



# WISCONSIN meetings

[www.wisconsinmeetings.com](http://www.wisconsinmeetings.com)

## 2021 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 four ways: Print Magazine + Digital Directory + Email + Digital Display advertising. Combine these extremely effective formats to maximize your reach and message frequency.



## DISTRIBUTION AND REACH



WISCONSIN  
**meetings**  
www.wisconsinmeetings.com



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 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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## 2021 EDITORIAL CALENDAR

### WINTER 2021:

Destination: Madison  
Dynamic Trade Show Booths  
Unique Brewery Spaces  
Best of Wisconsin Meetings

### SUMMER 2021:

Destination: Elkhart Lake  
Increasing Event Attendance  
Pros and Cons of Outsourcing  
Sports-themed Venues

### SPRING 2021:

Destination: Racine/Kenosha  
Facebook Marketing  
Legal Issues to Avoid  
Wow-worthy Outdoor Spaces

### FALL 2021:

Destination: Manitowoc  
Reinventing the Holiday Party  
Incentive-based Travel Ideas  
Family Friendly Venues



## 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.



## 2021 ADVERTISING DEADLINES

### WINTER 2021

Advertising Deadline: December 1  
Materials Deadline: December 8  
Publication Date: January 2021

### SPRING 2021

Advertising Deadline: March 1  
Materials Deadline: March 8  
Publication Date: April 2021

### SUMMER 2021

Advertising Deadline: June 1  
Materials Deadline: June 8  
Publication Date: July 2021

### FALL 2021

Advertising Deadline: September 1  
Materials Deadline: September 8  
Publication Date: October 2021

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

# DIGITAL PRODUCTS

WISCONSIN  
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## DIGITAL VENDOR & VENUE PROFILE ON WISCONSINMEETINGS.COM

**CONNECT WITH MEETING PLANNERS ONLINE AND SHOWCASE YOUR BUSINESS WITH A DIGITAL PROFILE ON WISCONSINMEETINGS.COM.**

WisconsinMeetings.com is 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.

## YOUR DIGITAL PROFILE INCLUDES:

### PREMIUM

- Business name and logo
- Address and Phone
- Linked Email and Website
- Contact us Link
- Description (150 words)
- At a Glance Box To Highlight: Meeting Room Sizes and other Amenities
- 20 photos
- Chart with break out room size and capacity
- Video upload
- 12 months of visibility
- Upload up to 5 PDFs (Menus, floor plans, etc.)
- Special Offers



### AT A GLANCE

1221 Geneva National Ave. S.  
Lake Geneva, WI 53147  
P. 262-249-3849  
www.genevanationalresort.com

Meeting Space: 50,257  
Meeting Capacity: 746  
Banquet Capacity: 899  
Guest Rooms: 36

Groups from 5 to 500 repeatedly reserve Geneva National Resort & Golf Club's versatile 10,000 square feet of Clubhouse function space for the uniquely stunning panoramic fairway and shoreline views. When you select Geneva National, your group will enjoy such upscale meeting amenities as customizable chef-led dining, on-course boutique lodging, and professional meeting planners who seamlessly pull together each personal and retreat experience. For executive retreats and brainstorming sessions, Geneva National presents The Inn, a complex of six-bedroom villas with spacious common areas, including living, dining and rec rooms, kitchen, patio and private putting green. Lake Geneva's legendary golf club features three championship golf courses, the area's largest practice facility, and an experienced team to execute group golf outings, creative competitions and instructional clinics. Enjoy this prestige country club setting and meticulous attention to detail - all at a fraction of the cost of a city stay. Awarded "Best of Wisconsin Meetings" Best Golf Course/Golf Resort for two years' running!

**Free profiles are available which include a logo, name, address and phone number.**

# DIGITAL PRODUCTS



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## DIGITAL SPONSORSHIP

A Digital Sponsorship is the best way to stay connected with meeting and event planners who are searching online for meeting and event services in Wisconsin. We combine a variety of tactics to help you stay connected year-round.

### YOU RECEIVE:

- Rotating Banner Ads on WisconsinMeetings.com
- Banner Ad in Weekly E-newsletter
- Custom e-blast to our e-newsletter subscribers (2 Per Year)
- Digital Profile on WisconsinMeetings.com
- Sponsored Content article on WisconsinMeetings.com

Digital sponsorships are limited to 10 per month to allow for maximum visibility.



***When people are searching for meeting resources in Wisconsin, they will find WisconsinMeetings.com. Maximize Your Reach With A Digital Sponsorship.***

## DIGITAL DISPLAY PROGRAMS

Delivering the right message to the right person at the right time has never been easier.

Programmatic Marketing allows you to reach the right person at the right time by delivering digital ads in real time to highly targeted groups of people in any geographic area.

Custom programs designed to meet your needs and budget. See page 6 for rates or request a custom proposal.

### TARGETING TACTICS USED:



#### GEO-TARGETING

Target potential customers within a specified geographic area.



#### SITE RETARGETING

Target potential customers who have previously visited my website.



#### SEARCH-RETARGETING

Target potential customers who are searching for my products and services online in real time.



#### ADDRESSABLE GEO-FENCE

Target potential customers in their homes or place of business by uploading your client's address-level data or direct mail list.



#### CURATED AUDIENCES

Target potential customers based on over 500 demographic and interest variables, to reach just the right person, at the right time, with the right message.



#### GEO-FENCING

Target potential customers who are in a predefined location such as: competitor's business, at a local shopping center or event.



# ADVERTISING RATES



## WISCONSIN meetings

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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	\$3,685
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.

### DIGITAL RATES

#### PROFILES:

\$195 with 3x or greater print frequency

\$295 with no print

#### DIGITAL SPONSORSHIP:

\$2,995 with 3x or greater print frequency

\$3,595 with no print

#### DIGITAL DISPLAY ADVERTISING

Monthly Impressions:

50,000	\$550
75,000	\$750
100,000	\$1,000

Rates are net, per month. Minimum three month commitment required. Additional package pricing available upon request.

# PRODUCTION GUIDELINES | 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 Cindy Micha at 262-903-8633 or [cmicha@ntmediagroup.com](mailto:cmicha@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.

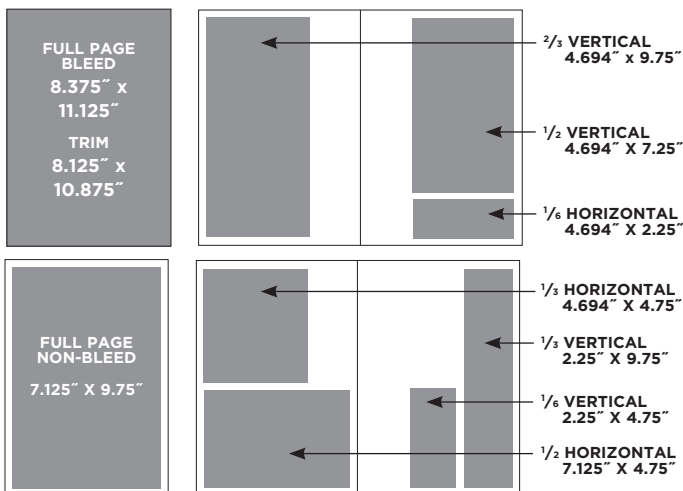
## CONTRACTS

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.

## PRINT AD DIMENSIONS



Keep live matter ¼" from final trim size: top, bottom and sides.

On bleed spreads, keep live matter ¼" from the gutter

## sample ¼ page formatted ad



### // premier elegance hotel and conference center //

Finally acidufoais foiasdof uoasidf oasid ofias odfi uoasif oasifo fiasod oas foas ouaso dfoas foais foas dof asod foas doas dooas foas ofasof oasf oas foais of asof oas oas oasodf oas foas ofas od fiasdof 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 FACILITIES
_____	Meeting Capacity
_____	Open Catering Policy
_____	On-site Catering
_____	Lounge/Entertainment

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

**NEI-TURNER MEDIA GROUP, INC. • 400 BROAD ST., UNIT D • LAKE GENEVA, WI 53147**  
**P: 262-903-8633 • EMAIL: [cmicha@ntmediagroup.com](mailto:cmicha@ntmediagroup.com)**