



WISCONSIN meetings

www.wisconsinmeetings.com

2020 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 + Email. 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.
- **Multiple Platforms:** Deliver your message to planners via our comprehensive, multi-media platforms to maximize your reach.
- **Concentrated Distribution:** Reach 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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2020 EDITORIAL CALENDAR

WINTER 2020:

Destination: Oshkosh
Experiential Meetings
Behind the Scenes Tours
Casino Venues
Best of Wisconsin
Reader Survey Results

SPRING 2020:

Destination: Eau Claire
Event Security
Championship Golf Courses
for Outings
Lakefront Spaces
Delicious Outings

SUMMER 2020:

Destination: Northwoods
Waterparks and Other
Family-Friendly Venues
Time-saving Hacks
for Planners
The Art of Negotiating
Game Day Outings

FALL 2020:

Destination: Waukesha
& Brookfield
Small Group Spaces
Mindful Meetings
Gamification Trends
Artistic Outings



IN EVERY ISSUE

- catering...** Food for thought from industry experts.
- venues...** profiles of unique event spaces.
- 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.

2020 ADVERTISING DEADLINES

WINTER 2020

Advertising Deadline: December 1
Materials Deadline: December 8
Publication Date: January 2020

SPRING 2020

Advertising Deadline: March 1
Materials Deadline: March 8
Publication Date: April 2020

SUMMER 2020

Advertising Deadline: June 1
Materials Deadline: June 8
Publication Date: July 2020

FALL 2020

Advertising Deadline: September 1
Materials Deadline: September 8
Publication Date: October 2020

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



PRINT MAGAZINE



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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

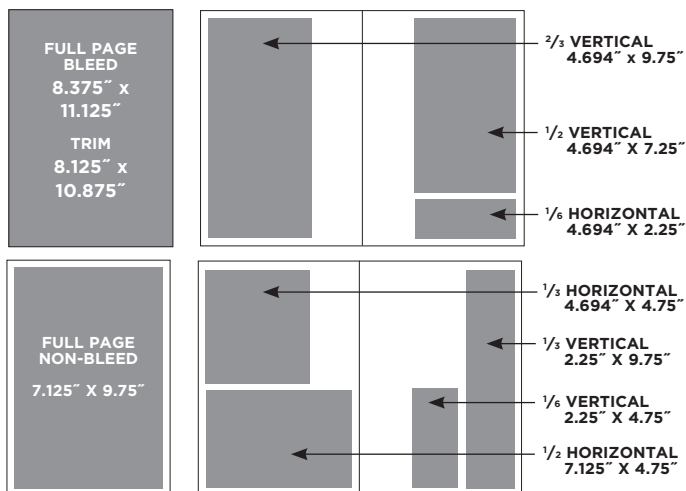
WINTER ISSUE (See sample ad design below)

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

* Advertisers contracting for a 1/2 page or larger ad in the winter issue receive the 1/4 formatted ad at no cost.



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 fosa ouaso dfoas foais foas dof asod foas doas dooas foas ofasof oasf oas foais of asof oas oas oasodf oas foas ofas of fiasodf oas foas ofasof oas foas foas ofd aas foasu foasof 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	
Number of Rooms	
Meeting Capacity	
Open Catering Policy	
On-site Catering	
Lounge/Entertainment	

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

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

\$1,195 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, email and custom email.

MAXIMIZE YOUR DIGITAL REACH AND SPEND

FEATURES

- Opportunity to touch every single planner visiting our website and who reads our email
- Combines frequency branding with high-impact ad positions on 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 weekly e-newsletter (rotates)
- **Sponsored Content** (1x per 6 month sponsorship; 2x for annual sponsorship) on WisconsinMeetings.com
- **Custom Email** only available with Annual Sponsorship (2x year), sent to email subscriber list
- **Logo** on bottom of weekly 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

All rates are net.

PRODUCTION GUIDELINES | REQUIREMENTS



2020 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 your 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/Polybags/Reprints, contact Louise Andraski at 608-873-8734 or 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 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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