

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

Small Market Meetings

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4 COLOR GROSS RATES

| SIZE | 12X | 6X | 3X | 1X |
|------------------|-------|-------|-------|-------|
| Full Page | 2,440 | 2,500 | 2,560 | 2,620 |
| 2/3 Page | 2,050 | 2,100 | 2,150 | 2,200 |
| 1/2 Page | 1,740 | 1,785 | 1,830 | 1,875 |
| 1/3 Page | 1,315 | 1,355 | 1,395 | 1,435 |
| 1/6 Page | 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 |
|------------------|------------------------------|-------------------------|--------------------------|--|----------------------|---|---|
| JANUARY | 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 |
| FEBRUARY | Technology/Apps | Sports | Flagstaff, AZ | Atlantis Casino Resort, Reno, NV | Omaha, NE | South Meeting Guide | Eisenhower Pres. Library, Abilene, KS |
| MARCH | Industry Certifications | Wineries/Breweries | St. Augustine, FL | Elms Springs Hotel & Spa, Excelsior Springs, MO | Lansing, MI | Maryland Meeting Guide | Grapevine Vintage Railroad, Grapevine, TX |
| APRIL | 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 |
| MAY | 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 |
| JUNE | 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 |
| JULY | Risk Management | Convention Centers | Butte, MT | Hawks Cay Resort, Key West, FL | Merrimack Valley, MA | Missouri Meeting Guide | Biltmore Estates, Asheville, NC |
| AUGUST | Utilizing Sponsorships | Waterfront Destinations | Norman, OK | High Peaks Resort, Lake Placid, NY | Norfolk, VA | Tennessee Meeting Guide | Padelford Riverboats, St. Paul, MN |
| SEPTEMBER | 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 |
| OCTOBER | Finding Speakers | Winter Destinations | Paducah, KY | Hanover Inn Darmouth, Hanover, NH | Champaign, IL | Florida Meeting Guide | Olympic Training Center, Colorado Springs, CO |
| NOVEMBER | 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 |
| DECEMBER | Marketing Meetings | Museums | Hagerstown, MD | Chattanooga Choo Choo Hotel, Chattanooga, TN | Greenville, SC | SMM Directory | Journey Museum, Rapid City, SD |

sales@smallmarketmeetings.com

866-356-5128

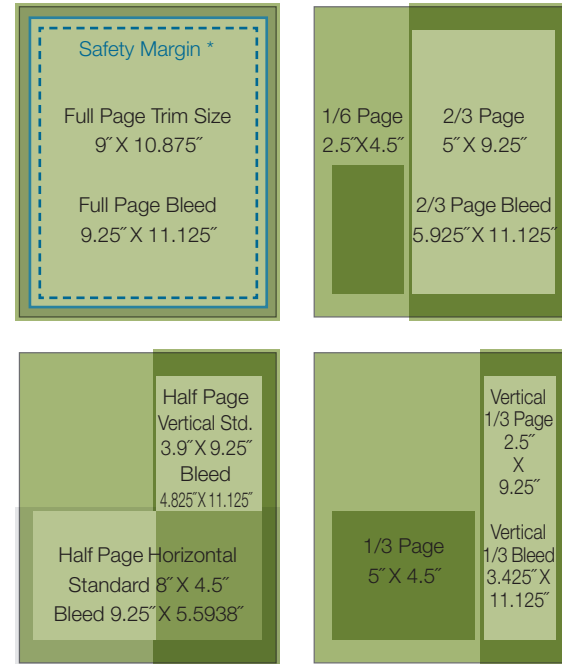
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Ad Requirements

- 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 |
|---------------------------|--------------|------------------|--------------------|
| Full Page | | 9" X 10.875 | 9.25" X 11.125" * |
| 2/3 Page | 5" X 9.25" | 5.675" X 10.875" | 5.925" X 11.125" * |
| Half Page Vertical | 3.9" X 9.25" | 4.575" X 10.875" | 4.825" X 11.125" * |
| Half Page Horiz. | 8" X 4.5" | 9" X 5.3438" | 9.25" X 5.5938" * |
| 1/3 Page Vertical | 2.5" X 9.25" | 3.175" X 10.875" | 3.425" X 11.125" * |
| 1/3 Page Square | 5" X 4.5" | | |
| 1/6 Page | 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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