

New Magazine Format

Small Market Meetings

The Publication for Planners Who Use Smaller Cities and Sites

2012 Editorial Calendar and Rates

GENERAL INFORMATION

Readership Profile

Small Market Meetings is the official publication of the Small Market Meetings Conference and is the only meetings industry publication that exclusively covers 2nd and 3rd tier cities in every issue. It is mailed on a controlled circulation basis to more than 11,000 meeting planners nationwide.

Closing Dates

Reservations for space are due on the 1st of the month prior to the issue date of publication. Materials are due the 5th of the month prior to the issue date.

Inserts

Preprinted insert rates begin at \$5,390 net.

Small Market Meetings Conference

For more information on our annual conference, held each fall, go to www.smallmarketmeetingsconference.com.

MEETING PLANNER GUIDES

We can create a Meeting Planner Guide for your state or region from start to finish! We sell the advertising and listings to your industry partners. Your finished piece will be polybagged and distributed to our readers; you will receive reprints to use as a fulfillment piece and have a quality piece with at least a one-year shelf life! Please call to receive samples and detailed information.



4 COLOR GROSS RATES

SIZE	12X	6X	3X	1X
Full Page	2,440	2,500	2,560	2,620
2/3 Page	2,050	2,100	2,150	2,200
1/2 Page	1,740	1,785	1,830	1,875
1/3 Page	1,315	1,355	1,395	1,435
1/6 Page	885	920	955	990

- Covers and Guaranteed Positions - Add 10%
- Black and White Ads – Subtract \$300



MULTI-MEDIA ADVERTISING

Let us create a media campaign for you that includes both print and online components. We offer three online options including our website, monthly e-newsletter and digital edition of the publication.

SMALLMARKETMEETINGS.COM

You can purchase a Banner Ad or Video for 3, 6, 9 or 12 months.

Banner Ads: 250 X 250 or 780 X 90 pixels

Video: a minimum of 480 X 270 pixels

MEETINGS AT A GLANCE

Advertise in our monthly e-newsletter that emails to thousands of meeting planners nationwide.

Banner Ads are 200 X 200 or 980 X 90 pixels

DIGITAL EDITION

Online Digital Edition Sponsorship includes the following:

- Full Page ad opposite the online front cover
- Print recognition in that month's print magazine
- Logo, phone number and web address
- Banner ad on our Digital Edition Blast Email

Call 866-356-5128 for availability and rates!



2012 Editorial Calendar and Rates

Issue	Cover story	Cover story	City/Small town feature	Site to be Seen	Town Meetings	Meeting Guides
JANUARY	What's new in 2012	CVB Convention Service Teams	Vancouver, WA	The Gettysburg Hotel Gettysburg, PA	Emerald Coast, FL	Heartlands (IA, IL, IN, MI, MN, MO, OH, WI)
FEBRUARY	Sports Meetings	Top Meeting Trends	Claremore, OK	Grouse Mt. Lodge Whitefish, MT	New Haven, CT	STS (Southeast Tourism Society)
MARCH	Meetings at Resorts	CVBs Help Plan Community Service	Carmel, IN	El Monte Sagrado Taos, NM	Memphis, TN	Mid-Atlantic (DE, PA, NJ, MD)
APRIL	Religious Meetings	Board Meetings	Cooperstown, NY	Hotel Blackhawk Davenport, IA	Roanoke, VA	The Carolinas
MAY	Green Meetings	CVBs Target Small Meetings	Cambridge, MA	PGA National Resort and Spa Palm Beach Gardens, FL	Fayetteville, AK	Southwest (TX, NM, AZ)
JUNE	Speakers	Technology	Florence, AL	Mason Inn Fairfax, VA	Wildwoods, NJ	Kansas
JULY	Convention Centers	CVBs and Financial Incentives	Kennett Square, PA	The Mills House Charleston, SC	Duluth, MN	Iowa
AUGUST	Golf Meetings	What's New for Holiday Events	Middlebury, VA	The Grand Mackinac Island, MI	Lincoln, NE	Florida
SEPTEMBER	Cost-cutting ideas	CVBs offer Housing Help	Lenexa, KS	The Galt House Louisville, KY	Santa Cruz, CA	Arkansas
OCTOBER	SMERF Meetings	Meetings at the Beach	Morgantown, WV	The Capital Hotel Little Rock, AR	Boulder, CO	Alaska
NOVEMBER	Casinos	CVBs Suggest Off-Site Venues	Delaware Co, DE	Canaan Valley Resort and Conf. Center Davis, WV	Evansville, IN	Pacific States (CA, OR, WA)
DECEMBER	Transportation	Food & Beverage	Brunswick, GA	Eaglewood Resort and Spa Itasca, IL	Tyler, TX	Louisiana

866-356-5128

smallmarketmeetings.com

Ad Requirements

File formats PDF x1a **created with Adobe Distiller**
 Illustrator (High Resolution CMYK eps)
 Photoshop (CMYK) eps, tiff or psd
 InDesign

Color CMYK

IMPORTANT: You must check to make sure that all PMS and RGB colors have been converted to process color in all files. (Check all files, especially the color palettes in any Illustrator files or Photoshop files for PMS or RGB colors) If a spot color or RGB format is used, it must be converted to CMYK process before submission. Files received with unacceptable colors will be converted by our production staff. This conversion may change the color appearance since CMYK process does not reproduce all colors exactly.

COLOR NAMES: To assure color accuracy, please prefix all new color names with the advertisers name or initials, ie. ACME Blue.

Graphics PDF x1a **created with Adobe Distiller**
 EPS files
 TIFF files

Fonts All fonts converted to paths, outlines, boxes or embedded Include all Truetype fonts used Include all Post Script fonts used Include all Adobe Multiple Master fonts used **(Include all printer and screen fonts.)**

Resolution 300 dpi

Linescreen All of our publications are printed at 150 lines per inch.

File name File names should begin with the advertiser's name or initials/ publication initials/ date of issue.

Example: Resort_SMM_June_2012.pdf

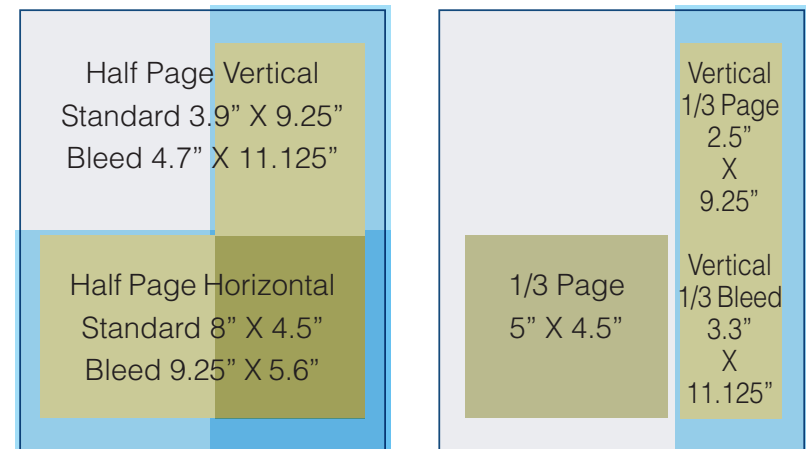
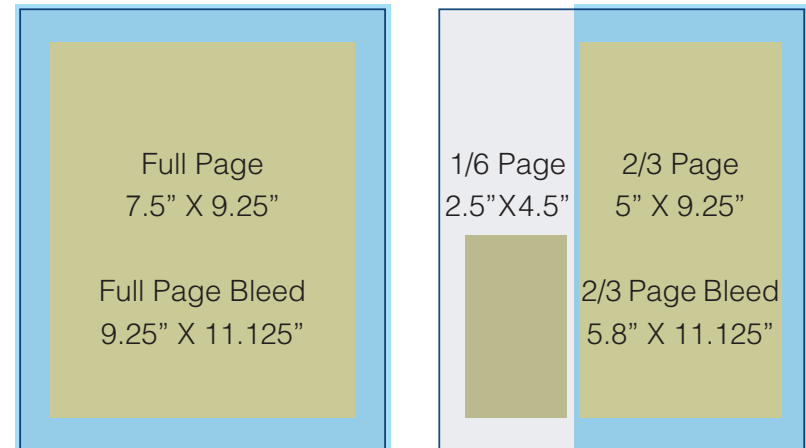
Sending Ad You may either e-mail a PDF of your ad or upload your file to our FTP site using the following addresses:

production@smallmarketmeetings.com

www.smallmarketmeetings.com/Advertisers/File_Upload.aspx

Ad Dimensions

Trim Size — 9" X 10.875"



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