Beach Resort, Orange Beach, AL	Eugene, OR	Carolinas Meeting Guide	Air Mobility Command Museum, Kent Co, DE
<b>MAY</b>	Creative Catering	Military	Hendricks Co./Carmel, IN	Inn & Spa at Loretto, Santa Fe, NM	Atlantic City, NJ	Pennsylvania Meeting Guide	Kennedy Space Center, Cape Canaveral, FL
<b>JUNE</b>	CVB-101 for working together	Colleges & Universities	Natchitoches, LA	Silver Reef Hotel Casino Spa, Ferndale, WA	Boise, ID	Wisconsin Meeting Guide	Liberty Science Center, Jersey City, NJ
<b>JULY</b>	Risk Management	Convention Centers	Butte, MT	Hawks Cay Resort, Key West, FL	Merrimack Valley, MA	Missouri Meeting Guide	Biltmore Estates, Asheville, NC
<b>AUGUST</b>	Utilizing Sponsorships	Waterfront Destinations	Norman, OK	High Peaks Resort, Lake Placid, NY	Norfolk, VA	Tennessee Meeting Guide	Padelford Riverboats, St. Paul, MN
<b>SEPTEMBER</b>	CVB-Small Market Defined	Downtowns	Janesville, WI	The Cavalier Hotel, Virginia Beach, VA	Kansas City, KS	New England Meeting Guide	Keeneland Race Course, Lexington, KY
<b>OCTOBER</b>	Finding Speakers	Winter Destinations	Paducah, KY	Hanover Inn Darmouth, Hanover, NH	Champaign, IL	Florida Meeting Guide	Olympic Training Center, Colorado Springs, CO
<b>NOVEMBER</b>	CVB-Rebates & Incentives	Meetings at Resorts	Scranton, PA	Snake River Lodge & Spa, Teton Village, WY	Baton Rouge, LA	Dakotas Meeting Guide	Aquarium of the Pacific, Long Beach, CA
<b>DECEMBER</b>	Marketing Meetings	Museums	Hagerstown, MD	Chattanooga Choo Choo Hotel, Chattanooga, TN	Greenville, SC	SMM Directory	Journey Museum, Rapid City, SD

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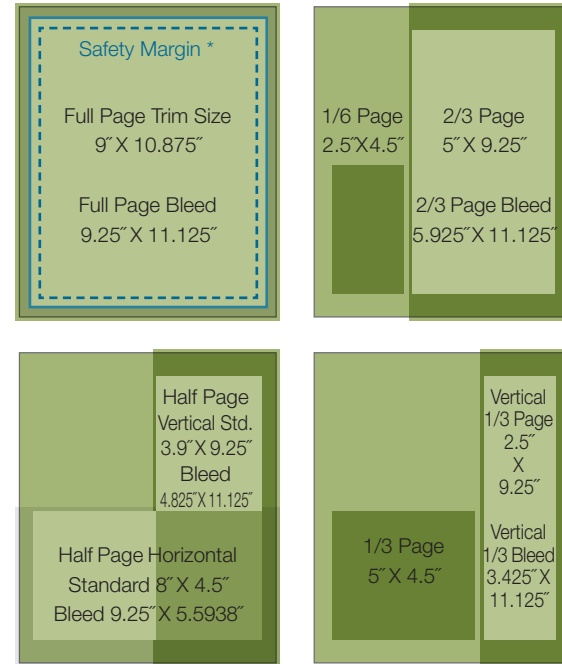
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# Ad Requirements

- File formats** PDF x1a **created with Adobe Distiller**  
Illustrator (High Resolution CMYK eps)  
Photoshop (CMYK) eps, tiff or psd  
InDesign
- Color** CMYK  
**IMPORTANT:** You must check to make sure that all PMS and RGB colors have been converted to process color in all files. (Check all files, especially the color palettes in any Illustrator files or Photoshop files for PMS or RGB colors) If a spot color or RGB format is used, it must be converted to CMYK process before submission. Files received with unacceptable colors will be converted by our production staff. This conversion may change the color appearance since CMYK process does not reproduce all colors exactly.
- Graphics** PDF x1a **created with Adobe Distiller**  
EPS files  
TIFF files
- Fonts** All fonts converted to paths, outlines, boxes or embedded in X1a PDF.
- Resolution** 300 dpi
- Linescreen** All of our publications are printed at 150 lines per inch.
- Sending Ad** To submit your ad you may share a PDF through Dropbox or other file sharing service or you may email a PDF using the following address:  
**production@smallmarketmeetings.com**



# Ad Dimensions



Ad Size	Standard	Trim Size	Bleed
<b>Full Page</b>		9" X 10.875	9.25" X 11.125" *
<b>2/3 Page</b>	5" X 9.25"	5.675" X 10.875"	5.925" X 11.125" *
<b>Half Page Vertical</b>	3.9" X 9.25"	4.575" X 10.875"	4.825" X 11.125" *
<b>Half Page Horiz.</b>	8" X 4.5"	9" X 5.3438"	9.25" X 5.5938" *
<b>1/3 Page Vertical</b>	2.5" X 9.25"	3.175" X 10.875"	3.425" X 11.125" *
<b>1/3 Page Square</b>	5" X 4.5"		
<b>1/6 Page</b>	2.5" X 4.5"		

\* Please keep all text and artwork within a .5" - 1" margin from the trim edge to ensure that nothing is cut off or disappears into the fold.

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