



WISCONSIN meetings

wisconsinmeetings.com

2025 MEDIA PLANNER

Wisconsin Meetings magazine and WisconsinMeetings.com provide unparalleled access to Midwest meeting and event planners. With a strategic blend of print and digital media, our platform directly connects you to a specialized, highly-targeted audience. Through our comprehensive marketing vehicles, your message reaches key decision-makers behind meetings and events across Wisconsin.



AUDIENCE PROFILE

REACH YOUR TARGET MARKET WITH A FOCUSED, IMPACTFUL MESSAGE ON WISCONSIN MEETINGS PLATFORMS



Wisconsin Meetings magazine is published quarterly, mailed to 18,000 event and meeting planners across the Midwest, and featured on **WisconsinMeetings.com**. Through our print and digital magazine, weekly e-newsletter and website, planners find informative features on great destinations and venues around the state, helpful how-tos on trending technology and advice on planning memorable meetings, events or group outings. As the only publication focused on bringing meetings and convention business to the 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:** We combine the luxury of print with the immediacy and searchability of digital to ensure you remain 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

WisconsinMeetings.com is the ideal complement to your print ad campaign, drawing in a focused audience of Midwest-based meeting and event planners. The site serves as a go-to resource for discovering top destinations, venues, retreats and vendors across Wisconsin.

Top 2024 Searches Include:

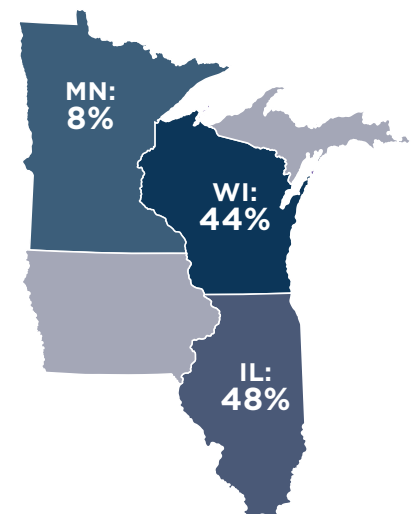
- Wisconsin Conference Centers
- Event Outings in Wisconsin
- Company Outings Near Me
- Team Building Activities Near Me

Location 2024 of Site Visitors:

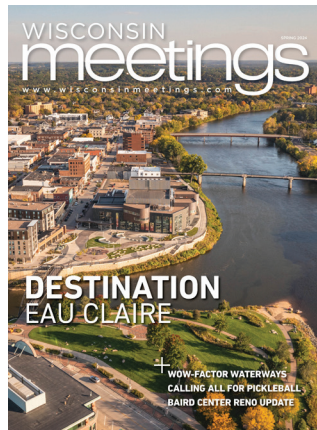
- Wisconsin (24%)
- Illinois (14%)
- Minnesota (3%)

DIRECT MAIL DISTRIBUTION

18,000 copies of each issue of Wisconsin Meetings are **direct mailed** 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

Each issue of **Wisconsin Meetings** covers trending industry topics that planners are seeking, from the latest technology to new venues and more. Our content not only piques readers' interest, but also complements ad campaigns, 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 also offer design support for no additional cost. See advertising sizes and pricing on Page 5.

2024-2025 ADVERTISING DEADLINES

Winter 2025

Advertising Deadline: December 2, 2024

Materials Deadline: December 9, 2024

Publication Date: January 2025

Summer 2025

Advertising Deadline: June 2, 2025

Materials Deadline: June 9, 2025

Publication Date: July 2025

Spring 2025

Advertising Deadline: March 3, 2025

Materials Deadline: March 10, 2025

Publication Date: April 2025

Fall 2025

Advertising Deadline: September 5, 2025

Materials Deadline: September 12, 2025

Publication Date: October 2025

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

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 to Showcase Your Business!

WisconsinMeetings.com is an online directory for meeting and event professionals planning events around the state. This searchable 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.

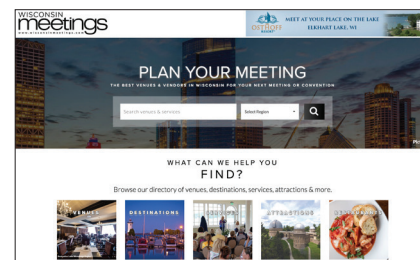
DIGITAL SPONSORSHIP

When planners search for meeting resources in Wisconsin, WisconsinMeetings.com rises to the top! Maximize your reach with a digital sponsorship.

A digital sponsorship ensures that you stay connected with planners actively searching for meeting and event services in Wisconsin. By leveraging diverse digital strategies, we ensure your brand remains visible and engaged with this audience throughout the year.

You Receive:

- Rotating banner ads on WisconsinMeetings.com
- Banner ad in our weekly e-newsletter
- Custom email delivered directly to e-newsletter subscriber (two 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.

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 enables you to reach the right audience at the perfect moment by delivering real-time digital ads to precisely targeted groups within any geographic region. We can create a tailored program that fits your needs and budget. *See Page 5 for rates, or contact us for 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.
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PRINT 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)

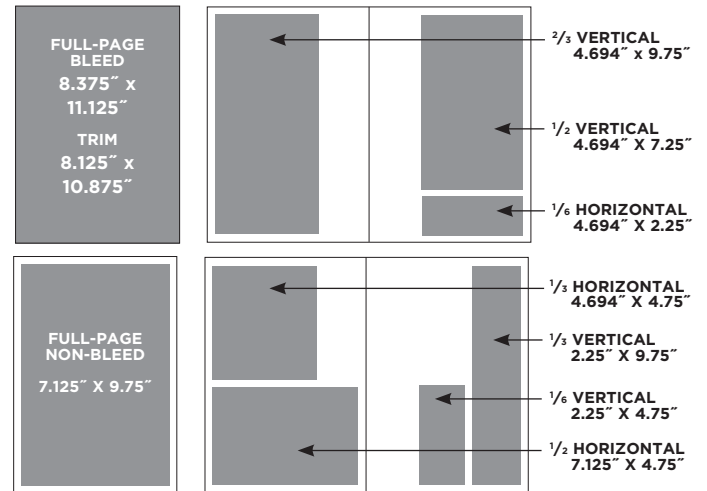
2-Page Format	\$4,515	\$4,065	\$3,865
1-Page Format	\$2,995	\$2,765	\$2,625

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

SAMPLE



2-Page Format

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

SAMPLE



1-Page Format

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

DIGITAL ADVERTISING RATES

DIGITAL RATES

Premium 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

TARGETED DISPLAY ADVERTISING

Continue reaching **WisconsinMeetings.com** visitors AND potential customers with similar demographics through **Targeted Display Advertising**.

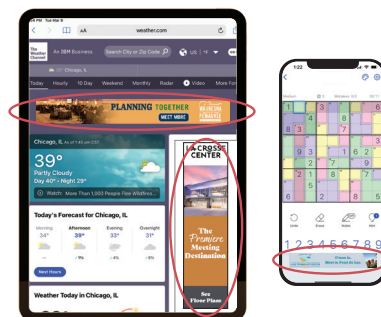
When visiting a website or using an app, you've probably seen digital display ads. These ads are targeted to your interests, location, demographics and other lifestyle details as well as websites you've visited and keywords you've searched. The technology that enables this is Targeted Display Advertising. We are the only media company that can also market your business to visitors of Wisconsin Meetings' website by retargeting them.

Rates

\$550/month = 50,000 impressions
\$750/month = 75,000 impressions
\$1,000/month = 100,000 impressions

Rates are net, per month. A minimum three-month commitment is required. Additional package pricing is available upon request. Design, keyword list, geofencing and monthly reports included.

EXAMPLES OF WHERE YOU MAY SEE TARGETED DISPLAY ADVERTISING



PAID SOCIAL MEDIA ADVERTISING

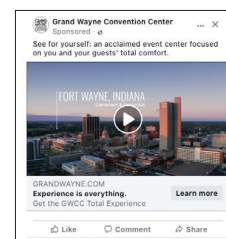
We offer social media advertising via Wisconsin Meetings' Facebook and Instagram platforms, optimized for awareness, traffic or video views:

- **Awareness Ads:** used to promote your business locally, optimized for impressions.
- **Traffic Ads:** grow the number of visitors to your website, optimized for clicks.
- **Video Ads:** show off your products/services and tell your brand's story. Optimized for video views.

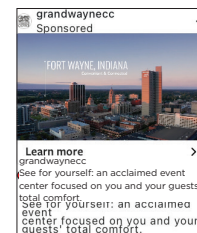
Rates

Campaigns starting at \$500/month.

facebook



Instagram



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.

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.

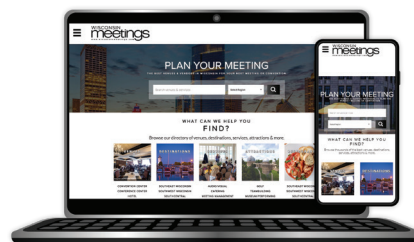
FOR ADVERTISING INQUIRIES, CONTACT:



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 NEI-TURNER MEDIA GROUP



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