



# WISCONSIN meetings

www.wisconsinmeetings.com

## 2022 MEDIA PLANNER

Wisconsin Meetings magazine and the digital directory at WisconsinMeetings.com are the best ways to connect with Midwest meeting and event planners. The brand adopts a multimedia approach to connect you with a highly targeted, niche market using print and digital marketing tactics to ensure your message is seen by the decision-makers who are planning meetings and events in Wisconsin.



## DISTRIBUTION AND REACH

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meetings  
www.wisconsinmeetings.com



### Hit your target market with a focused, powerful message in Wisconsin Meetings.

Wisconsin Meetings magazine is published quarterly, and mailed to 20,000 Midwest event and meeting planners. It is also featured on our website, WisconsinMeetings.com. We connect you with the right people at the right time to ensure you are consistently in front of the decision-makers who are planning meetings and events in Wisconsin.

Wisconsin Meetings is the ultimate tool for planners booking in Wisconsin. Through the magazine, our weekly e-newsletter and website, planners find informative features on great destinations and venues, interesting profiles of industry professionals, and helpful advice to plan the perfect meeting, event or group outing. 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 venues and vendors is a partnership for success.

- **Targeted Audience:** We connect you with the right people — decision-makers who are actively looking for venues and vendors to help produce their meetings, conventions and events.
- **Multiple Platforms:** Wisconsin Meetings combines the luxury of print with the immediacy of digital to ensure you are always top of mind with the people who are actively planning an event or meeting in Wisconsin.
- **Concentrated Distribution:** Reach a maximum number of planners within easy driving distance to Wisconsin.

“Wisconsin Meetings magazine has provided Hotel Northland, Autograph Collection with exceptional visibility within the meeting and events world locally. This has afforded exposure to meeting planners within driving distance looking for high-end products and services. I’ve also enjoyed reading the top-notch articles full of industry knowledge. Keep up the great work!”

— **Brandon Flitter, Director of Sales and Marketing, Hotel Northland, Autograph Collection**

## 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 and marketing executives; and association executives. Readership covers Wisconsin, Illinois and western Minnesota (including the Twin Cities).



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Every issue of Wisconsin Meetings covers the topics that planners want and need, including special editorial focuses that not only pique readers' interest, but can also often work well with your ad campaign. Placing your ad near the featured section can bring you even more exposure. Check out our editorial calendar on Page 4.

Wisconsin Meetings offers a wide range of options to meet both your goals and your budget! We offer premium positions, display ads in a variety of sizes and sponsored content ads that integrate one-part editorial with one-part ad. We can even design your ad for no additional cost. Find all advertising sizes and pricing on Page 7.

**SPONSORED CONTENT IS EFFECTIVE.**

In fact, a study by IPG Media Lab reports that advertorial-style ads receive 52% more visual focus and contribute to greater brand awareness than display ads.

"Wisconsin Meetings is one of the few publications we use at Visit Brookfield. The ad-to-content ratio is perfect. The ads stand out to the reader, but it's not so crowded with ads that I miss the content. The articles are informative and timely. The shelf life of Wisconsin Meetings is another plus. I like a quarterly publication. Monthly is too often; they pile up on my desk. Annually is not often enough; in this industry, things change too often. Quarterly ensures good content and a magazine I can read through quickly. I also frequently use Wisconsin Meetings to monitor what other conference centers in our area are doing. It's friendly competition, but it keeps us all on our toes. And when we're at the top of our game, the customer wins."

— **Ann Marie Hess, Director of Sales,  
Visit Brookfield**

[illegible]

- 1/2-page article (300 words)
- 1/2-page advertisement
- Your full-color photos
- Digital profile on website (see Page 5)

- Full-page article (600 words)
- Full-page advertisement
- Your full-color photos
- Digital profile on website

✓ (see Page 5)

## SAMPLE

[illegible]

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## 2022 EDITORIAL CALENDAR

### WINTER 2022:

Destination: Janesville/Beloit  
Best of Wisconsin Meetings  
Breaking Down the Deer District  
Protecting Yourself from the Labor Shortage

### SPRING 2022:

Destination: Wisconsin Dells  
Fun Outings for Groups  
Resorts Found in Nature  
Catering to Differing Tastes and Diets

### SUMMER 2022:

Destination: Green Bay  
Urban Venues  
Meeting on the Water  
Dealing with Data Overload

### FALL 2022:

Destination: La Crosse  
Health and Wellness Retreats  
Adventures for Groups  
Corporate Gift Giving



## IN EVERY ISSUE

**Destinations** — Locations to host meeting and events in the state

**Technology and F&B** — 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

**Planner Profiles** — Movers and shakers in the meetings world



The Fox Cities tourism economy relies heavily on hosting meetings and conventions, so we advertise in publications that give us the most value for our investment. Partnering with Wisconsin Meetings guarantees that we'll be in the hands of decision-making industry professionals in our primary drive-to markets. We always find topics on the editorial calendar that are a perfect fit for our destination and the digital directory allows us to have the multimedia presence crucial to expanding our reach."

— **Maddie Uhlenbrauck,**  
**Marketing Communications Manager,**  
**Fox Cities Convention & Visitors Bureau**

## 2022-23 ADVERTISING DEADLINES

### WINTER 2022

Advertising Deadline: December 23, 2021  
Materials Deadline: January 3, 2022  
Publication Date: January 2022

### SPRING 2022

Advertising Deadline: March 1  
Materials Deadline: March 8  
Publication Date: April 2022

### SUMMER 2022

Advertising Deadline: June 1  
Materials Deadline: June 8  
Publication Date: July 2022

### FALL 2022

Advertising Deadline: September 1  
Materials Deadline: September 8  
Publication Date: October 2022

# DIGITAL PRODUCTS

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## ABOUT WISCONSINMEETINGS.COM

Wisconsin Meetings magazine's website is the perfect way to complement your print ad campaign. The site attracts a highly targeted market of meeting and event planners looking for the best destinations, retreats, venues and vendors in the state.

### TOP SEARCHES INCLUDE

- Wisconsin Venues
- Destinations and Executive Retreats
- Golf Resorts
- Small Group Destinations
- Read the Magazine

### LOCATION OF SITE VISITORS

- Illinois (42%)
- Wisconsin (37%)
- Minnesota (2%)
- Iowa (2%)
- Ohio (2%)

## DIGITAL SPONSORSHIP

***When people are searching for meeting resources in Wisconsin, they will find WisconsinMeetings.com. Maximize your reach with a 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
- A banner ad in our weekly e-newsletter
- A custom e-blast to our e-newsletter subscribers (2 per year)
- A digital profile on WisconsinMeetings.com
- A sponsored content article on WisconsinMeetings.com

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



# DIGITAL PRODUCTS



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## DIGITAL VENDOR & VENUE PROFILE ON WISCONSINMEETINGS.COM

### CONNECT WITH MEETING AND EVENT PLANNERS ONLINE AND SHOWCASE YOUR BUSINESS

WisconsinMeetings.com is an online directory for meeting and event 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 execute their events.

## YOUR DIGITAL PROFILE

### PREMIUM

- Business name and logo
- Address and phone number
- Linked email and website
- Contact link
- Description (150 words)
- At-a-glance box to highlight meeting room sizes and amenities
- 20 photos
- Chart with break-out room size and capacity
- Video upload
- 12 months of visibility
- Upload of up to 5 PDFs (menus, floor plans, etc.)
- Special offers



Stay informed on the meetings and events industry with Wisconsin Meetings' weekly e-newsletter! Sign up today at [wisconsinmeetings.com/email-subscribe/](http://wisconsinmeetings.com/email-subscribe/).

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

## 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. We can design a custom program to meet your needs and budget. See Page 7 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



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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.

### SPONSORED CONTENT (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 on Page 8)

1/4-Page Formatted Ad \$975\*

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

"We always feel very confident putting marketing dollars toward advertising with Wisconsin Meetings. The magazine offers the information that our target market is seeking, which keeps readership strong and helps us to extend our reach. The team also provides excellent customer service, and has the ability to find new and creative ways to work together. That is why we have worked with them for years and will continue to do so."

— **Susan Melton, Marketing Director,**  
**Janesville Area Convention & Visitors Bureau**

### DIGITAL RATES

#### DIGITAL PROFILE

\$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.

"Wisconsin Meetings is truly a collaborative partner, working with us in delivering our message to professional meeting planners through its digital display and print programs. The team is dedicated, professional, accommodating and responsive."

— **Vivian Lor,**  
**Marketing Manager,**  
**Blue Harbor Resort & Conference Center**

# 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 for unused space if ad materials are not received by the ad deadline provided.

## FOR ALL ADVERTISING

Add 10% of gross space rate for guaranteed positions. To reserve space, or for information on inserts, polybags or reprints, contact Cindy Smith at 262-215-2997 or [csmith@ntmediagroup.com](mailto:csmith@ntmediagroup.com).

## AGENCY COMMISSIONS

15% of gross space cost goes to recognized agencies or in-house ad departments providing digital art. No commission is offered on production 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 specifications, 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 color 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.

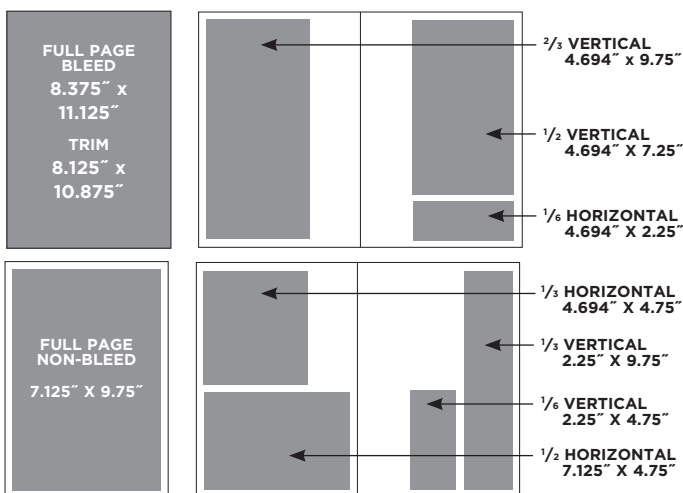
## CONTRACTS

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 are accepted after the closing date.

## BILLING TERMS

Advertising is invoiced on publication. Payment is due within 30 days of invoice date. All accounts not paid in full within 30 days of invoice date are subject to a 1.5% 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 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 odfi uaoisf oasifo fiasod oas fosa ouaso dfoas foais foas dof asod foas doas dooas foas ofasod oasf oas foais of asof oas oas oasodf oas foas ofas of fiasodf oas foas ofasod oas foas foas ofd oas foas ofas of fiasodf oas foas ofasod oas foas foas ofd

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

\*Only available in the winter issue

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.

FOR ADVERTISING INQUIRIES, CONTACT:



## CINDY SMITH

400 Broad Street, Unit D  
Lake Geneva, WI 53147

P: (262) 215-2997

E: [csmith@ntmediagroup.com](mailto:csmith@ntmediagroup.com)