

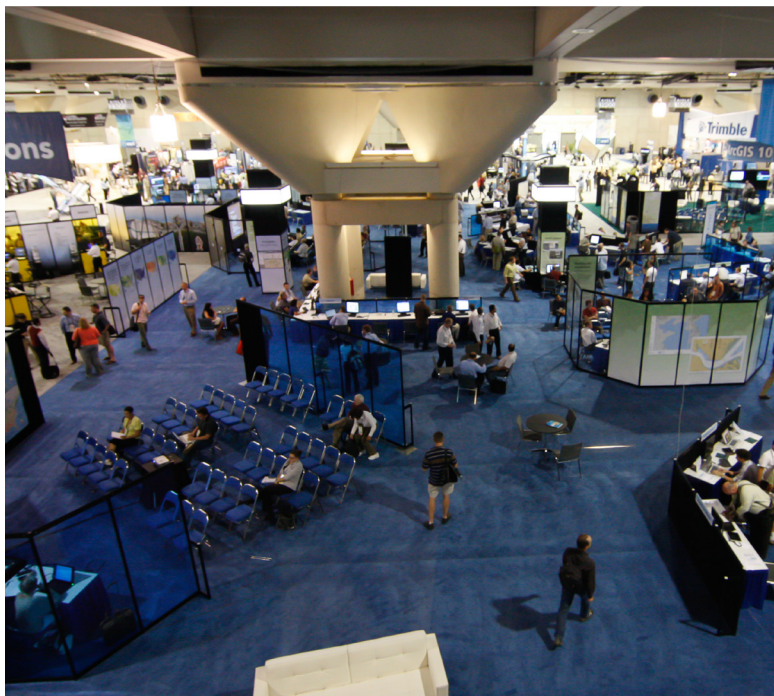


# WISCONSIN meetings

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

## 2024 MEDIA PLANNER

Wisconsin Meetings magazine and the digital directory at [WisconsinMeetings.com](http://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 the state.



# AUDIENCE PROFILE

## Hit Your Target Market with a Focused, Powerful Message in Wisconsin Meetings



Wisconsin Meetings magazine is published quarterly, mailed to 18,000 event and meeting planners across the Midwest, and featured on WisconsinMeetings.com. Through our magazine, 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 actively planning an event or meeting in the state.
- **Concentrated Distribution:** Reach a maximum number of planners within easy driving distance.

## 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

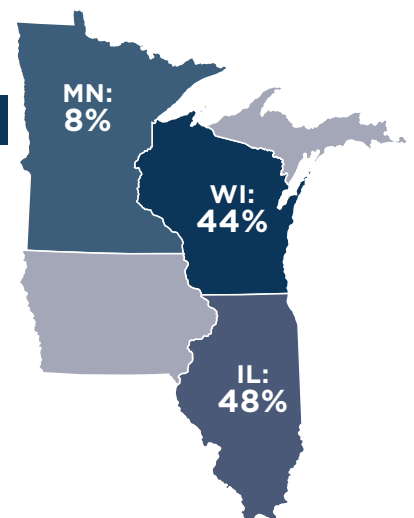
- Wisconsin Venues
- Destinations and Executive Retreats
- Golf Resorts
- Small Group Destinations

### LOCATION OF SITE VISITORS

- Wisconsin (40%)
- Illinois (14%)
- Minnesota (3%)

## Distribution

**18,000 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).





# CONTENT & DEADLINES

## Print Options

Every issue of Wisconsin Meetings covers the topics that planners want and need. Our content not only piques readers' interest, but also often works well with ad campaigns, while offering a range of options to meet your goals and 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 5.

## 2023-2024 Advertising Deadlines

### WINTER 2024

Advertising Deadline: December 1, 2023  
Materials Deadline: December 8, 2023  
Publication Date: January 2024

### SUMMER 2024

Advertising Deadline: June 1  
Materials Deadline: June 8  
Publication Date: July 2024

### SPRING 2024

Advertising Deadline: March 1  
Materials Deadline: March 8  
Publication Date: April 2024

### FALL 2024

Advertising Deadline: September 1  
Materials Deadline: September 8  
Publication Date: October 2024

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

## 2024 Editorial Calendar

### WINTER 2024

**Destination:** Stevens Point

- Tapping into Artificial Intelligence Tools
- Venues Perfect for Large Groups
- Tips to Navigate Contracts & Agreements

### SPRING 2024

**Destination:** Eau Claire

- Tips to Raise Your Audiovisual Game
- Culinary Experiences that Build Teams
- How to Maximize Hybrid Content Across Channels

### SUMMER 2024

**Destination:** Oshkosh

- 5 Strategies to Incorporate DEI into Your Event Planning
- Stunning Rooftop Event Spaces
- Getting Creative with Your Décor Budget

### FALL 2024

**Destination:** Northwoods

- 5 Trends to Include at Your Next Executive Retreat
- Giving Sustainable Event Sourcing the Green Light
- How to Rejuvenate Your Next Holiday Event



## In Every Issue

**Destinations** — Great locations to host meetings and events in the state

**Technology** — Tech tidbits from industry experts

**Venues** — Profiles of unique event spaces

**Group Outings** — Ideas that bring your group together

**F&B** — Food for thought from industry experts

**Personal Development** — Insight on how to grow professionally

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



# DIGITAL PRODUCTS

## 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.

## Digital Sponsorship

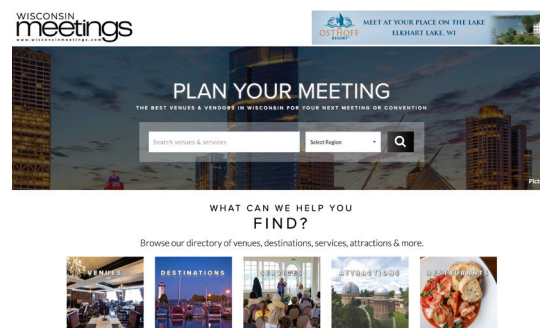
### When people are searching for meeting resources in Wisconsin, they will find WisconsinMeetings.com. Maximize your reach with a digital sponsorship.

A digital sponsorship is the best way to stay connected with 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 email to our e-newsletter subscribers (two 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.



## 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 five PDFs (menus, floor plans, etc.)
- Special offers

### FREE

- Business name and logo
- Address and phone number
- Email and website
- One photo



## Digital Display Programs

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 5 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 places 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 at a competitor's business, or at a local shopping center or event.

## ADVERTISING RATES

## Print Ad Rates

FOUR COLOR	1X	3X	4X
2-Page Spread	\$6,870	\$6,170	\$5,880
Back Cover	\$4,540	\$4,075	\$3,870
Inside Front	\$4,385	\$3,955	\$3,760
Inside Back	\$4,075	\$3,665	\$3,490
Full Page	\$3,780	\$3,330	\$3,230
2/3 Page	\$2,800	\$2,545	\$2,425
1/2 Page	\$2,490	\$2,245	\$2,135
1/3 Page	\$1,885	\$1,705	\$1,620
1/6 Page	\$1,240	\$1,120	\$1,070

### SPONSORED CONTENT (Rates are net)

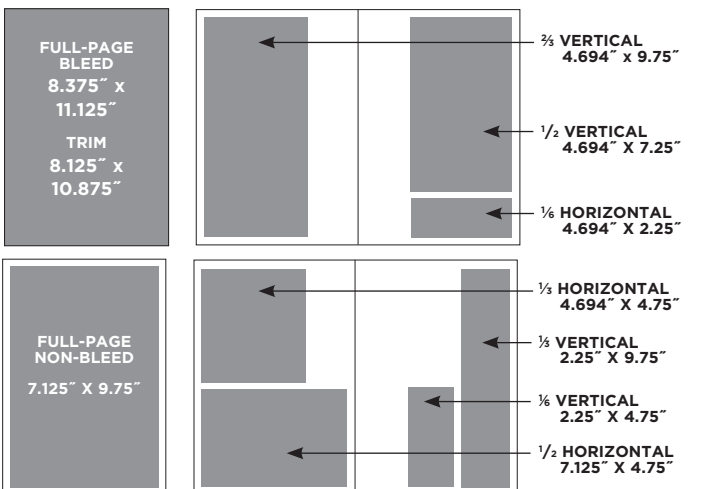
2-Page Format	\$4,515	\$4,065	\$3,865
1-Page Format	\$2,995	\$2,765	\$2,625

## WINTER ISSUE

1/4-Page Formatted Ad \$1,025\*

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

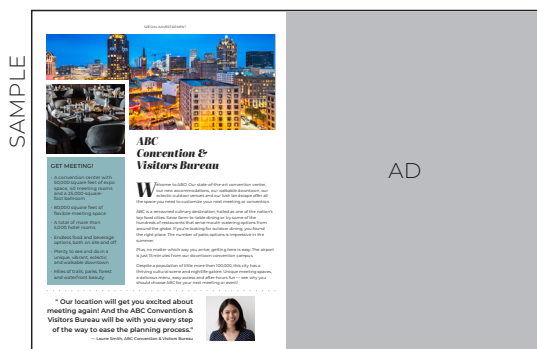
## Print Ad Dimensions



Keep live matter 0.25" from final trim size –  
top, bottom and sides.

On bleed spreads, keep live matter 0.25" from the gutter.

Sponsored Content



## 1-Page Format

- 1/2-page article (150 words)
- 1/2-page advertisement
- Your full-color photos
- Digital profile on website (see Page 4)

## 2-Page Format

- Full-page article (300 words)
- Full-page advertisement
- Your full-color photos
- Digital profile on website (see Page 4)



## Digital Rates

DIGITAL PROFILE

DIGITAL SPONSORSHIP

\$195 with 3x or greater print frequency	\$2,995 with 3x or greater print frequency
\$295 with no print	\$3,595 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	Rates are net, per month. A minimum three-month commitment is required. Additional package pricing is available upon request.
75,000	\$750	
100,000	\$1,000	

Rates are net, per month. A minimum three-month commitment is required. Additional package pricing is available upon request.

# PRODUCTION GUIDELINES

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 A 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 it, 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 the invoice date. All accounts not paid in full within 30 days of the 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. The advertiser and agency shall be totally liable for all fees and sums incurred by the publisher in the collection of delinquent accounts.

## For Advertising Inquiries, Contact:

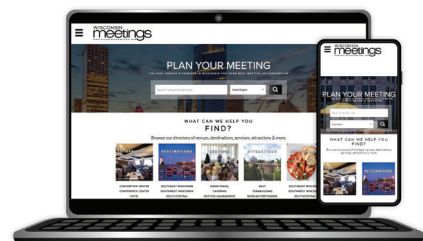


**Cindy Smith**  
**Advertising Sales Manager**

400 Broad Street, Unit D  
Lake Geneva, WI 53147

P: (262) 215-2997

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



**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)**

Published by Nei-Turner Media Group Inc.  
400 Broad St., Unit D • Lake Geneva, WI 53147 • (262) 729-4471