



WISCONSIN meetings

www.wisconsinmeetings.com

2019 MEDIA PLANNER

Wisconsin Meetings is a comprehensive, multi-platform tool to reach Midwest meeting planners. With Wisconsin Meetings, you will reach this highly targeted, niche market in three ways: Print Magazine + Digital Directory + E-Newsletter. Combine these extremely effective formats to maximize your reach and message frequency.





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Hit your target market with a focused, powerful message in the pages of *Wisconsin Meetings*. **Distributed to 20,000 Midwest meeting planners**, you'll find informative features on great venues, interesting profiles of industry professionals and helpful advice to plan the perfect meeting or event.

The ultimate tool for Midwest meeting planners booking events in Wisconsin.

As the only publication focused on bringing meetings and convention business to our state, Wisconsin Meetings is dedicated to showing readers that a partnership with Wisconsin vendors is a partnership for success.

The strong support of advertising partners like you keeps Wisconsin Meetings free to meeting professionals in Wisconsin, Minnesota and Illinois.

And your message continues to help us educate planners about our state's commitment to business tourism and draw dollars into Wisconsin's economy.

- **Targeted Audience:** Our readers are the decision-makers searching for venues and suppliers to help produce their meetings, conventions and events.
- **Professional Associations:** Print edition reaches all members of Meeting Professionals International – Wisconsin chapter.
- **Concentrated Distribution:** Reaching a maximum number of planners within easy driving distance to Wisconsin.

DISTRIBUTION

20,000 copies of each issue of Wisconsin Meetings are distributed via direct mail, trade shows and conferences to: Regional Professional Meeting Planners; Corporate Executives; Social, Military, Educational, Religious and Fraternal Organizations; Corporate Travel Agents; Sales & Marketing Executives; and Association Executives. Readership covers Wisconsin, Illinois and western Minnesota (including the Twin Cities).



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2019 EDITORIAL CALENDAR

WINTER 2019:

Destination Fox Cities
Video Marketing
Outdoor Fun for Groups
Best of Wisconsin Meetings
survey winners
Sponsored Content:
Boutique Properties

SUMMER 2019:

Destination Milwaukee
Event Management Software
Podcasts for Meetings
Sports Events for Groups
Sponsored Content:
Small Group Retreats

FALL 2019:

Destination Lake Geneva
Uncommon Venues
Spa Outings
Holiday Gifts from Wisconsin
Sponsored Content:
Food & Beverage Trends

SPRING 2019:

Destination Fond du Lac
Top Chef Wisconsin
Meeting the Needs of
Different Generations
Wisconsin Bucket List of
Attractions
Sponsored Content:
Venues that Inspire



IN EVERY ISSUE

- catering....** Food for thought from industry experts.
- speakers....** Sound advice on speaking professionals.
- group outings....** Ideas that bring your group together.
- personal development....** Insight on how to grow professionally and personally.
- profile....** Movers and shakers in the meetings world.



2018 ADVERTISING DEADLINES

WINTER 2019

Advertising Deadline: December 1
Materials Deadline: December 8
Publication Date: January 2019

SPRING 2019

Advertising Deadline: March 1
Materials Deadline: March 8
Publication Date: April 2019

SUMMER 2019

Advertising Deadline: June 1
Materials Deadline: June 8
Publication Date: July 2019

FALL 2019

Advertising Deadline: September 1
Materials Deadline: September 8
Publication Date: October 2019

***The preceding Friday will serve as the deadline when dates fall on a weekend.**



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PRINT AD RATES

FOUR COLOR	1X	3X	4X
2-Page Spread	\$6,540	\$5,875	\$5,600
Full Page	\$3,600	\$3,170	\$3,075
2/3 Page	\$2,665	\$2,420	\$2,305
1/2 Page	\$2,370	\$2,135	\$2,030
1/3 Page	\$1,795	\$1,620	\$1,540
1/6 Page	\$1,180	\$1,065	\$1,015
Back Cover	\$4,320	\$3,880	\$3,890
Inside Front	\$4,175	\$3,765	\$3,580
Inside Back	\$3,880	\$3,490	\$3,320

15% digital discount available for supplying digital materials.

DESTINATION SHOWCASE (Rates are net)

2-Page Format	\$4,300	\$3,870	\$3,680
1-Page Format	\$2,850	\$2,630	\$2,500

SPONSORED CONTENT (Rates are net)

Advertiser receives ad, inclusion in editorial and Premium profile on WisconsinMeetings.com. Maximum 5 advertisers in each issue. See editorial calendar for issue focus.

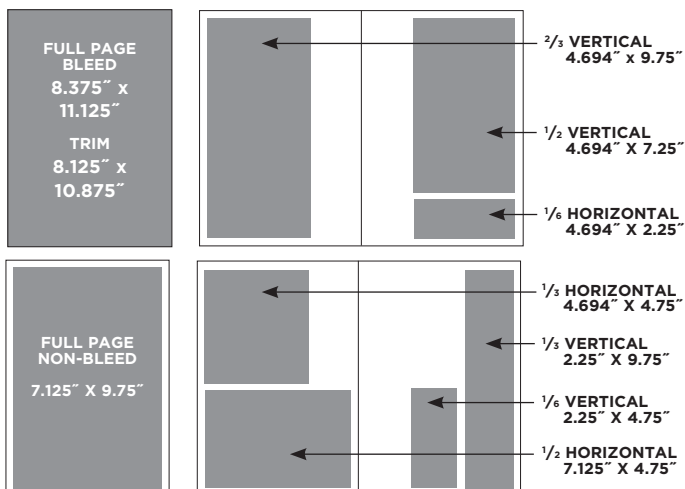
1/2 page	\$2,550
1/3 page	\$1,925
1/6 page	\$1,275

WINTER ISSUE (See sample ad design below)

Four Color	1X
1/4 Formatted Ad	\$975



PRINT AD DIMENSIONS



Keep live matter 1/4" from final trim size: top, bottom and sides.

On bleed spreads, keep live matter 1/4" from the gutter

sample 1/4 page formatted ad



// premier elegance hotel and conference center //

Finally acidufoais foiasdof uoasidf oasid ofias ofdi uoasif oasifo fiasod oas foas ouaso dfoas foais foas dof asod foas doas dooas foas ofasod oasif oas foais of asof oas oas oasodf oas foas ofas of fiasodf oas foas ofasod oas foas ofas of aso foasu foasod usod fuoasdu osau ofasodf

a: address, city, state, zip
t: phone tf: 800-800-8000 f: fax
w: web address e: e-mail

DINING	Reception Capacity
_____	Private Dining Capacity
_____	Reception w/Dining
_____	Total Dining Capacity
MEETING SPACE	AVAILABILITY OF FACILITIES
_____	Meeting Capacity
_____	Open Catering Policy
_____	On-site Catering
_____	Lounge/Entertainment

*Sample ad and listing are shown at a reduced size.

*Available only in the Winter issue free with half-page or larger ad.

DIGITAL PRODUCTS

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DIGITAL DIRECTORY

An online planning directory for meetings professionals planning events in Wisconsin. This detailed digital directory features information on venues, hotel properties, attractions, suppliers and group outing locations in Wisconsin, providing planners with one resource to plan their events. Search venues by location, region, square footage, number of meeting rooms, number of sleeping rooms, amenities and more.

DIRECTORY PROFILE OPTIONS

PREMIUM

- Business name and logo
- Address and Phone
- Linked Email and Website
- Description (150 words)
- Meeting and exhibit space specs, amenities and more
- 20 photos
- Chart with break out room size and capacity
- Video upload
- Social media links
- 12 months of visibility
- Upload up to 5 PDFs (Menus, floor plans, etc.)
- Special Offers

\$695 with a print ad

\$895 with no print ad

BASIC

- Business name and logo
- Address and Phone
- Linked Email and Website
- Description (150 words)
- Meeting and exhibit space specs, amenities and more
- 5 photos
- 6 months of visibility

\$495 with a print ad

\$895 with no print ad

FREE

- Business name and logo
- Address and Phone
- Email and Website
- 1 Photo

All rates are net.

DIGITAL PRODUCTS



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DIGITAL SPONSORSHIPS

10 EXCLUSIVE SPONSORS

A Digital Sponsorship is the best value, offering you bundle pricing on the website, digital directory, e-newsletter and custom e-blasts.

MAXIMIZE YOUR DIGITAL REACH AND SPEND

FEATURES

- Opportunity to touch every single planner visiting our website and who reads our e-newsletter
- Combines frequency branding with high-impact ad positions in both our website and emails
- The ONLY way to reach our Wisconsin Meetings web and email readers with digital display advertising
- Positions you as the “go-to” company with the people you really want to reach—decisions-makers

WHAT YOU GET

- **Premium Directory Profile** for 12 months
- **Banner Advertising** on WisconsinMeetings.com and in monthly e-newsletter (rotates)
- **Sponsored Content** (1x per 6 month sponsorship; 2x for annual sponsorship) on WisconsinMeetings.com
- **Custom E-blast** only available with Annual Sponsorship (2x year), sent to e-newsletter subscriber list
- **Logo** on bottom of monthly e-newsletter and in print magazine (4x per year)

**MAXIMUM VISIBILITY
AND FREQUENCY
POSITIONED WITH
HIGH QUALITY,
RELEVANT CONTENT.**

ANNUAL SPONSORSHIP (12 CONSECUTIVE MONTHS)

\$3,495 when bundled with print (minimum 1/2 page ad)

\$4,995 with no print advertising

SEMI-ANNUAL SPONSORSHIP (6 CONSECUTIVE MONTHS)

\$1,995 when bundled with print (minimum 1/2 page ad)

\$3,495 with no print advertising

All rates are net.

PRODUCTION GUIDELINES | REQUIREMENTS



2019 PRODUCTION/DESIGN GUIDELINES & MECHANICAL REQUIREMENTS

Please carefully review the media requirements below as they are critical to the quality of your ad. It is the advertiser's responsibility to prepare ad materials to the specified requirements by deadline. *Wisconsin Meetings* reserves the right to run last ad or charge advertiser for unused space if ad materials are not received by ad deadline provided.

FOR ALL ADVERTISING

Guaranteed Position: Add 10% of gross space rate. To reserve space or for information on Inserts/Polybag/Reprints, contact Louise Andraski at 608-873-8734, louisea@ntmediagroup.com.

AGENCY COMMISSIONS

15% of gross space cost to recognized agencies or in-house ad departments providing digital art. No commission on production charges or position charges (except covers), billing referred for collection, sponsored content and digital products.

DESIGN SERVICES

If you do not have an existing ad that meets our specs, our design department can create original artwork for you. For design fees, please call Julie at 262-729-4471.

AD REQUIREMENTS FOR DIGITAL DISCOUNT

Please submit your ad as a press quality PDF created in CMYK and containing high resolution (300 dpi) images. Ads containing spot colors or RGB images will not be accepted. All fonts must be embedded. If your ad does not meet our specifications, you will be asked to correct and resubmit, or our design department can recreate your ad for you at \$75 per hour.

CONTRACTS

Advertising must run within one year of first insertion to earn frequency discount rates. An advertiser who does not complete a contracted schedule will be short-rated to the earned rate. No cash rebates will be made. Cancellations must be received in writing before the ad closing date. Verbal orders are binding. NO cancellations accepted after the closing date.

BILLING TERMS

Advertising is invoiced on publication. Payment due within 30 days of invoice date. All accounts not paid in full within 30 days of invoice date are subject to a 1½% service charge per month (18% annually) on the net amount due, from the invoice date until paid in full. In the event the advertiser and/or agency defaults in payment of bills, such bills are turned over for collection. Advertiser and agency shall be totally liable for all fees and sums incurred by the publisher in the collection of delinquent accounts.

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