

MIDWEST MEETINGS®



The numbers:

- 51% of *Midwest Meetings* reader survey respondents say they have contacted a *Midwest Meetings* advertiser or visited their website!

Media Kit - Spring 2012

Our Mission:

Midwest Meetings works to elevate the visibility of Midwest meeting destinations while delivering meaningful, interactive content platforms for Midwest meeting professionals to learn, share, and grow together.

What's Inside...

- ▶ Circulation/Reader Demographics
- ▶ Online Opportunities
- ▶ Editorial Calendar/Matching Editorial
- ▶ *Midwest Meetings Guide Book*
- ▶ Insertion Order Form

800-288-8510

www.MidwestMeetings.com

302 6th St W Brookings SD 57006

Steve Van Maanen - Steve@MidwestMeetings.com

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Circulation

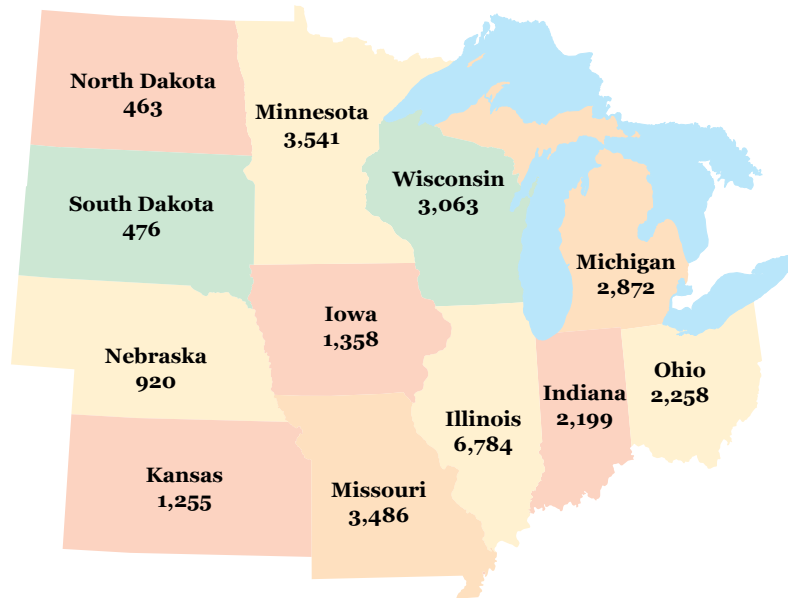
On a quarterly basis, *Midwest Meetings* is mailed to 28,500+ planners targeting meetings in the Midwest. Additional copies are distributed at various industry tradeshows and conventions throughout the year. This number does not include suppliers such as hotels, resorts or CVBs.

Our mailing list is constantly updated with the help of list rentals, internet responses, telemarketing, surveys, association targeting and active participation at industry tradeshows, conferences and events.

Current Breakdown for *Midwest Meetings* Coverage Area

28,675 readers in the Midwest

* As of January 2012



Circulation Coverage

Let us help you put heads in beds! *Midwest Meetings'* circulation department is dedicated to cultivating a qualified, verified mailing list of decision-makers and buyers.

► Mailing List

Midwest Meetings magazine is mailed to 28,500+ planners, concentrated heavily in the Midwest, who plan meetings in the region. Throughout the year, we purchase mailing lists and incorporate lists from CVBs, industry associations, and industry tradeshows. We receive subscriptions through our website on a daily basis.

► Qualified Readers

Midwest Meetings magazine goes out to planners who coordinate offsite, overnight meetings of 50 or more attendees. We implement telemarketing, reader questionnaires, association targeting and internet research to ensure your marketing message reaches the people who matter.

Reader Demographics

Primary Business

Association.....	33%
Corporate	39%
Independent.....	17%
Government.....	0.5%

Facilities Used

Conference Center.....	37%
Suburban Hotel.....	28%
Resort.....	21%
Convention Center.....	22%
Downtown Hotel.....	28%
Airport Hotel.....	17%
Gaming Complex.....	6%
All	7%

Note: Percentages may equal more than 100% due to some respondents selecting more than one option.

Months Out Until Next Meeting

0-3 months.....	41%
3-6 months.....	22%
6-12 months.....	29%
More than 12 months.....	16%

Meeting Size

Up to 50	32%
51-150.....	33%
151-500.....	19%
500+.....	16%

Contact Randy or Steve at 800-288-8510
 Randy@MidwestMeetings.com • Steve@MidwestMeetings.com

Online Opportunities

With *Midwest Meetings*, all advertisers can receive additional exposure through MidwestMeetings.com. Maximize your marketing budget through print and web!

► Banner Advertising

MidwestMeetings.com offers a number of exciting, flexible new opportunities to make the most of your online advertising budget. Contact your representative to design your customized web marketing package today!

FREE ► Extra Online Exposure

Through MidwestMeetings.com, you can take advantage of several opportunities to increase your exposure and web traffic. These are free, value-added services for *Midwest Meetings* magazine advertisers.

Digital Edition - Print advertisers are automatically included in the digital edition of the magazine!

"News & Views" - Submit your press releases and announcements to be posted and promoted on our website!

Listings and links

- All advertisers receive a **FREE** listing and link from MidwestMeetings.com - selectable by location.
- Your **FREE** link takes viewers to a separate page that includes your logo, all your contact information and a link to your website. This page also includes facility details, available accommodations, area attractions and other destination information.



Banner advertisements

You have an opportunity for your banner ad to be viewed by thousands of visitors each month on MidwestMeetings.com. When event planners come to us, do they find your destination?

Act now to get your message online.

With a variety of placement and rotation options, you can select the most strategic position based on your specific destination, target and goals.

- Banner ads should be saved as .jpg, .gif or flash files.
- Send banner ads to Info@MidwestMeetings.com.

Sign up for your banner ad today!

Call for details about how our flexible new pricing structure delivers direct results for every dollar!

302 6th Street W • Brookings, SD 57006
800-288-8510 • Fax: 605-692-9031 • www.MidwestMeetings.com

Online Opportunities

Editorial Calendar

Midwest Meetings Spring

- Featured states: **Iowa, Kansas, Nebraska, North Dakota and South Dakota** - Matching editorial space for destinations located in the states highlighted in this issue. Details below.
 - Take a look at what **Midwest resorts and golf courses** have to offer groups and meetings with all of their amenities.
- Space closes: January 16, 2012 • Material deadline: January 30, 2012 • Mails in March 2012

Midwest Meetings Summer

- Featured states: **Minnesota, Missouri and Wisconsin** - Matching editorial space for destinations located in the states highlighted in this issue. Details below.
 - Showcase your **sports venue** while taking your team to new heights with our special **teambuilding** ideas.
- Space closes: April 9, 2012 • Material deadline: April 23, 2012 • Mails in June 2012

Midwest Meetings Fall

- Featured states: **Illinois and Indiana** - Matching editorial space for destinations located in the states highlighted in this issue. Details below.
 - Come in out of the cold at the Midwest's **casino venues** and **indoor waterparks**.
- Space closes: July 9, 2012 • Material deadline: July 23, 2012 • Mails in September 2012

Midwest Meetings Winter

- Featured states: **Michigan and Ohio** - Matching editorial space for destinations located in the states highlighted in this issue. Details below.
 - **Midwest CVBs** - Matching editorial space for CVBs in this issue. Details below.
- Space closes: October 8, 2012 • Material deadline: October 22, 2012 • Mails in December 2012

Midwest Meetings Guide Book

- See *Midwest Meetings Guide Book* page for complete information.
- Space closes: November 2, 2012 • Material deadline: November 16, 2012 • Mails in January 2013

**Matching
editorial for
special feature
states and
CVB sections
- full, half and
quarter page
advertisers.**

Matching Editorial Information

CVBs fill out CVB information. Hotels, convention/conference centers, resorts, casinos, etc, fill out facility information.

Information for all listings

Facility name _____
Contact name _____
Address _____
City _____
State _____ Zip _____
Phone # _____
Fax # _____
Email _____
Website _____

CVB information

of area hotel rooms: _____
Nearest airport: _____
Distance to airport: _____
Major meeting facilities: _____
Nearby major attractions: _____

Facility information

your facility can accommodate:

_____ Max. reception capacity	_____ # of meeting rooms
_____ Sq. ft. of meeting space	_____ Sq. ft. of largest room
_____ Total # of rooms/suites	_____ # of onsite restaurants
_____ Golf course nearby	

- Full-page matching editorial includes 300 words of text, one 7.375" w x 2.2" h photo and two 1" x 1" photos (300 DPI), 25 word promotional paragraph and your slogan.
- Half-page matching editorial includes 150 words of text, two 1" x 1" photos (300 DPI), 25 word promotional paragraph and your slogan.
- Quarter-page matching editorial includes 75 words of text, one logo (300 DPI), and your slogan.

** All information and photos/logos can be emailed to Amy@MidwestMeetings.com.
You'll also receive a pdf proof from Amy Hennen prior to print for review.*

Contact Randy or Steve at 800-288-8510
Randy@MidwestMeetings.com • Steve@MidwestMeetings.com

Editorial Calendar



Insertion Order Form

We'd be happy to fill this out for you - just give us a call at 800-288-8510.

Business name _____
 Contact name _____
 Billing address _____
 City _____
 State _____
 Zip _____
 Phone # _____
 Fax # _____
 Email _____
 Website _____

Billing information

(You will be invoiced after the magazine has been published)

Sign for Approval _____

Printed Name _____

Please fax to (605) 692-9031.

★ ADVERTISING AGENCIES PLEASE NOTE:

Agency commission will only be paid to recognized advertising agencies in good standing. Agency commission will not be paid on accounts 60 or more days past invoice date.

★ BANNER ADVERTISEMENTS

Please email your banner advertisement as a .jpg or .gif to info@MidwestMeetings.com.

★ 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.

Trim Size: 8.375" x 10.875"

Bleed Size: 8.875" x 11.375"

Please email all materials for publication (up to 20 MB) to:
Amy Hennen, Art Director - Amy@MidwestMeetings.com
Phone: 800-288-8510

★ Rates

Size	1X	2X	3X	4X +
Full Page	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$3,800	<input type="checkbox"/> \$3,650	<input type="checkbox"/> \$3,500
1/2 Page	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$2,650	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,400
1/3 Page	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,900
1/4 Page	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$1,550	<input type="checkbox"/> \$1,425

Issue participating in/space due:

<input type="checkbox"/> Spring - January
<input type="checkbox"/> Summer - April
<input type="checkbox"/> Fall - July
<input type="checkbox"/> Winter - October
<input type="checkbox"/> Guide Book - November

★ Guide Book

<input type="checkbox"/> 1/4 page formatted listing : \$350 (net)	<input type="checkbox"/> 1/4 page 4-color display ad : \$350 (net)
<input type="checkbox"/> 1/2 page formatted listing : \$575 (net)	<input type="checkbox"/> 1/2 page 4-color display ad : \$575 (net)
<input type="checkbox"/> Full page display ad : \$1,000 (net)	

Mechanical specifications for Guide Book

Size	W (in)	H(in)
Full page	4.75	7.6 in
1/2 page (horiz only for Guide Book)	4.75	3.7
1/4 page (horiz only for Guide Book)	4.75	1.8

Mechanical specifications for Midwest Meetings

Size	W (in)	H(in)
Full page (non bleed)	7.375	9.875
1/2 page vert.	4.5	7.375
1/2 page horiz	7.375	4.5
1/3 page vert	2.25	9.875
1/3 page sq	4.5	4.5
1/4 page	3.5	4.5

Jurisdiction: Brookings, SD

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Insertion Order Form