



MEDIA KIT // *2026*



Reach 114,000 subscribers or hand-select from our state-specific or regional publications for a more geotargeted approach.

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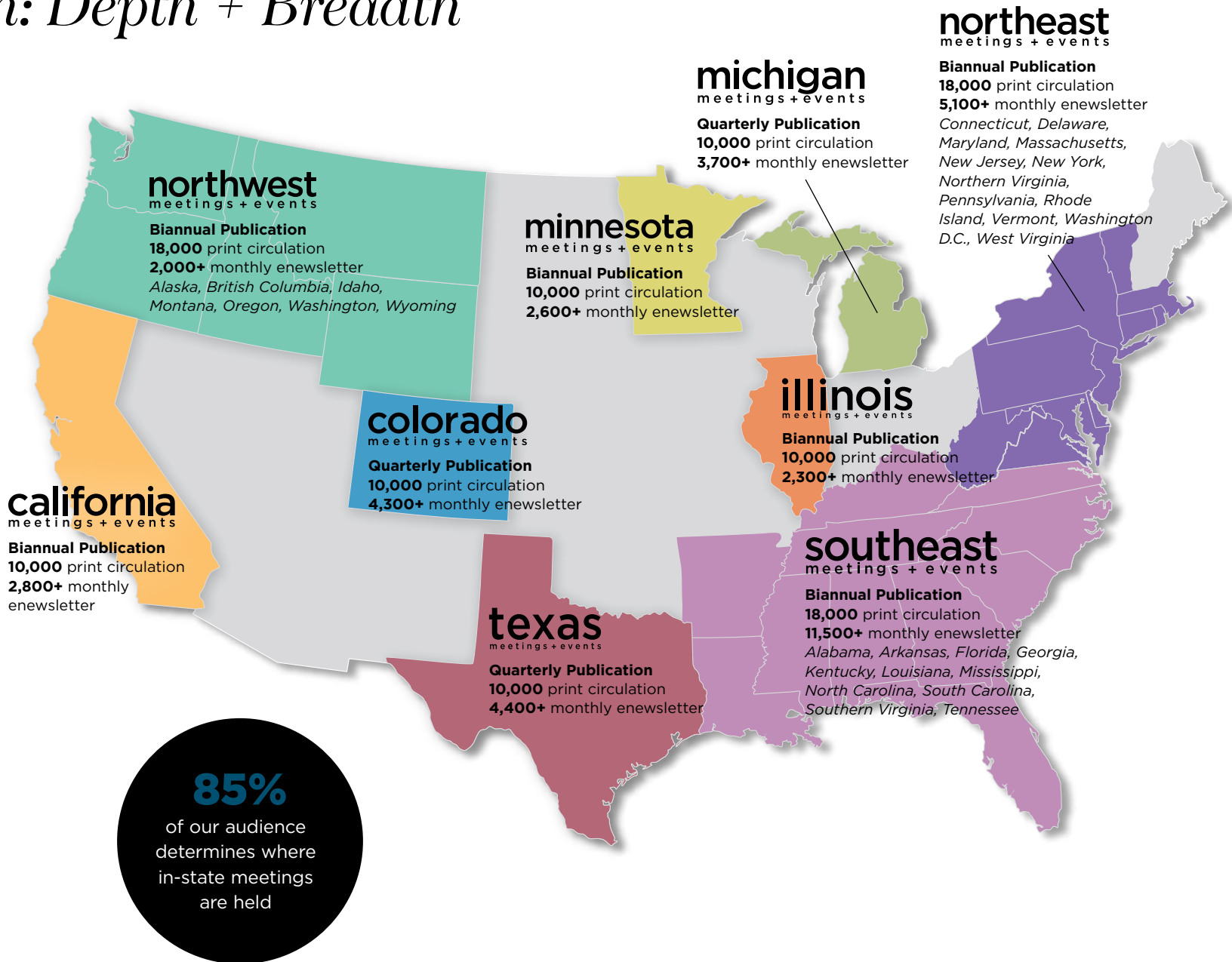
Our Reach: Depth + Breadth

+
PRINT
 (NATIONWIDE)
114,000+
Total Circulation

+
ENEWSLETTERS
 (NATIONWIDE)
26,600+
Total Distribution

+
WEBSITE
 (NATIONWIDE)
12,900+
Total Average Monthly Users

20,700+
Total Average Monthly Pageviews



Quarterly Publication Advertising Packages



NATIONAL INCENTIVE
 Book a 4x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

	PRINT & DIGITAL MAGAZINES	ENEWSLETTER	WEB ADS	TARGETED EMAIL
PLATINUM \$23,795 <i>Value: \$55,430</i>	4x Full Page with 1 Page sponsored content (print)	12x	12 Months	2x
GOLD \$19,500 <i>Value: \$31,430</i>	4x Full Page	12x	12 Months	2x
SILVER \$15,675 <i>Value: \$19,895</i>	4x 1/2 Page	12x	6 Months	1x
BRONZE \$11,500 <i>Value: \$13,050</i>	4x 1/2 Page	3x	3 Months	
STARTER \$8,500 <i>Value: \$9,220</i>	4x 1/3 Page	2x	3 Months	

DETAILED INFORMATION

PRINT & DIGITAL MAGAZINE ADS:
 One ad in each issue of your regional Meetings + Events magazine

ENEWSLETTER ADS:
 Leaderboard, display ad, or featured vendor ad (based on availability) in your regional Meetings + Events newsletter

WEB ADS ON MEETINGSMAGS.COM:
 Ad rotation ROS on your regional Meetings + Events website

TARGETED EMAIL MARKETING:
 Custom email setup and delivery to your regional Meetings + Events subscriber database

Biannual Publication Advertising Packages



	PRINT & DIGITAL MAGAZINES	ENEWSLETTER	WEB ADS	TARGETED EMAIL
PLATINUM \$18,000 <i>Value: \$36,440</i>	2x Full Page with 1 Page sponsored content (print)	12x	12 Months	2x
GOLD \$14,200 <i>Value: \$22,245</i>	2x Full Page	12x	12 Months	1x
SILVER \$10,200 <i>Value: \$13,425</i>	2x 1/2 Page	6x	6 Months	1x
BRONZE \$7,900 <i>Value: \$9,200</i>	2x 1/3 Page	6x	6 Months	

NATIONAL INCENTIVE

Book a 2x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

DETAILED INFORMATION

PRINT & DIGITAL MAGAZINE ADS: One ad in each issue of your regional Meetings + Events magazine

ENEWSLETTER ADS: Leaderboard, display ad, or featured vendor ad (based on availability) in your regional Meetings + Events newsletter

WEB ADS ON MEETINGSMAGS.COM: Ad rotation ROS on your regional Meetings + Events website

TARGETED EMAIL MARKETING: Custom email setup and delivery to your regional Meetings + Events subscriber database

Rate Cards

10,000 CIRCULATION

PUBLISHED 4X/YEAR PUBLISHED 2X/YEAR

colorado
meetings + events

michigan
meetings + events

texas
meetings + events

california
meetings + events

illinois
meetings + events

minnesota
meetings + events

18,000 CIRCULATION

PUBLISHED 2X/YEAR

northeast
meetings + events

northwest
meetings + events

southeast
meetings + events

	1X*	2X*	3X	4X
FULL PAGE	\$5,405	\$5,075	\$4,715	\$4,340
2/3 PAGE	\$4,480	\$4,210	\$3,915	\$3,600
1/2 PAGE	\$3,355	\$3,155	\$2,930	\$2,705
1/3 PAGE	\$2,250	\$2,110	\$1,970	\$1,810
1/6 PAGE	\$1,320	\$1,245	\$1,160	\$1,060

PREMIUM PLACEMENT

INSIDE FRONT	\$7,290	\$6,185	\$5,575	\$5,075
OPPOSITE TOC	\$6,485	\$5,775	\$5,205	\$4,475
INSIDE BACK	\$7,290	\$6,185	\$5,575	\$5,075
BACK COVER	\$7,350	\$6,255	\$5,635	\$5,080

SPREADS

TWO PAGES	\$9,455	\$8,880	\$8,260	\$7,600
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SPECIALTY PRODUCTS: Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.

	1X	2X
FULL PAGE	\$6,755	\$6,340
2/3 PAGE	\$5,600	\$5,260
1/2 PAGE	\$4,195	\$3,945
1/3 PAGE	\$2,810	\$2,645
1/6 PAGE	\$1,660	\$1,555

PREMIUM PLACEMENT

INSIDE FRONT	\$9,115	\$8,700
OPPOSITE TOC	\$8,105	\$7,690
INSIDE BACK	\$9,115	\$8,700
BACK COVER	\$9,185	\$8,770

SPREADS

TWO PAGES	\$11,820	\$11,100
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Print Schedules

	ISSUE	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILS
california meetings + events	Spring/Summer 2026	3/9/26	3/9/26	3/16/26	3/19/26	4/21/26
	Fall/Winter 2026-27	9/4/26	9/4/26	9/14/26	9/17/26	10/20/26

colorado meetings + events	Spring 2026	1/5/26	1/5/26	1/12/26	1/15/26	2/17/26
	Summer 2026	3/30/26	3/30/26	4/6/26	4/9/26	5/12/26
	Fall 2026	6/26/26	6/26/26	7/6/26	7/9/26	8/11/26
	Winter 2027	9/28/26	9/28/26	10/5/26	10/8/26	11/10/26

illinois meetings + events	Spring/Summer 2026	3/23/26	3/23/26	3/30/26	4/2/26	5/5/26
	Fall/Winter 2026-27	9/21/26	9/21/26	9/28/26	10/1/26	11/3/26

michigan meetings + events	Spring 2026	2/9/26	2/9/26	2/16/26	2/19/26	3/24/26
	Summer 2026	5/1/26	5/1/26	5/8/26	5/13/26	6/16/26
	Fall 2026	8/3/26	8/3/26	8/10/26	8/13/26	9/16/26
	Winter 2027	10/29/26	10/29/26	11/5/26	11/10/26	12/15/26

minnesota meetings + events	Spring/Summer 2026	2/16/26	2/16/26	2/23/26	2/26/26	3/31/26
	Fall/Winter 2026-27	8/14/26	8/14/26	8/21/26	8/26/26	9/29/26

	ISSUE	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILS
northeast meetings + events	Spring/Summer 2026	4/6/26	4/6/26	4/13/26	4/16/26	5/19/26
	Fall/Winter 2026-27	10/12/26	10/12/26	10/19/26	10/22/26	11/24/26

northwest meetings + events	Spring/Summer 2026	3/2/26	3/2/26	3/9/26	3/12/26	4/14/26
	Fall/Winter 2026-27	8/28/26	8/28/26	9/4/26	9/10/26	10/13/26

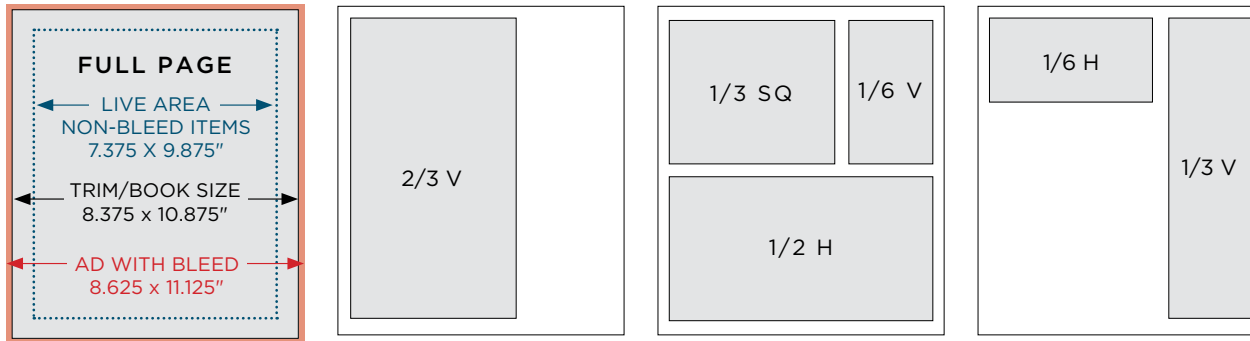
southeast meetings + events	Spring/Summer 2026	5/8/26	5/8/26	5/15/26	5/20/26	6/23/26
	Fall/Winter 2026-27	11/5/26	11/5/26	11/12/26	11/17/26	12/22/26

texas meetings + events	Spring 2026	1/26/26	1/26/26	2/2/26	2/5/26	3/10/26
	Summer 2026	4/20/26	4/20/26	4/27/26	4/30/26	6/3/26
	Fall 2026	7/27/26	7/27/26	8/3/26	8/6/26	9/9/26
	Winter 2027	10/19/26	10/19/26	10/26/26	10/29/26	12/3/26

+ SEE LAST SEVERAL PAGES OF THIS MEDIA KIT FOR INDIVIDUAL EDITORIAL CALENDARS!

Print Specifications

Display ad print specifications are the same across **ALL** Meetings + Events titles.



AD SIZES

	WIDTH	HEIGHT
TRIM/BOOK SIZE	8.375"	10.875"
FULL-PAGE BLEED	8.625"	11.125"
2/3 PAGE	4.625"	10"
1/2 PAGE HORIZONTAL	7"	4.875"
1/3 PAGE SQUARE	4.625"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
2-PAGE SPREAD BLEED	17"	11.125"

(Supply as a single PDF. Note nonbleed images and text must be kept .5" in from the center spine.)

We strive for the highest quality, as does our printer. However, due to variable conditions in the four-color printing process, perfect reproduction cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.

FILE REQUIREMENTS

PREFERRED FILE FORMAT: PDF/X-1A

Do not flatten your PDF. Any web addresses in your ad will not link in the digital edition if the ad is flattened.

IMAGE RESOLUTION/COLOR

Images must have a resolution of 300 DPI placed at 100%. All Pantone and RGB colors must be converted to CMYK. Any ads with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.

FULL-PAGE REQUIREMENTS

LIVE AREA: Keep nonbleed images and text .5" in from the **trim size** to guarantee those elements will not be trimmed off.

BLEED: Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

EXPORT SETTINGS: Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

AD CREATION

Ad design services are available and complimentary for 4x contract advertisers. Production charges are in addition to space rate and are nonnegotiable and noncommissionable. Production is billed at \$75 per ad package and includes one round of changes, resizing, color adjustments, etc. These prices should be used as a guideline only. Additional charges may apply.

AD SUBMISSION

UPLOAD SITE: greenspring.com/uploads

Files should:

- Be compressed/zipped
- Not have any characters in the file name
- Be limited in file name to advertiser, publication, and issue. *Example: OurPlace_CAME_Spring*

EMAIL:

Meetings + Events Print Ads:
mepprint@greenspring.com

Include the following with all compressed files sent via email:

- Name of advertiser
- Publication and issue in which the ad is to run
- Contact name and phone number
- Limit file name to advertiser, publication, and issue
Example: OurPlace_CAME_Spring

Sponsored Content (Print)

MAKE A LASTING IMPRESSION WITH YOUR CUSTOMERS

Present your business to our readers in a feature format—Sponsored Content offers a unique opportunity to speak directly to your customers with a tailored story written in the way you want to be featured. With your words, your photography, and our design, we can highlight you and your business through this special advertising opportunity.

- » The goal of such sponsored thought leadership pieces is to establish your authority and credibility in your field and to provide information and advice that's so valuable readers won't know that it's sponsored.

RATES & REQUIREMENTS

HALF PAGE*
\$3,500

200-225 words
Minimum of 2 high-resolution photos†

SINGLE PAGE
\$6,000

400-450 words
Minimum of three high-resolution photos†

2-PAGE SPREAD
\$12,000

900 words
(copy on both pages)
800 words
(all copy on one page)
Minimum of five high-resolution photos†

†We will select the photos that best suit the layout.

NATIONAL INCENTIVE

Book a Sponsored Content contract in any Meetings + Events publication(s) and receive **50% off** all additional Sponsored Content insertions across all publications.



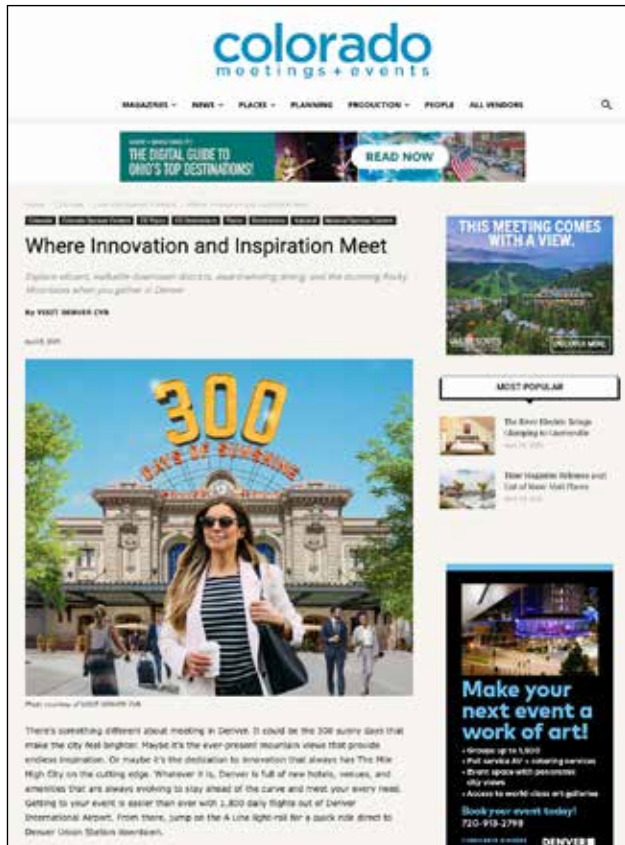
DID YOU KNOW?

45%
of our audience has an annual budget of **\$200,000+** for meetings they plan

55%
of our audience has an annual budget of **\$125,000+** for meetings they plan

Sponsored Content (Online)

Identify yourself as an industry leader using content similar to our own editorial. We assist you in developing an article/story to promote your business as native content that appears alongside our editorial features on **meetingsmags.com** or **any of our regional websites**.



HOW IT WORKS

- » Our editors help you develop a compelling headline and story about your business/offering.
- » Our website helps brand your article to the style of Meetings + Events, ensuring more exposure and making your content more appealing to our subscriber base.
- » Your content will be viewed on **meetingsmags.com**, instilling credibility with our thousands of monthly visitors each month.
- » Upon request, you will receive a report of how many viewed your content, for how long, along with commentary on what the information means for your business.
- » At the end of the article, your company's information will be presented with a call-to-action for the reader to learn more about your business and services.
- » Studies show that sponsored content performs stronger than traditional digital media.

MATERIAL REQUIREMENTS

Copy: Title, author name, 300-400 word article, and one-sentence company description (e.g. Loews Hotels is a leading provider of flexible meeting space in all major markets).

Photos: Multiple photos (800 x 640 pixels). We prefer to use more photos if possible. Images are key to getting readers to click on the web article.

Links: Provide the URL for links.

Company logo: Supply as .JPG, .PNG, .TIF, .PDF or .EPS

Submit materials to: medigital@greenspring.com

STATS

- » Stays live for an entire year
- » Promoted on our national or regional websites

INCLUDES

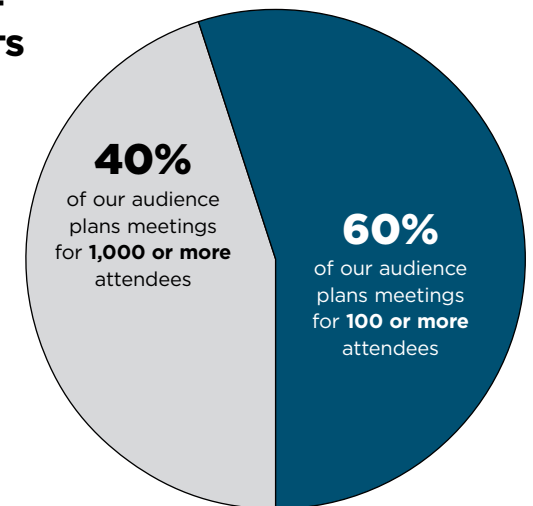
- » Sponsored content in one, regional newsletter
- » Sponsored target email to content
- » Added value: Promoted to Facebook and followers

COST \$2,800

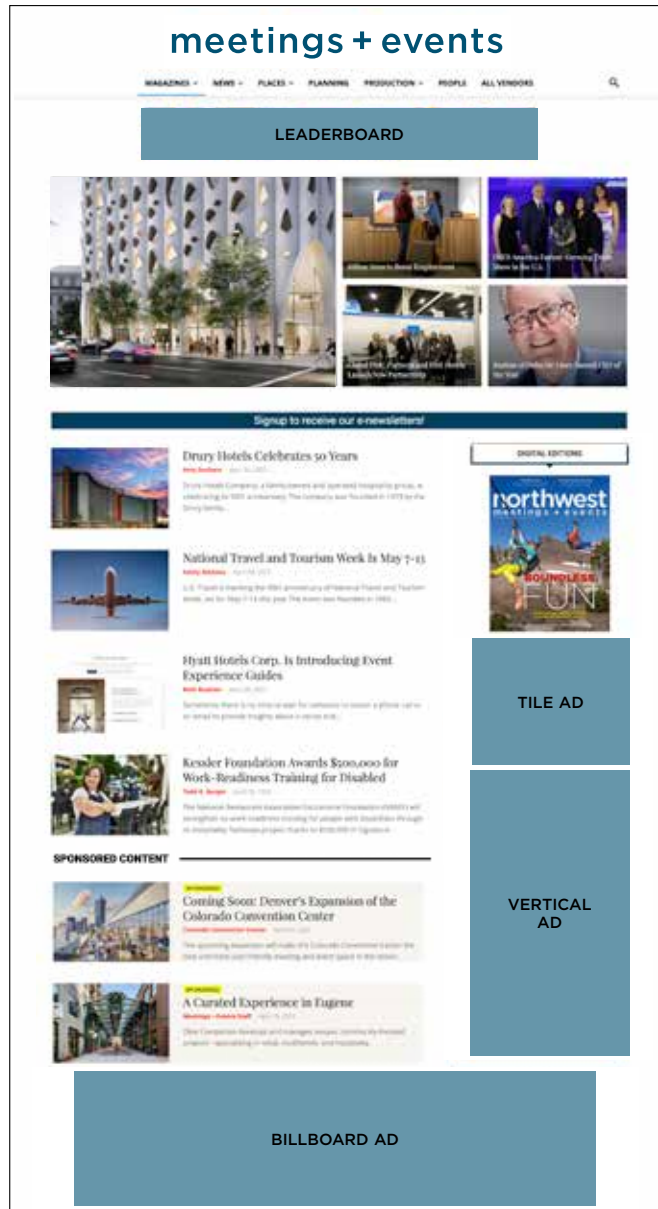
VIDEO ENHANCED AD - \$200

- » Add video to your online sponsored content

FAST FACTS



Websites: Rates, Deadlines + Specs



RATES & SIZES
\$500 monthly for all ad sizes, per regional channel

Leaderboard: 728 x 90 pixels
Mobile leaderboard: 300 x 50 pixels
Tile ad: 300 x 250 pixels
Vertical ad: 300 x 600 pixels
Billboard ad: 970 x 250 pixels
 Click-through URL on all ads

TO HAVE YOUR RUN-OF-SITE CAMPAIGN DESIGNED
 Add \$100 to the rate.

SPONSORSHIP OPPORTUNITIES
 Contact your associate publisher for details and pricing.

FILE REQUIREMENTS
 Static .JPG or animated .GIF
 RGB color, 72 DPI, maximum file size 50k

AD SUBMISSION
 Email to medigital@greenspring.com



WEB STATISTICS (NATIONWIDE)

12,900+
Average monthly users

20,700+
Average monthly pageviews

CONTENT

- » Breaking news and features
- » Industry bloggers
- » Exclusive additions to print-edition articles

SCHEDULE
ONLINE 1ST OF EACH MONTH

MONTH	ADS DUE
JANUARY 2026	12/12/25
FEBRUARY 2026	1/9/26
MARCH 2026	2/13/26
APRIL 2026	3/13/26
MAY 2026	4/10/26
JUNE 2026	5/8/26
JULY 2026	6/12/26
AUGUST 2026	7/10/26
SEPTEMBER 2026	8/14/26
OCTOBER 2026	9/11/26
NOVEMBER 2026	10/9/26
DECEMBER 2026	11/13/26

Enewsletters

RATES & SIZES

LEADERBOARD AD

\$350

728 x 90 pixels

Only two available per month

MEDIUM RECTANGLE

\$250

300 x 250 pixels

Only two available per month

FEATURED VENDOR LISTING

\$200

300 x 200 pixels photo, up to 50 words & URL

SPONSORED CONTENT

\$600

Give an extra boost to your sponsored content.

Must have an online sponsored content article

hosted on our website. See page 10.

SCHEDULE

PUBLISHED MONTHLY

Newsletters are published on Thursdays.

MONTH

JANUARY 2026
 FEBRUARY 2026
 MARCH 2026
 APRIL 2026
 MAY 2026
 JUNE 2026
 JULY 2026
 AUGUST 2026
 SEPTEMBER 2026
 OCTOBER 2026
 NOVEMBER 2026
 DECEMBER 2026

ADS DUE

12/12/25
 1/9/26
 2/13/26
 3/13/26
 4/10/26
 5/8/26
 6/12/26
 7/10/26
 8/14/26
 9/11/26
 10/9/26
 11/13/26

TO HAVE AN ENEWSLETTER AD DESIGNED

Add \$100 to the rate

(no charge for Featured Vendor Listings)

FILE REQUIREMENTS

Static .JPG or animated .GIF. RGB color,
 72 DPI, maximum file size 50k

MATERIALS SUBMISSION

Email to medigital@greenspring.com

+ DISTRIBUTION

NATIONAL: 28,500+

California Meetings + Events: **2,800+**

Colorado Meetings + Events: **4,300+**

Illinois Meetings + Events: **2,300+**

Michigan Meetings + Events: **3,700+**

Minnesota Meetings + Events: **2,600+**

Northeast Meetings + Events: **5,100+**

Northwest Meetings + Events: **2,000+**

Southeast Meetings + Events: **11,500+**

Texas Meetings + Events: **4,400+**

12 Weeks - Exclusive Digital Packages



Runs: December-February
Materials Due: Nov. 8, 2025



Runs: March-May
Materials Due: Feb 6, 2026



Runs: June-August
Materials Due: May 8, 2026



Runs: September-November
Materials Due: Aug 7, 2026

OVER THE COURSE OF THE SEASON, YOU'LL RECEIVE:

Run of Site Advertising: A continuous run-of-site (ROS) advertising campaign on meetingsmags.com for the duration of the package (3 months).

Sponsored Content: One Sponsored Content article written by client featuring your company or brand, reviewed by an editor, and then posted on meetingsmags.com. Your Sponsored Content article will be promoted in a special section in our e-newsletter to attract our subscribers to your story.

Enewsletter: Inclusion in each monthly *Meetings + Events* newsletter (leaderboard, display ad, or featured vendor ad, based on availability) during the promotional period of this package (3 months).

\$1,995 NET VALUE: \$4,750



Branded Email Marketing Campaign

HOW IT WORKS

- » Choose the publish date (Tuesday or Wednesday is suggested).
- » You provide html and images **OR** we design an email for you from one of five responsive templates. See associate for template options.

NOTE: We cannot guarantee results or troubleshoot coding issues on client-provided html and images.

- » We create the email and send you a test to make any changes before approving.
- » Your email is sent to the Meetings + Events database of newsletter subscribers.*
- » Activity tracking is available upon request for up to six months after the email blast is sent.

* All emails sent through our database are required to have Meetings + Events contact information in the footer.


RATES

For emails not included in a sponsorship package, the cost for a **regional** email is **\$2,195**, and the cost for a **national** email is **\$4,195**.

For an additional fee, we are able to extend the distribution reach and create a specific, customized email list for you. Let's talk details about the customers you desire the most. Please see your associate publisher for rates.

MATERIALS SUBMISSION

Materials are due **two weeks prior to the publish date** for email setup and proofing. If materials are not submitted on time, we cannot guarantee the publish date and may need to reschedule. Send all materials to medigital@greenspring.com.



MN'S CLASSIC DESTINATION FOR MEETINGS, RETREATS & MORE

Escape the ordinary and bring your team together at Madden's on Gull Lake, Minnesota's premier corporate retreat destination, just a short drive from the Twin Cities. Madden's offers the perfect blend of productivity and relaxation, ensuring your meeting is successful and inspiring.

With **10,000 square feet of flexible meeting space**, Madden's can accommodate groups of all sizes, from intimate executive retreats to large-scale conferences. Beyond the boardroom, **1,000 acres of scenic Northwoods beauty** provide endless opportunities for team-building activities, from **golf on four championship courses** to guided outdoor adventures.

Guests will enjoy **lakeside accommodations**, complimentary Wi-Fi, and exceptional service from a **dedicated on-site planning team**, ensuring a seamless experience from start to finish. At the heart of every great event is exceptional dining, and Madden's renowned **in-house culinary team** will create meals that leave your guests nourished and impressed.

Whether you're planning a strategy session, leadership retreat, or corporate getaway, Madden's offers an unparalleled environment to inspire creativity, collaboration, and connection.

Let's start planning! Inquire today to learn how your group could get up to **5 Complimentary Service Enhancements**.

[Start Planning](#) [View Specials](#)

MEMORY-MAKING IN ATLANTIC CITY

By the sea, Atlantic City is more than a destination—it's where memories are created and celebrated. From its iconic past to its modern appeal, Atlantic City offers endless opportunities for celebrations big and small. Come experience our city where there are endless reasons to celebrate!

[LEARN MORE](#)



VISIT **Atlantic City** www.jazzcity.com

Heather Coláche
Tourism Account and Film Commission Director
heatherc@visitatlanticcity.com | 609-318-6097

[f](#) [i](#) [v](#) [x](#) [in](#) [e](#)

VisitAtlanticCity.com/group-travel

Digital Edition Opportunities

Extend your reach with these interactive marketing opportunities found within the digital edition of every *Meetings + Events* publication!



DIGITAL EDITION SPONSORSHIP: **\$1,500**

- » Includes a dedicated sponsored eblast (including only your ad unit) to our meeting and event planners, promoting the release of the digital edition
 - » A full page ad opposite the cover of the digital edition
 - » Share of Voice top & bottom leaderboards and left & right skyscraper ads to appear throughout the digital edition
- Only ONE available per digital edition!

SHARE OF VOICE DIGITAL EDITION ADS: **\$750**

- » Share of Voice top & bottom leaderboards and left & right skyscraper ads to appear throughout the digital edition
- Up to five clients maximum per digital edition

VIDEO-ENHANCED AD: **\$300**

- » Add video to your ad in the digital edition to make it stand out!
- Must be advertising in the print edition to be included

BELLY BAND: **\$500**

- » Make sure every visitor to our digital edition sees YOUR message!
- Must be advertising in the print edition to be included.
Only ONE available per digital edition!

Programmatic Digital Solutions

Terminology, local preferences, and buying habits vary from city to city. By optimizing audiences to local needs and delivering customized creatives for different locations, we can deliver improved performance compared to platforms that use prepackaged segments and target nationally. We can customize audiences to local needs, provide superior performance on high volumes of localized campaigns, and deliver efficiently to drive higher ROI. In addition, our completely transparent and highly granular analytics system provides deeper insights that enable brands to continually improve and evolve their marketing efforts.

GEOTARGETED PROGRAMMATIC DEVICE ID ADDRESS MATCH of our proprietary database of subscribers (largest in state/regions we publish). This is first-party data—our readers. We have their addresses and can serve your display ad on their electronic device where they live. Staying front and center to this audience is paramount, as out of sight is truly out of mind. These are readers actively looking for your information to make important buying decisions.

GEOTARGETED PROGRAMMATIC DISPLAY LOOK-ALIKE AUDIENCE

We can take our first-party data (subscriber list) to create a look-alike audience through content, behavioral, demographic data profiling. This allows us to target people who are “clones” to our subscriber list, and this enables us to give you total market coverage (subscribers/nonsubscribers).

OPTIMIZED GEOTARGETING

Target users in specific locations such as region, zip code, city, county, state, country; market to those in your service area.

SITE RETARGETING

Target users who have already visited your site while they are visiting other sites across the web; market to those who are familiar with you.

KEYWORD SEARCH & CONTEXTUAL TARGETING

Target users who search for or read about the keywords related to your business; market to those who are interested in what you have to offer.

CATEGORY CONTEXTUAL TARGETING

Target users who visit sites that are categorically relevant to the product or service you provide; market on sites where your prospects are likely to be.

GEOFENCING

Think “commercial.” Target users who visit a particular location (often a business, park, stadium, hall, or other nonresidential place); market to those who visit your business, competitors, or other relevant locations.

ADDRESSABLE GEOFENCING

Think “residential” or “work.” Target users who live or work at a particular address; marketing to Meetings + Events subscribers or your client database(s) (up to 1,000,000 addresses).

EVENT TARGETING

Target users who attend a particular event; market to attendees of events relevant to your business location or offerings.



RATES

PROGRAMMATIC DISPLAY*

Basic Blend includes Content + Geotargeting: **\$7.93** CPM

Competitive Blend adds Behavioral + Demographic + Site Retargeting: **\$9.06** CPM

Dominant Blend adds Search Retargeting: **\$11.33** CPM

Native: **\$15.86** CPM

GEOFENCING*

Device ID Targeting (U.S. Only): **\$17.00** CPM

Device ID Address Match: **\$19.26** CPM

Microproximity: **\$17.00** CPM

**Three-month minimum term with 40,000 monthly minimum impressions required.*

Programmatic Digital Marketing Packages

A

Total Spend:

\$8,250

INCLUDES:

Three Months Dominant Programmatic Display:

- » **286,849** Impressions
- » **273** Guaranteed Clicks

Three Months Device ID:

- » **134,994** Impressions

Three Custom Email Campaigns

- » **36,985** per Distribution

B

Total Spend:

\$5,850

INCLUDES:

Three Months Dominant Programmatic Display:

- » **286,849** Impressions
- » **273** Guaranteed Clicks

Three Months Device ID:

- » **134,994** Impressions

C

Total Spend:

\$3,250

INCLUDES:

Three Months Dominant Programmatic Display:

- » **286,849** Impressions
- » **273** Guaranteed Clicks

TARGET AUDIENCE
Meetings + Events Subscribers & Planners

All impressions + clicks guaranteed throughout the campaign. Each campaign comes with a web-based dashboard for you to watch your impressions grow in real time.

New creative must be supplied every 6 weeks to keep CTR high and meet the click guarantee.

AUDIENCE POWER

Programmatic Display is designed to boost any business seeking to get their message in front of their target market, any place at any time. We've created a model of our print audience's professional online activity and use that model to deliver your online display ads to those whose activity is similar (i.e.: visits similar websites, watches similar videos, etc.) across all platforms, desktops, and devices.

Every electronic device has a unique **device ID** number. By mapping our print readership's physical address into the digital world (called GeoFencing), we can discover the device ID of all the devices that are associated with those addresses (Device ID capture). This information allows you to advertise directly to our complete print readership on all of their electronic devices. This is first-party data only available through us!

By **combining** the two tactics above, we are able to offer you total market coverage with the Silver and Gold packages. We do this by putting your online display ads in front of not only our entire print audience but also a look-a-like audience which captures tour planners who aren't currently a print subscriber but whose online activity is similar and therefore are potential customers worthy of seeing your message.

Programmatic Custom Eblasts

Cut through the noise and put your message directly in front of planners who matter most. With Meetings + Events targeted email marketing, you can deliver a customized message straight to a hand-selected audience—no guesswork, no wasted effort.

Our turnkey eblast program makes it effortless: we'll design your campaign, help you pinpoint the exact decision-makers you want to reach, and ensure your message drives engagement. Email marketing remains one of the highest-performing digital channels—and with our proven process, it's easier than ever to see results.

PLEASE SUPPLY:

• Creative

- Provide a .html* or a completed image (at least 600 px wide)
- We can design the e-blast for you from one of our templates

• Subject line. We recommend a 60 character limit for the subject line.

* Note if you supply .html we cannot troubleshoot coding issues. Please do not include unsubscribe information or .html which use iframes.

TO HAVE YOUR E-BLAST BUILT BY OUR TEAM, PLEASE SEND:

- **Photos:** Up to 6 photos (at least 600px wide at 72 dpi)
- **Logo:** Supply as .JPG, .PNG, .TIF, .PDF or .EPS
- **Message:** Up to 300 words. Include a headline and a call to action
- **Contact info:** Phone, website, email, etc.
- **Links:** Provide URLs for all hyperlinks

OUR FUTURE MEETINGS IN GOCAL ARE GETTING BIGGER, BETTER, AND BOLDER

ROOM FOR THE WAY YOU PLAY

Discover a destination where productive work and one-of-a-kind play are par for the course. Frisco features more than 4,200 hotel rooms and 437,000 square feet of flexible meeting space, ensuring every event knocks it out of the park.

You're a guaranteed winner with an incentive to book your meeting with Vail Frisco. Sign a contract for a meeting that consumes by December 31, 2025 at a Frisco hotel and meets the requirements below to receive up to \$50 per consumed room night.

Visit our website and learn how easy it is to score great deals in no time.

To elevate your next meeting experience in GOCAL! A destination shines unparalleled convenience, cutting-edge meeting facilities, specialized support in the gateway of Southern California. GOCAL, spanning the cities of Ontario and Rancho Cucamonga is preparing for the future in meetings and events and is ready to share a peek at what you can expect.

Our Convention Center is undergoing a major transformation that will double its current size, reaching a stunning 450,000 square feet of space by 2027! "I know it sounds funny, but our parking garage is going to have the ability to turn into meeting space," said Michael, President and CEO of the Greater Ontario, California CVB, aka Greater Regional Vice President, Convention Centers for ASM Global on the Today Podcast. "Because we're a warm-weather destination, there's a lot of things...The first two floors will be convertible if we need to, but more importantly, we'll have more than a 50,000-sq-ft plaza between the parking garage and the main convention center."

COST

- \$1,000** | 51,361 emails
- \$1,500** | 77,041 emails
- \$2,000** | 108,754 emails
- \$3,000** | 163,132 emails

* For any campaigns over \$3,000, please contact your Account Executive.

Materials are due at least two weeks prior to the publish date for email setup and proofing. If materials are not submitted in time, we cannot guarantee the publish date and may need to reschedule. Send all materials to medigital@greenspring.com.

ADDITIONAL DIGITAL SOLUTIONS

VIDEO RATES

Pre-Roll Video, Geotargeting: **\$19.26** CPM

Pre-Roll Video, Geotargeting + Behavioral: **\$24.36** CPM

Video Device ID Targeting: **\$29.46** CPM

YouTube: **\$0.57** CPV

YouTube Bumper Ad: **\$22.66** CPM

OTT: **\$33.95-\$45.32** CPM depending on screen size.

Add Behavioral + Demographic targeting to OTT, **\$5.00** Additional CPM

SEM + SEO MONTHLY COSTS: VARY

Content Marketing + Custom Publishing

CUSTOM PUBLISHING WITH GREENSPRING MEDIA

At Greenspring Media, we specialize in transforming your brand's story into compelling print and digital publications. Whether you're looking to enhance customer loyalty, showcase expertise, or reach new audiences, we're here to make your vision a reality.

WHY CHOOSE GREENSPRING MEDIA?

- **Award-Winning Expertise**
With nearly 60 years of publishing excellence, we've earned recognition for producing high-quality, visually stunning publications tailored to diverse industries.
- **Tailored Solutions**
We understand your unique needs. From concept to design, writing, and distribution, our custom publishing services are fully adaptable to your goals. Our team becomes an extension of YOUR team!
- **Results-Driven Strategies**
Every project is designed with ROI in mind. Whether it's boosting brand awareness, increasing engagement, or driving sales, our publications deliver measurable impact.



YOUR BRAND, AMPLIFIED

Our partnerships include top-tier brands and organizations that trust us to elevate their marketing and communication strategies.

Let us help you stand out in a crowded market.

WHAT WE OFFER

- **Custom Magazines + Planners**
Create lasting impressions with beautifully designed, content-rich publications. Perfect for customer retention, B2C or B2B outreach, and thought leadership.
- **Digital Publishing**
Engage your audience anywhere with interactive multimedia content, blogs, and ezines optimized and written by us for your use: website, mobile, social, and newsletters.
- **Custom Content Creation**
From print articles to digital content, our creative team crafts stories that reflect your brand's voice and vision.
- **Turnkey Project Management**
Leave the heavy lifting to us. We'll handle every detail, ensuring your project is completed on time, on budget, and on brand.

TOGETHER, WE'LL CREATE SOMETHING EXTRAORDINARY.

About Greenspring Media

FOUNDED IN 1967, GREENSPRING MEDIA IS THE OLDEST CITY REGIONAL PUBLISHING COMPANY IN MINNESOTA.

Built on the *Minnesota Monthly* foundation, the company has grown exponentially over the past five decades to include the award-winning *Midwest Design* magazine, as well as, the nationally and internationally distributed *Group Tour* magazine and Meetings + Events magazines. Greenspring Media also produces market-leading events that bring national and local clients face-to-face with their customers along with a full suite of digital, face-to-face, and custom publishing and content marketing products and services.

In 2013, Greenspring Media was purchased by Detroit-based Hour Media, the country's preeminent publisher of city regional magazines. Consequently, Greenspring's quality, pricing, and command of customer service is unsurpassed with our printing partners, enabling us to stay ultra-competitive when others in our industry are constantly raising rates. We print almost 18 million magazines annually, more than 130 titles, and more than 30,000 pages for nine distinct business units.

In addition to the hyper-local expertise our business partners gain from working with us, Greenspring Media is uniquely positioned to offer a vast network of sister publications and digital properties also owned by our privately held parent company.

LET US GET TO WORK. FOR YOU.



Contact Information



CALIFORNIA MEETINGS + EVENTS

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California Editorial Calendar



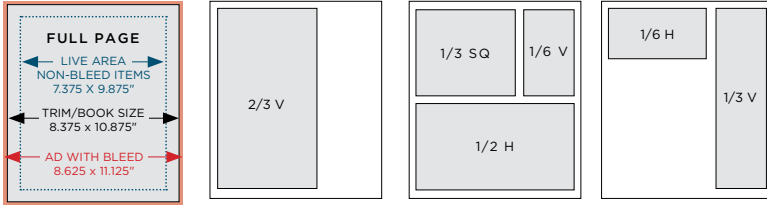
NATIONAL INCENTIVE
 Book a 2x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

ISSUE	EDITORIAL*	SPECIAL ADVERTISING SECTION	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILES
SPRING/ SUMMER 2026	<ul style="list-style-type: none"> » Regional Feature // Hip Planners Shaking Things Up » National Feature // Go Big & Bold on a Budget » Destination // Sacramento » Venue Report // Meet on Campus » Meet+Eat // Top New California Restaurants for Groups 		MAR 9 2026	MAR 9 2026	MAR 16 2026	MAR 19 2026	APR 21 2026
FALL/ WINTER 2026-27	<ul style="list-style-type: none"> » Regional Feature // Gather in the Suburbs » National Feature // The AI Events Revolution » Venue Report // Meet Like a Star » Event Profile // Raise the Bar for Standout Events » National Trend Report // Events That Embrace 'Neurospicy' 	» CVB Bonus	SEP 4 2026	SEP 4 2026	SEP 14 2026	SEP 17 2026	OCT 20 2026

*Editorial content subject to change

Print Specifications

Display ad print specifications are the same across **ALL** Meetings + Events titles.



AD SIZES

	WIDTH	HEIGHT
TRIM/BOOK SIZE	8.375"	10.875"
FULL-PAGE BLEED	8.625"	11.125"
2/3 PAGE	4.625"	10"
1/2 PAGE HORIZONTAL	7"	4.875"
1/3 PAGE SQUARE	4.625"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
2-PAGE SPREAD BLEED	17"	11.125"

(Supply as a single PDF. Note nonbleed images and text must be kept .5" in from the center spine.)

	1X	2X
FULL PAGE	\$5,405	\$5,075
2/3 PAGE	\$4,480	\$4,210
1/2 PAGE	\$3,355	\$3,155
1/3 PAGE	\$2,250	\$2,110
1/6 PAGE	\$1,320	\$1,245

FILE REQUIREMENTS

PREFERRED FILE FORMAT: PDF/X-1A Do not flatten your PDF. Any web addresses in your ad will not link in the digital edition if the ad is flattened.

IMAGE RESOLUTION/COLOR

Images must have a resolution of 300 DPI placed at 100%. All Pantone and RGB colors must be converted to CMYK. Any ads with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.

FULL-PAGE REQUIREMENTS

LIVE AREA: Keep nonbleed images and text .5" in from the **trim size** to guarantee those elements will not be trimmed off.

BLEED: Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

EXPORT SETTINGS: Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

We strive for the highest quality, as does our printer. However, due to variable conditions in the four-color printing process, perfect reproduction cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.

PREMIUM PLACEMENT

INSIDE FRONT	\$7,290	\$6,185
OPPOSITE TOC	\$6,485	\$5,775
INSIDE BACK	\$7,290	\$6,185
BACK COVER	\$7,350	\$6,255

SPREADS

TWO PAGES	\$9,455	\$8,880
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SPECIALTY PRODUCTS: Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.

Colorado Editorial Calendar



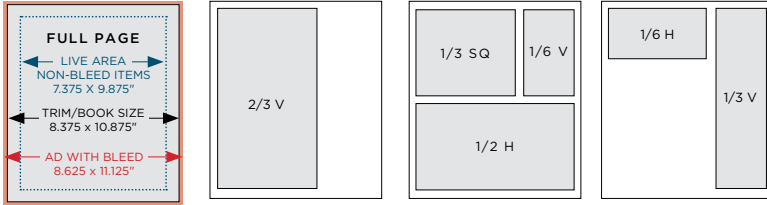
NATIONAL INCENTIVE
 Book a 4x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

ISSUE	EDITORIAL*	SPECIAL ADVERTISING SECTION	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILS
SPRING 2026	<ul style="list-style-type: none"> » Regional Feature // Hip Planners Shaking Things Up » National Feature // Go Big & Bold on a Budget » Destination // Colorado Springs » Meet + Eat // Steakhouses » National Trend Report // Safe & Sound 		JAN 5 2026	JAN 5 2026	JAN 12 2026	JAN 15 2026	FEB 17 2026
SUMMER 2026	<ul style="list-style-type: none"> » Regional Feature // Plan Standout Colorado Incentive Trips » National Feature // Stage the Big Show » Destination // Grand Junction » Event Profile // Raise the Bar for Standout Events 		MAR 30 2026	MAR 30 2026	APR 6 2026	APR 9 2026	MAY 12 2026
FALL 2026	<ul style="list-style-type: none"> » Regional Feature // Generosity on the Agenda » National Feature // The AI Events Revolution » Trend Report // Entertainment, Colorado-Style » Destination // Glenwood Springs » National Trend Report // Events That Embrace 'Neurospicy' 	» CVB Bonus	JUN 26 2026	JUN 26 2026	JUL 6 2026	JUL 9 2026	AUG 11 2026
WINTER 2027	<ul style="list-style-type: none"> » Regional Feature // Planner Superstars Who Saved the Day » National Feature // Bucket-List Incentives » Destination // Snowmass and Steamboat » Trend Report // Sustainable Gifting » National Trend Report // Dial Down Your Stress 		SEP 28 2026	SEP 28 2026	OCT 5 2026	OCT 8 2026	NOV 10 2026

*Editorial content subject to change

Print Specifications

Display ad print specifications are the same across **ALL** Meetings + Events titles.



AD SIZES

	WIDTH	HEIGHT
TRIM/BOOK SIZE	8.375"	10.875"
FULL-PAGE BLEED	8.625"	11.125"
2/3 PAGE	4.625"	10"
1/2 PAGE HORIZONTAL	7"	4.875"
1/3 PAGE SQUARE	4.625"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
2-PAGE SPREAD BLEED	17"	11.125"

(Supply as a single PDF. Note nonbleed images and text must be kept .5" in from the center spine.)

FILE REQUIREMENTS

PREFERRED FILE FORMAT: PDF/X-1A Do not flatten your PDF. Any web addresses in your ad will not link in the digital edition if the ad is flattened.

IMAGE RESOLUTION/COLOR

Images must have a resolution of 300 DPI placed at 100%. All Pantone and RGB colors must be converted to CMYK. Any ads with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.

FULL-PAGE REQUIREMENTS

LIVE AREA: Keep nonbleed images and text .5" in from the **trim size** to guarantee those elements will not be trimmed off.

BLEED: Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

EXPORT SETTINGS: Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

We strive for the highest quality, as does our printer. However, due to variable conditions in the four-color printing process, perfect reproduction cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.

	1X	2X	3X	4X
FULL PAGE	\$5,405	\$5,075	\$4,715	\$4,340
2/3 PAGE	\$4,480	\$4,210	\$3,915	\$3,600
1/2 PAGE	\$3,355	\$3,155	\$2,930	\$2,705
1/3 PAGE	\$2,250	\$2,110	\$1,970	\$1,810
1/6 PAGE	\$1,320	\$1,245	\$1,160	\$1,060

PREMIUM PLACEMENT

INSIDE FRONT	\$7,290	\$6,185	\$5,575	\$5,075
OPPOSITE TOC	\$6,485	\$5,775	\$5,205	\$4,475
INSIDE BACK	\$7,290	\$6,185	\$5,575	\$5,075
BACK COVER	\$7,350	\$6,255	\$5,635	\$5,080

SPREADS

TWO PAGES	\$9,455	\$8,880	\$8,260	\$7,600
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SPECIALTY PRODUCTS: Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.

Illinois Editorial Calendar



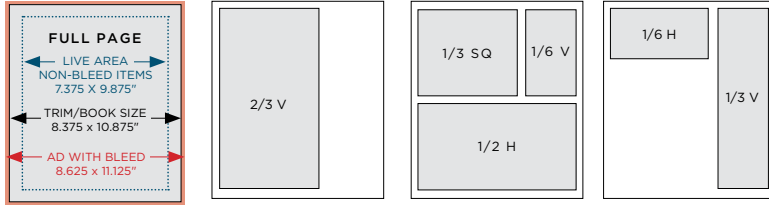
NATIONAL INCENTIVE
 Book a 2x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

ISSUE	EDITORIAL*	SPECIAL ADVERTISING SECTION	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILS
SPRING/ SUMMER 2026	<ul style="list-style-type: none"> » Regional Feature // Hip Planners Shaking Things Up » National Feature // Go Big & Bold on a Budget » Destination // Springfield » Venue Report // Tee Up at Golf Resorts » National Trend Report // Safe & Sound 		MAR 23 2026	MAR 23 2026	MAR 30 2026	APR 2 2026	MAY 5 2026
FALL/ WINTER 2026-27	<ul style="list-style-type: none"> » Regional Feature // Plan Standout Illinois Incentive Trips » National Feature // The AI Events Revolution » Destination // Chicago's North Shore » Event Profile // Raise the Bar for Standout Events » National Trend Report // Events That Embrace 'Neurospicy' 	» CVB Bonus	SEP 21 2026	SEP 21 2026	SEP 28 2026	OCT 1 2026	NOV 3 2026

*Editorial content subject to change

Print Specifications

Display ad print specifications are the same across **ALL** Meetings + Events titles.



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1/3 PAGE SQUARE	4.625"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
2-PAGE SPREAD BLEED	17"	11.125"

(Supply as a single PDF. Note nonbleed images and text must be kept .5" in from the center spine.)

FILE REQUIREMENTS

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OPPOSITE TOC	\$6,485	\$5,775
INSIDE BACK	\$7,290	\$6,185
BACK COVER	\$7,350	\$6,255

SPREADS

TWO PAGES	\$9,455	\$8,880
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SPECIALTY PRODUCTS: Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.

Michigan Editorial Calendar



NATIONAL INCENTIVE

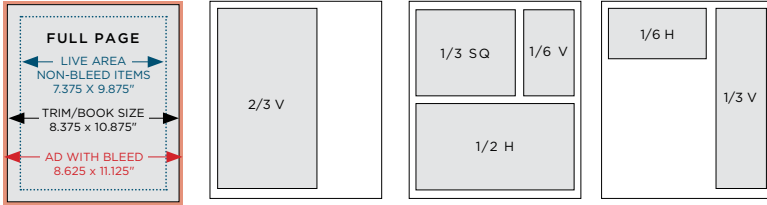
Book a 4x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

ISSUE	EDITORIAL*	SPECIAL ADVERTISING SECTION	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILES
SPRING 2026	<ul style="list-style-type: none"> » Regional Feature // Waterfront Gems » National Feature // Go Big & Bold on a Budget » Destination // Holland » Trend Report // Sustainable Gifting » National Trend Report // Safe & Sound » CVB Spotlight // Grand Haven 	» Casinos & Gaming Guide	FEB 9 2026	FEB 9 2026	FEB 16 2026	FEB 19 2026	MAR 24 2026
SUMMER 2026	<ul style="list-style-type: none"> » Regional Feature // Plan Standout Michigan Incentive Trips » National Feature // Stage the Big Show » Destination // Southwest Michigan » Venue Report // Meet on Campus » CVB Spotlight // Ludington 		MAY 1 2026	MAY 1 2026	MAY 8 2026	MAY 13 2026	JUN 16 2026
FALL 2026	<ul style="list-style-type: none"> » Regional Feature // Health on the Agenda » National Feature // The AI Events Revolution » Destination // Great Lakes Bay » Venue Report // Tee Up at Golf Resorts » National Trend Report // Events That Embrace 'Neurospicy' » CVB Spotlight // Lenawee and Monroe 		AUG 3 2026	AUG 3 2026	AUG 10 2026	AUG 13 2026	SEP 16 2026
WINTER 2027	<ul style="list-style-type: none"> » Regional Feature // Planner Superstars Who Saved the Day » National Feature // Bucket-List Incentives » Destination // Gaylord » Events Profile // Behind the Scenes: A Tale of Two Events » National Trend Report // Dial Down Your Stress » CVB Spotlight // Keweenaw 		OCT 29 2026	OCT 29 2026	NOV 5 2026	NOV 10 2026	DEC 15 2026

*Editorial content subject to change

Print Specifications

Display ad print specifications are the same across **ALL** Meetings + Events titles.



AD SIZES

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TRIM/BOOK SIZE	8.375"	10.875"
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1/3 PAGE SQUARE	4.625"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
2-PAGE SPREAD BLEED	17"	11.125"

(Supply as a single PDF. Note nonbleed images and text must be kept .5" in from the center spine.)

FILE REQUIREMENTS

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	1X	2X	3X	4X
FULL PAGE	\$5,405	\$5,075	\$4,715	\$4,340
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1/3 PAGE	\$2,250	\$2,110	\$1,970	\$1,810
1/6 PAGE	\$1,320	\$1,245	\$1,160	\$1,060

PREMIUM PLACEMENT

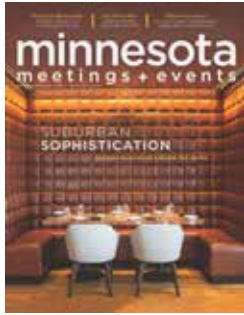
INSIDE FRONT	\$7,290	\$6,185	\$5,575	\$5,075
OPPOSITE TOC	\$6,485	\$5,775	\$5,205	\$4,475
INSIDE BACK	\$7,290	\$6,185	\$5,575	\$5,075
BACK COVER	\$7,350	\$6,255	\$5,635	\$5,080

SPREADS

TWO PAGES	\$9,455	\$8,880	\$8,260	\$7,600
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SPECIALTY PRODUCTS: Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.

Minnesota Editorial Calendar



NATIONAL INCENTIVE

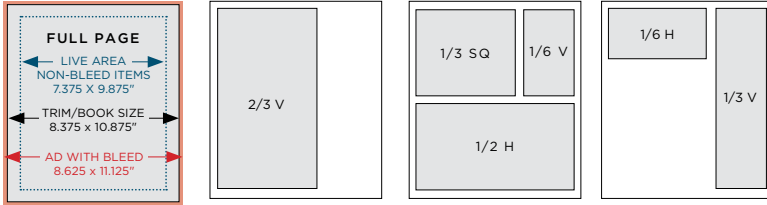
Book a 2x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

ISSUE	EDITORIAL*	SPECIAL ADVERTISING SECTION	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILS
SPRING/ SUMMER 2026	<ul style="list-style-type: none"> » Regional Feature // Hip Planners Shaking Things Up » National Feature // Go Big & Bold on a Budget » Destination // St. Paul » Venue Report // Tee Up at Golf Resorts » National Trend Report // Safe & Sound 		FEB 16 2026	FEB 16 2026	FEB 23 2026	FEB 26 2026	MAR 31 2026
FALL/ WINTER 2026-27	<ul style="list-style-type: none"> » Regional Feature // Standout Minnesota Incentive Trips » National Feature // The AI Events Revolution » Destination // Rochester » Event Profile // Raise the Bar for Standout Events » National Trend Report // Events That Embrace 'Neurospicy' 	» CVB Bonus	AUG 14 2026	AUG 14 2026	AUG 21 2026	AUG 26 2026	SEP 29 2026

*Editorial content subject to change

Print Specifications

Display ad print specifications are the same across **ALL** Meetings + Events titles.



AD SIZES

	WIDTH	HEIGHT
TRIM/BOOK SIZE	8.375"	10.875"
FULL-PAGE BLEED	8.625"	11.125"
2/3 PAGE	4.625"	10"
1/2 PAGE HORIZONTAL	7"	4.875"
1/3 PAGE SQUARE	4.625"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
2-PAGE SPREAD BLEED	17"	11.125"

(Supply as a single PDF. Note nonbleed images and text must be kept .5" in from the center spine.)

	1X	2X
FULL PAGE	\$5,405	\$5,075
2/3 PAGE	\$4,480	\$4,210
1/2 PAGE	\$3,355	\$3,155
1/3 PAGE	\$2,250	\$2,110
1/6 PAGE	\$1,320	\$1,245

FILE REQUIREMENTS

PREFERRED FILE FORMAT: PDF/X-1A Do not flatten your PDF. Any web addresses in your ad will not link in the digital edition if the ad is flattened.

IMAGE RESOLUTION/COLOR

Images must have a resolution of 300 DPI placed at 100%. All Pantone and RGB colors must be converted to CMYK. Any ads with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.

FULL-PAGE REQUIREMENTS

LIVE AREA: Keep nonbleed images and text .5" in from the **trim size** to guarantee those elements will not be trimmed off.

BLEED: Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

EXPORT SETTINGS: Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

We strive for the highest quality, as does our printer. However, due to variable conditions in the four-color printing process, perfect reproduction cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.

PREMIUM PLACEMENT

INSIDE FRONT	\$7,290	\$6,185
OPPOSITE TOC	\$6,485	\$5,775
INSIDE BACK	\$7,290	\$6,185
BACK COVER	\$7,350	\$6,255

SPREADS

TWO PAGES	\$9,455	\$8,880
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SPECIALTY PRODUCTS: Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.

Northeast Editorial Calendar



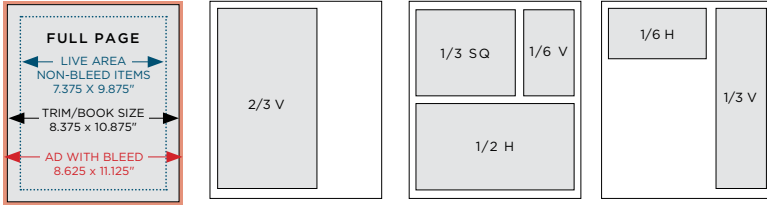
NATIONAL INCENTIVE
 Book a 2x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

ISSUE	EDITORIAL*	SPECIAL ADVERTISING SECTION	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILES
SPRING/ SUMMER 2026	<ul style="list-style-type: none"> » Regional Feature // Standout Northeast Incentive Trips » National Feature // Go Big & Bold on a Budget » Venue Report // Sports Venues/Stadiums » Destination // Washington, D.C. » National Trend Report // Safe & Sound 	» Guide to Attractions	APR 6 2026	APR 6 2026	APR 13 2026	APR 16 2026	MAY 19 2026
FALL/ WINTER 2026-27	<ul style="list-style-type: none"> » Regional Feature // Hip Planners Shaking Things Up » National Feature // The AI Events Revolution » Destination // Atlantic City, New Jersey » Event Profile // 2026 NFL Draft in Pittsburgh » National Trend Report // Events That Embrace 'Neurospicy' 	» CVB Showcase	OCT 12 2026	OCT 12 2026	OCT 19 2026	OCT 22 2026	NOV 24 2026

*Editorial content subject to change

Print Specifications

Display ad print specifications are the same across **ALL** Meetings + Events titles.



AD SIZES

	WIDTH	HEIGHT
TRIM/BOOK SIZE	8.375"	10.875"
FULL-PAGE BLEED	8.625"	11.125"
2/3 PAGE	4.625"	10"
1/2 PAGE HORIZONTAL	7"	4.875"
1/3 PAGE SQUARE	4.625"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
2-PAGE SPREAD BLEED	17"	11.125"

(Supply as a single PDF. Note nonbleed images and text must be kept .5" in from the center spine.)

	1X	2X
FULL PAGE	\$6,755	\$6,340
2/3 PAGE	\$5,600	\$5,260
1/2 PAGE	\$4,195	\$3,945
1/3 PAGE	\$2,810	\$2,645
1/6 PAGE	\$1,660	\$1,555

FILE REQUIREMENTS

PREFERRED FILE FORMAT: PDF/X-1A Do not flatten your PDF. Any web addresses in your ad will not link in the digital edition if the ad is flattened.

IMAGE RESOLUTION/COLOR

Images must have a resolution of 300 DPI placed at 100%. All Pantone and RGB colors must be converted to CMYK. Any ads with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.

FULL-PAGE REQUIREMENTS

LIVE AREA: Keep nonbleed images and text .5" in from the **trim size** to guarantee those elements will not be trimmed off.

BLEED: Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

EXPORT SETTINGS: Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

We strive for the highest quality, as does our printer. However, due to variable conditions in the four-color printing process, perfect reproduction cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.

PREMIUM PLACEMENT

INSIDE FRONT	\$9,115	\$8,700
OPPOSITE TOC	\$8,105	\$7,690
INSIDE BACK	\$9,115	\$8,700
BACK COVER	\$9,185	\$8,770

SPREADS

TWO PAGES	\$11,820	\$11,100
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SPECIALTY PRODUCTS: Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.

Northwest Editorial Calendar



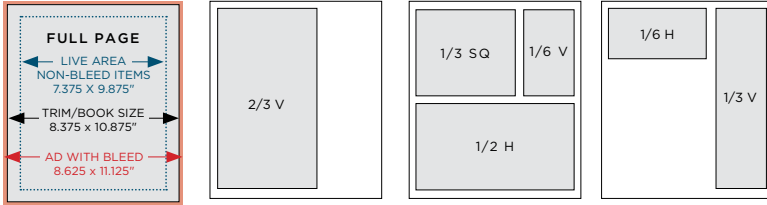
NATIONAL INCENTIVE
 Book a 2x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

ISSUE	EDITORIAL*	SPECIAL ADVERTISING SECTION	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILS
SPRING/ SUMMER 2026	<ul style="list-style-type: none"> » Regional Feature // Hip Planners Shaking Things Up » National Feature // Go Big & Bold on a Budget » Destination // Oregon Coast » Venue Report // Meetings With History » National Trend Report // Safe & Sound » CVB Spotlight // Billings, Montana 	» Beyond the Meeting	MAR 2 2026	MAR 2 2026	MAR 9 2026	MAR 12 2026	APR 14 2026
FALL/ WINTER 2026-27	<ul style="list-style-type: none"> » Regional Feature // Planning Northwest Team-Building Activities » National Feature // The AI Events Revolution » Destination // Fairbanks, Alaska » Meet + Eat // Washington's Yakima Valley Wine Country » CVB Spotlight // Whistler, British Columbia » National Trend Report // Events That Embrace 'Neurospicy' 	» CVB Showcase	AUG 28 2026	AUG 28 2026	SEP 4 2026	SEP 10 2026	OCT 13 2026

*Editorial content subject to change

Print Specifications

Display ad print specifications are the same across **ALL** Meetings + Events titles.



AD SIZES

	WIDTH	HEIGHT
TRIM/BOOK SIZE	8.375"	10.875"
FULL-PAGE BLEED	8.625"	11.125"
2/3 PAGE	4.625"	10"
1/2 PAGE HORIZONTAL	7"	4.875"
1/3 PAGE SQUARE	4.625"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
2-PAGE SPREAD BLEED	17"	11.125"

(Supply as a single PDF. Note nonbleed images and text must be kept .5" in from the center spine.)

FILE REQUIREMENTS

PREFERRED FILE FORMAT: PDF/X-1A Do not flatten your PDF. Any web addresses in your ad will not link in the digital edition if the ad is flattened.

IMAGE RESOLUTION/COLOR

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FULL-PAGE REQUIREMENTS

LIVE AREA: Keep nonbleed images and text .5" in from the **trim size** to guarantee those elements will not be trimmed off.

BLEED: Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

EXPORT SETTINGS: Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

We strive for the highest quality, as does our printer. However, due to variable conditions in the four-color printing process, perfect reproduction cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.

	1X	2X
FULL PAGE	\$6,755	\$6,340
2/3 PAGE	\$5,600	\$5,260
1/2 PAGE	\$4,195	\$3,945
1/3 PAGE	\$2,810	\$2,645
1/6 PAGE	\$1,660	\$1,555

PREMIUM PLACEMENT

INSIDE FRONT	\$9,115	\$8,700
OPPOSITE TOC	\$8,105	\$7,690
INSIDE BACK	\$9,115	\$8,700
BACK COVER	\$9,185	\$8,770

SPREADS

TWO PAGES	\$11,820	\$11,100
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SPECIALTY PRODUCTS: Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.

Southeast Editorial Calendar



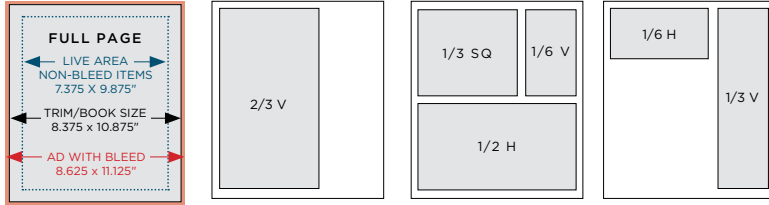
NATIONAL INCENTIVE
 Book a 2x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

ISSUE	EDITORIAL*	SPECIAL ADVERTISING SECTION	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILES
SPRING/ SUMMER 2026	<ul style="list-style-type: none"> » Regional Feature // Planning Southeast Team-Building Activities » National Feature // Go Big & Bold on a Budget » Destination // Miami » Meet + Eat // Southern Barbecue » National Trend Report // Safe & Sound 	» Conference & Convention Centers	MAY 8 2026	MAY 8 2026	MAY 15 2026	MAY 20 2026	JUN 23 2026
FALL/ WINTER 2026-27	<ul style="list-style-type: none"> » Regional Feature // Hip Planners Shaking Things Up » National Feature // The AI Events Revolution » Destination // Mountain Cities & Towns » Venue Report // Tee Up at Golf Resorts » National Trend Report // Events That Embrace 'Neurospicy' 	» CVB Showcase	NOV 5 2026	NOV 5 2026	NOV 12 2026	NOV 17 2026	DEC 22 2026

*Editorial content subject to change

Print Specifications

Display ad print specifications are the same across **ALL** Meetings + Events titles.



AD SIZES

	WIDTH	HEIGHT
TRIM/BOOK SIZE	8.375"	10.875"
FULL-PAGE BLEED	8.625"	11.125"
2/3 PAGE	4.625"	10"
1/2 PAGE HORIZONTAL	7"	4.875"
1/3 PAGE SQUARE	4.625"	4.875"
1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
2-PAGE SPREAD BLEED	17"	11.125"

(Supply as a single PDF. Note nonbleed images and text must be kept .5" in from the center spine.)

FILE REQUIREMENTS

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IMAGE RESOLUTION/COLOR

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FULL-PAGE REQUIREMENTS

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BLEED: Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

EXPORT SETTINGS: Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

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	1X	2X
FULL PAGE	\$6,755	\$6,340
2/3 PAGE	\$5,600	\$5,260
1/2 PAGE	\$4,195	\$3,945
1/3 PAGE	\$2,810	\$2,645
1/6 PAGE	\$1,660	\$1,555

PREMIUM PLACEMENT

INSIDE FRONT	\$9,115	\$8,700
OPPOSITE TOC	\$8,105	\$7,690
INSIDE BACK	\$9,115	\$8,700
BACK COVER	\$9,185	\$8,770

SPREADS

TWO PAGES	\$11,820	\$11,100
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SPECIALTY PRODUCTS: Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.

Texas Editorial Calendar



NATIONAL INCENTIVE

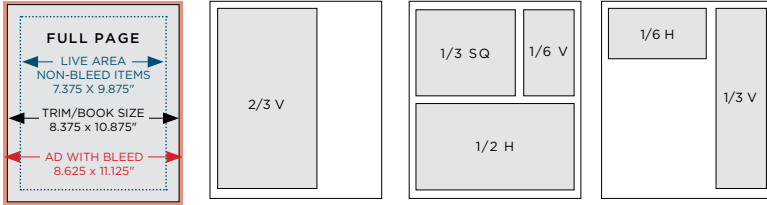
Book a 4x advertising contract in any Meetings + Events publication(s) and receive **60% off** the 4x rate on all additional insertions across all publications.

ISSUE	EDITORIAL*	SPECIAL ADVERTISING SECTION	ADVERTORIAL CLOSE	ADVERTORIAL DUE	AD CLOSE	ADS DUE	ISSUE MAILS
Meet in Texas	The ultimate meeting planner's guide to getting together in the Lone Star State (polybags with <i>Texas Meetings + Events</i> Spring 2026)		JAN 19 2026	JAN 19 2026	JAN 26 2026	JAN 29 2026	MAR 3 2026
SPRING 2026	<ul style="list-style-type: none"> » Regional Feature // One-Stop Shops » National Feature // Go Big & Bold on a Budget » Destination // Laredo and McAllen » Venue Report // Inspiring Museums » National Trend Report // Safe & Sound » CVB Spotlight // McKinney and Nearby 	» Boutique Hotels & Luxury Venues	JAN 26 2026	JAN 26 2026	FEB 2 2026	FEB 5 2026	MAR 10 2026
SUMMER 2026	<ul style="list-style-type: none"> » Regional Feature // The Hip Texas Planners Shaking Things Up » National Feature // Stage the Big Show » Destination // South Padre Island » Venue Report // Tee Up at Golf Resorts » CVB Spotlight // Irving 	» Historic Venues	APR 20 2026	APR 20 2026	APR 27 2026	APR 30 2026	JUN 3 2026
FALL 2026	<ul style="list-style-type: none"> » Regional Feature // Generosity on the Agenda » National Feature // The AI Events Revolution » Destination // Wichita Falls » Meet + Eat // Texas Barbecue » National Trend Report // Events That Embrace 'Neurospicy' » CVB Spotlight // Lubbock 	» CVB Showcase	JUL 27 2026	JUL 27 2026	AUG 3 2026	AUG 6 2026	SEP 9 2026
WINTER 2027	<ul style="list-style-type: none"> » Regional Feature // Standout Texas Incentive Trips » National Feature // Bucket-List Incentives » Destination // Tyler, Longview, and Nacogdoches » Event Profile // Raise the Bar for Standout Events » National Trend Report // Dial Down Your Stress » CVB Spotlight // College Station 	» Conference & Convention Centers	OCT 19 2026	OCT 19 2026	OCT 26 2026	OCT 29 2026	DEC 3 2026

*Editorial content subject to change

Print Specifications

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AD SIZES

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TRIM/BOOK SIZE	8.375"	10.875"
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1/3 PAGE VERTICAL	2.25"	10"
1/6 PAGE VERTICAL	2.25"	4.875"
1/6 PAGE HORIZONTAL	4.625"	2.375"
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	1X	2X	3X	4X
FULL PAGE	\$5,405	\$5,075	\$4,715	\$4,340
2/3 PAGE	\$4,480	\$4,210	\$3,915	\$3,600
1/2 PAGE	\$3,355	\$3,155	\$2,930	\$2,705
1/3 PAGE	\$2,250	\$2,110	\$1,970	\$1,810
1/6 PAGE	\$1,320	\$1,245	\$1,160	\$1,060

PREMIUM PLACEMENT

INSIDE FRONT	\$7,290	\$6,185	\$5,575	\$5,075
OPPOSITE TOC	\$6,485	\$5,775	\$5,205	\$4,475
INSIDE BACK	\$7,290	\$6,185	\$5,575	\$5,075
BACK COVER	\$7,350	\$6,255	\$5,635	\$5,080

SPREADS

TWO PAGES	\$9,455	\$8,880	\$8,260	\$7,600
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SPECIALTY PRODUCTS: Inserts, false covers, gatefolds, polybags, tip-ons, etc., are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability, and shipping instructions.