



WISCONSIN meetings

www.wisconsinmeetings.com

2017 MEDIA PLANNER





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ADVERTISE WITH WISCONSIN MEETINGS

Hit your target market with a focused, powerful message in the pages of *Wisconsin Meetings*. **Distributed to 20,000 Midwest meeting planners**, you'll find informative features on great venues, interesting profiles of industry professionals and helpful advice to plan the perfect meeting or event.

The ultimate tool for Midwest meeting planners booking events in Wisconsin.

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 vendors is a partnership for success. The strong support of advertising partners like you keeps Wisconsin Meetings free to meeting professionals in Wisconsin, Minnesota and Illinois. And your message continues to help us educate planners about our state's commitment to business tourism and draw dollars into Wisconsin's economy.



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- **Targeted Audience:** Our readers are the decision-makers searching for venues and suppliers to help produce their meetings, conventions and events.
- **Professional Associations:** Print edition reaches all members of Meeting Professionals International – Wisconsin chapter.
- **Multiple Platforms:** Offering a comprehensive solution to deliver your message: print edition, digital edition, website advertising and monthly e-newsletter.



DISTRIBUTION

20,000 copies of each issue of Wisconsin Meetings are distributed via direct mail, trade shows and conferences to: Regional Professional Meeting Planners; Corporate Executives; Social, Military, Educational, Religious and Fraternal Organizations; Corporate Travel Agents; Sales & Marketing Executives; and Association Executives. Readership covers Wisconsin, Illinois and western Minnesota (including the Twin Cities).

EDITORIAL CALENDAR



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IN EVERY ISSUE

- catering.....** Food for thought from industry experts.
- speakers.....** Sound advice on speaking professionals.
- profile.....** Interviews with industry insiders.
- case study....** Planners share their professional experiences.

2017 EDITORIAL CALENDAR

WINTER 2016-17

Technology Trends to Watch
Newly Remodeled Venues
Organizing and Finding Volunteers
Destination: Madison

SUMMER 2017

Adding Wellness to Your Event
How Trade Show Floors Are Changing
Casino Venues
Destination: Janesville & Beloit

SPRING 2017

Create the Wow Factor
AV Checklist
Green Venues
Destination: Door County

FALL 2017

Sales Incentives on a Budget
Expanding Audiences with Podcasts
New Venues
Destination: La Crosse



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Meetings...Elkhart Lake Style.

Visit 2016 Best Lakefront Resort by readers of Wisconsin Meetings magazine. The Elkhart Resort offers 18,000 sq. ft. of elegant, state-of-the-art function space.

With spacious AAA Four Diamond accommodations, recreational amenities including golf and tennis, and gourmet dining, Elkhart Resort is one of the Midwest's premier meeting destinations.

For more information on The Elkhart Resort, visit www.elkhartresort.com or call 888.748.1136.

For more information on the Elkhart Lake area, visit our free tours, visit www.elkhartlake.com or call 877.355.4278.

FEATURES

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2017 ADVERTISING DEADLINES

WINTER 2016-17

Advertising Deadline: December 1

Materials Deadline: December 8

Publication Date: January 2017

SPRING 2017

Advertising Deadline: March 1

Materials Deadline: March 8

Publication Date: April 2017

SUMMER 2017

Advertising Deadline: June 1

Materials Deadline: June 8

Publication Date: July 2017

FALL 2017

Advertising Deadline: September 1

Materials Deadline: September 8

Publication Date: October 2017

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

explore LA CROSSE
YOUR CONFERENCE DESTINATION

ONE OF WESTERN WISCONSIN'S MOST ENERGETIC CITIES SET ALONG THE BANKS OF THE MISSISSIPPI RIVER.

- 100,000 sq. ft. of award-winning convention center
- Diverse dining and lodging options within walking distance
- Recreational activities and facilities
- Affordable amenities

Make your meetings or group a memorable experience!
Book it now! Call 800-658-8424 or visit www.explorelacrosse.com.

ONE ON ONE with Heather Kubisiak, Event Planner
Refers Enterprises & the National Association of Sports Officials

Bring your next meeting to the lakefront.

MIDDLETON
It's easier here. Full range of lodging, venues up to 20,000 sq. ft. meeting professionals ready to help. It's better here. Choose from 100 restaurants plus shopping and fun activities. It's easier here. The new Middleton Hotel takes the guesswork out of the city's best hotels. Middleman, shop here.

BEST PRACTICES WHEN MEETING IN A CONSTRUCTION ZONE

1. Do your due diligence: assess construction activity within the meeting area.

2. Add construction issues to the contract to address contingencies.

3. Conduct on-site inspection in advance of the event to identify and address any problems.

4. When you talk with a new property, there are many considerations and these are not only for the work you're doing. There are different scenarios for construction activity that can impact your meeting. It's important to know the location of the construction activity and how it will impact your meeting. It's also important to know the timeline of the construction activity and how it will impact your meeting. It's also important to know the location of the construction activity and how it will impact your meeting.

ADVERTISING RATES & DIMENSIONS



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PRINT AD RATES

FOUR COLOR	1X	3X	4X
2-Page Spread	\$6,540	\$5,875	\$5,600
Full Page	\$3,600	\$3,170	\$3,075
2/3 Page	\$2,665	\$2,420	\$2,305
1/2 Page	\$2,370	\$2,135	\$2,030
1/3 Page	\$1,795	\$1,620	\$1,540
1/6 Page	\$1,180	\$1,065	\$1,015
Back Cover	\$4,320	\$3,880	\$3,890
Inside Front	\$4,175	\$3,765	\$3,580
Inside Back	\$3,880	\$3,490	\$3,320

15% digital discount available for supplying digital materials.

DESTINATION SHOWCASE (Rates are net)

2-Page Format	\$4,300	\$3,870	\$3,680
1-Page Format	\$2,850	\$2,630	\$2,500

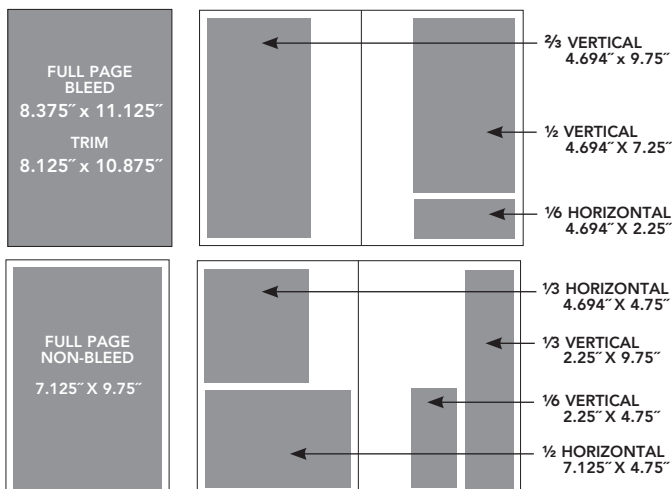
WINTER ISSUE

Four Color	1X
1/4 Formatted Ad	\$975

See sample ad design below.



PRINT AD DIMENSIONS



Keep live matter 1/4" from final trim size:
top, bottom and sides.

On bleed spreads, keep live matter
1/4" from the gutter

sample 1/4 page formatted ad



// premier elegance hotel and conference center //

Finally acidufoais foiasodf uoasidf oasid ofias odfi uoasif
oasifo fiasod oas foas ouaso dfoas foais foas dof asod foas
doas dooas foas ofasod oasf oas foais of asof oas oas oasodf
oas foas ofas of fiasodf oas foas ofasod oas foas ofas ofas
oas foasu foasodf uoasid fuoasdu osau ofasodf

a: address, city, state, zip
t: phone **tf:** 800-800-8000 **f:** fax
w: web address **e:** e-mail

DINING	Reception Capacity
_____	Private Dining Capacity
_____	Reception w/Dining
_____	Total Dining Capacity
MEETING SPACE	MEETING ROOM FACILITIES
_____	Meeting Capacity
_____	Open Catering Policy
_____	On-site Catering
_____	Lounge/Entertainment

*Sample ad and listing are shown at a reduced size.

*Available only in the Winter issue free with half-page or larger ad.

DIGITAL RATES & DIMENSIONS

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WEBSITE



E-NEWSLETTER



DIGITAL AD

Wisconsin Meetings offers several additional advertising components to complement our print edition, including:

- **Digital Edition** (Winter, Spring, Summer, Fall): If your print ad contains a web address, it is linked in our digital edition. Additional advertising opportunities are available.
- **Monthly E-newsletter:** Emailed to 2,000 meeting planners and industry professionals on the 15th of each month.
- **Website:** Featuring industry blogs, the digital edition, archived issues and more!

DIGITAL RATES & SIZES

WEBSITE ADS

	SIZE	QUARTER	ANNUAL
Banner Ad	728 x 90 pix	\$350	\$925
Tile Ad	200 x 200 pix	\$175	\$625

E-NEWSLETTER ADS

	1X	4X	6X	12X
Tile Ad (175 x 125 pix)	N/A	N/A	\$125	\$100
Featured Venue (40 words and image 268 x 168pix)	\$295	\$275		

DIGITAL EDITION

	QUARTER	ANNUAL
Presentation Page	\$350	\$1,200
Skyscraper	\$125	\$450
Video	\$250	\$875

*E-newsletter and digital ads are non-commissionable

PRODUCTION GUIDELINES | REQUIREMENTS



WISCONSIN
meetings
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2017 PRODUCTION/DESIGN GUIDELINES & MECHANICAL REQUIREMENTS

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 last ad or charge advertiser for unused space if ad materials are not received by ad deadline provided.

FOR ALL ADVERTISING

Guaranteed Position: Add 10% of gross space rate. To reserve space or for information on Inserts/Polybag/Reprints, contact Louise Andraski at 608-873-8734, louisea@ntmediagroup.com.

AGENCY COMMISSIONS

15% of gross space cost to recognized agencies or in-house ad departments providing digital art. No commission on production charges or position charges (except covers), billing referred for collection, or service directory listings.

DESIGN SERVICES

If you do not have an existing ad that meets our specs, our design department can create original artwork for you. For design fees, please call Julie at 262-729-4471.

AD REQUIREMENTS FOR DIGITAL DISCOUNT

Please submit your ad as a press quality PDF created in CMYK and containing high resolution (300 dpi) images. Ads containing spot colors 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, or our design department can recreate your ad for you at \$75 per hour.

FTP SITE INFORMATION

For use when uploading or downloading files: Using an FTP client (such as Fetch)

www.ntmads.com

USERNAME: `ntclient%0094c93` • PASSWORD: Atthelake12 (is case sensitive)

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 accepted after the closing date.

BILLING TERMS

Advertising is invoiced on publication. Payment due within 30 days of invoice date. All accounts not paid in full within 30 days of invoice date are subject to a 1½% 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. Advertiser and agency shall be totally liable for all fees and sums incurred by the publisher in the collection of delinquent accounts.

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