

# MIDWEST MEETINGS®

YOUR 2022 RESOURCE FOR MEETINGS IN THE MIDWEST

SHOWCASE YOUR MEETING DESTINATION TO OUR READERS!



*Midwest Meetings* combines the longevity of print with highly targeted digital programs to help you connect with corporate event and meeting planners.



## CONNECTING YOU WITH THE RIGHT PEOPLE AT THE RIGHT TIME

**TARGETED AUDIENCE:** Our readers, subscribers and online visitors are the decision-makers and the people who are planning conventions, large meetings and corporate events in the Midwest.

**COMBINED APPROACH:** Our magazine plus highly targeted digital campaigns, an online resource directory, weekly e-newsletters and custom e-blasts keep your business in front of the people who are planning meetings and events.

**CUSTOM PROGRAMS:** Not every business has the same budget, goals or needs, which is why we create custom programs for every client through editorial-style print or digital campaigns, highly targeted digital programs, digital listings, custom e-blasts and more to ensure you are staying connected to meeting and event planners.

### DID YOU KNOW?

**66%**

of Midwest Meetings readers say magazines are one of the most credible sources for learning about meeting and event venues.

**69%**

of readers first learn about venues and destinations from magazine ads and features.

## CIRCULATION

*Midwest Meetings'* circulation department is dedicated to cultivating a qualified, verified mailing list of decision-makers and buyers, including:

- Professional Meeting Planners
- Association Management Companies
- SMERF Planners
- Non-professional planners (C-Suite Executives, HR, Executive Assistants, Sales & Marketing, etc.)

*Midwest Meetings* magazine and annual *Guide Book* mail to 25,000+ planners, concentrated heavily in the Midwest, where meeting and event planners often base their site selection criteria on proximity and accessibility for their attendees.

Our mailing list is continuously updated, added to, and refined to ensure *Midwest Meetings* reaches the target audience most likely to fill your meeting space.

*Midwest Meetings* magazine and annual *Guide Book* reach meeting and event planners, executives, and decision makers across the industry who plan meetings and events of all sizes.

## CURRENT CIRCULATION COVERAGE:





**OPPORTUNITIES TO DOUBLE YOUR ADVERTISING SPACE FOR SPECIAL FEATURE STATES AND CVB SECTIONS – FULL, HALF, AND QUARTER-PAGE ADVERTISERS.**

Issue	Featured States*	Special Advertising Sections**	Deadlines
Spring/ Summer	Iowa, Kansas, Minnesota, Nebraska, North Dakota & South Dakota	Golf Destinations Midwest Sports Venues	Space closes: March 18, 2022 Materials due: March 25, 2022 Mails in May
Fall/Winter	Illinois, Indiana, Michigan, Missouri, Ohio & Wisconsin	Casino Venues Midwest CVBs	Space closes: September 16, 2022 Materials due: September 23, 2022 Mails in November
Midwest Meetings Guide Book	See <i>Midwest Meetings Guide Book</i> page for complete information.		Space closes: November 18, 2022 Materials due: December 2, 2022 Mails in January

\*Featured State advertisers receive **Matching Editorial space with display ad** for advertisers located in these states.

\*\*Special Advertising Sections feature articles mixed with advertisers' display ads.



**IN EVERY ISSUE**

**Food & Beverage**

Food for thought from industry experts.

**Featured Facility**

Profiles of unique event spaces.

**Industry Insites**

News and updates from suppliers and industry professionals.

**Professional Profile**

Movers and shakers in the meetings world.

**Technology Report**

Innovative ideas for your next meeting.



## DIGITAL OPPORTUNITIES

### MIDWESTMEETINGS.COM

MidwestMeetings.com is updated regularly with the latest industry news and online-only articles. Be viewed by thousands of visitors each month who come to MidwestMeetings.com to learn about the latest industry news, read online-only articles, find meeting destinations, and more. With a variety of placement and rotation options, you can select the most strategic positions based on your specific destination, target, and goals.

#### Top Banner or Block Ad

JPEG, PNG, or GIF format, links to your website

#### Destination Listing and Link

*Added value with Print Advertisement*

Located on your state's Destination page, the Listing and Link includes your logo, a short description (75 words of your choosing), physical address, link to email, phone number, and a link out to your website.

#### Enhanced Listing

Add a video or slideshow to your listing, with a calendar year of visibility. An Enhanced Listing also moves your destination to the top of your state Destination page, alphabetically by city.

### ENEWSLETTER

Midwest Meetings' once-a-week eNewsletter delivers the latest industry news, people, and topics directly to inboxes. Emailed to more than 7,600 industry professionals, eNewsletter subscribers are the first to learn about the latest online-only content, surveys, digital editions, and industry news.

### EBLAST

With only one eBlast available each month, this is an opportunity to target Midwest Meetings' eNewsletter recipients with information about your destination. Each eBlast includes 500 words of your choosing, one image, contact information, and a link out to your website.

### 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 are designed to meet your needs and budget. See rate card or ask for a custom proposal.**

### TARGETING TACTICS USED:

 <p><b>GEO-TARGETING</b> Target potential customers within a specified geographic area.</p>	 <p><b>SITE RETARGETING</b> Target potential customers who have previously visited my website.</p>	 <p><b>SEARCH-RETARGETING</b> Target potential customers who are searching for my products and services online in real time.</p>
 <p><b>ADDRESSABLE GEO-FENCE</b> Target potential customers, in their homes or place of business, by uploading your client's address-level data or direct mail list.</p>	 <p><b>CURATED AUDIENCES</b> 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.</p>	 <p><b>GEO-FENCING</b> Target potential customers who are in a predefined location such as: competitor's business, at a local shopping center or event.</p>



# GUIDE BOOK OPPORTUNITIES

## GET YEAR-ROUND EXPOSURE WITH THE MIDWEST MEETINGS GUIDE BOOK

This annual, digest-sized publication offers three display ad or formatted listing sizes. The Guide Book serves as a resource all year long for more than 25,000 event planners, as a go-to directory to meeting and convention facilities. Distribution begins with the main mailing in January, followed by distribution at industry trade shows and events. It is an affordable way to stay in front of event planners for an entire year. Simply supply text and photos and your ad will be designed for you. You may also submit a press-ready display ad. **ALL ADS ARE FULL COLOR AND LISTED BY STATE.**



### Full Page Listing Example

#### Facility/Service Listings Include:

- # of hotel rooms
- # of meeting rooms
- sq. ft. of meeting space
- maximum capacity

#### CVB Listings Include:

- nearest airport
- # of area hotel rooms
- largest meeting space (sq. ft.)

#### Deadlines

Space closes:  
November 18, 2022

Materials due:  
December 2, 2022

Mails in January



#### GRAND GENEVA RESORT & SPA

7036 GRAND GENEVA WAY, LAKE GENEVA, WI 53147  
262.248.8811 | EMAIL@ADDRESS.COM

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#### AT A GLANCE

MEETING SPACE (SQ. FT.): XX,XXX

MAXIMUM CAPACITY: XXX

# OF MEETING ROOMS: XX

# OF HOTEL ROOMS: XXX

GRANDGENEVA.COM



### Half Page Listing Example



#### AT A GLANCE

LARGEST MEETING SPACE (SQ. FT.): XX,XXX

# OF AREA HOTEL ROOMS: X,XXX

NEAREST AIRPORT: Milwaukee, Wisconsin



VISITWALWORTHCOUNTY.COM

#### WALWORTH COUNTY VISITORS BUREAU

2375 GENEVA ST, DELAVAN, WI 53115  
262.728.6000 | EMAIL@ADDRESS.COM

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### 1/4 Page Listing Example



#### AT A GLANCE

MEETING SPACE (SQ. FT.): XX,XXX

MAXIMUM CAPACITY: XXX

# OF MEETING ROOMS: XX

# OF HOTEL ROOMS: XXX

#### GRAND GENEVA RESORT & SPA

7036 GRAND GENEVA WAY, LAKE GENEVA, WI 53147  
262.248.8811 | EMAIL@ADDRESS.COM

**ABOUT THE VENUE** – Dolo odit et aut fuga. Itat pres de volorestem exped et reicite quidundae. Ut aut re commoluptus aritiorro et ium quatus everesti umquiat venes magnate cerferroel dest, quodi vellese dit, init, officima ximus, sectur, nus nihicit atibus es apide pore.

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# MIDWEST MEETINGS®

## PRINT & DIGITAL RATE CARD 2022

### MIDWEST MEETINGS MAGAZINE RATES — All Rates are Net (Contact Steve for premium locations and rates)

Size	1x Rate	2x Rate	Display Ad Specs
Full-page	\$3,800	\$3,500	7.375" w x 9.875" h Bleed Size: 8.625" w x 11.125" h Trim Size: 8.375" w x 10.875" h
1/2-page	\$2,650	\$2,400	Vertical: 4.5" w x 7.375" h Horizontal: 7.375" w x 4.5" h
1/3-page	\$2,100	\$1,900	Vertical: 2.25" w x 9.875" h Square: 4.5" w x 4.5" h
1/4-page	\$1,650	\$1,425	3.5" w x 4.5" h

### Print Specifications

- Print ads are accepted as high-resolution .PDF, .TIF, or .EPS files.
- Be sure to include/embed/create outlines of fonts and only use CMYK images at a minimum of 300 DPI resolution.
- Please keep all important images and text 1/4 of an inch from the trim size.
- ▶ Print materials should be sent to [ads@ntmediagroup.com](mailto:ads@ntmediagroup.com)



### GUIDE BOOK RATES — All Rates are Net

	Rate	Display/Formatted Ad Specs
Full-page	\$1,200	4.75" w x 7.6" h
1/2-page	\$700	4.75" w x 3.7" h
1/4-page	\$400	4.75" w x 1.8" h
Back Cover	\$3,000*	4.75" w x 7.6" h
Inside Front Cover	\$2,500*	4.75" w x 7.6" h
Inside Back Cover	\$2,500*	4.75" w x 7.6" h

\*Includes full-page ad in state section

### Guide Book Formatted Listing Information:

**Full-page listing:** 140 words of copy, two images, logo and contact information.

**Half-page listing:** 100 words of copy, two images, logo and contact information.

**1/4-page listing:** 40 words of copy, one image, logo and contact information.

### MIDWESTMEETINGS.COM, ENEWSLETTER & EBLAST RATES — All Rates are Net

	Rate	Ad Specs
Top Banner	\$1,000/6 months	728 x 90 px
Block Ad	\$1,000/6 months	300 x 250 px
Destination Listing and Link	Print advertisers receive a Free Listing and Link for 3 months	
Enhanced Listing	\$400/1 year	
eNewsletter Block Ad	\$200/month	300 x 250 px
eBlast	\$500/blast - Limited to 1/month or 12/year total	

Steve Van Maanen, Sales Manager  
605-690-3351  
[steve@ntmediagroup.com](mailto:steve@ntmediagroup.com)

