

2026 ADVERTISING PLANNER

SMALL MARKET
MEETINGS





OUR BRAND

PRINT DIGITAL CUSTOM PUBLISHING CUSTOM CONTENT FAMS



Small Market Meetings was designed to fill a void in the meetings and conventions industry — a need for a publication geared toward cities and towns outside major metropolitan areas.

Small Market Meetings focuses on cities and towns that offer affordable options for meetings of any size, from corporate board retreats to large tradeshows. The magazine is published 10 times a year and is read by 10,000 meeting planners representing tens of thousands of organizations. The accompanying e-newsletter Meetings At A Glance is sent four times a month to an additional 7,000+ readers. Through all channels, Small Market Meetings' digital impressions total more than 434,000 annually.

Superb editorial, unmistakable design and engaged readerships make the magazine and digital channels of Small Market Meetings the outlet for smaller destinations to market to meeting planners.

SMALLMARKETMEETINGS.COM

CONTACT



ADVERTISING SALES MANAGER

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ADVERTISING SALES MANAGER

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SMALL MARKET
MEETINGS

SMALLMARKETMEETINGS.COM/ADVERTISE

Small Market Meetings

GROSS PRINT RATES

	10X	5X	3X	1X
Full Page	2,640	2,725	2,795	2,860
2/3 Page	2,185	2,255	2,320	2,380
Half Page	1,850	1,915	1,985	2,055
1/3 Page	1,390	1,450	1,510	1,565

Two-Page Spread 5,720 per insertion

smallmarketmeetings.com

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adelucia@smallmarketmeetings.com



859.356.5128

CANCELLATION POLICY: Ads cancelled fewer than 15 days prior to the space deadline will be billed at the contract-cost of the ad.

READER PROFILE

Small Market Meetings was created to fill a niche in the billion dollar meetings and conventions industry — the need for an industry publication that focuses exclusively on smaller destinations and not on major metropolitan cities.

Small Market Meetings magazine mails 10 times per year to more than 10,000 qualified meeting planners that are members of MPI, RCMA, PCMA, ASAE and other associations. Plus, our digital content is read by 10,000+ online readers via our e-newsletter and website.



SAMPLE PACKAGE OPTION:

3 FULL PAGE ADS in Small Market Meetings

4 E-NEWSLETTER BANNER ADS
in Meetings At A Glance

4 MONTHS ARTICLE SIDE BANNER AD
on smallmarketmeetings.com

TOTAL NET COST: \$10,000

SMALL MARKET
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'26 EDITORIAL CALENDAR

JANUARY COASTAL DESTINATIONS The Heartlands Accessibility Montgomery, MD Niagara Falls, NY SPACE DEADLINE: 12/2/25	FEBRUARY SPORTS STS South Meeting Guide Controlling Costs/ Boosting Profits Jackson Hole, WY Tucson, AZ SPACE DEADLINE: 01/2/26	MARCH BLEISURE DESTINATIONS Texas Questions to Ask CVBs St. Joseph, MO Berkeley, CA SPACE DEADLINE: 02/3/26	APRIL RELIGIOUS Louisiana Alcohol-Free Events Hattiesburg, MS Lawrence, KS SPACE DEADLINE: 03/3/26	MAY COLLEGES & UNIVERSITIES Ohio & Washington Employee Well-Being Burlington, VT Lexington, KY SPACE DEADLINE: 04/1/26
JUNE CONVENTION CENTERS California Finding New Speakers Hampton, VA West Palm Beach, FL SPACE DEADLINE: 05/1/26	JULY/AUGUST WINE REGIONS Indiana & Mississippi Community Impact Sioux City, IA Salem, OR SPACE DEADLINE: 06/2/26	SEPTEMBER AUTOMOTIVE MUSEUMS Pennsylvania Automation Tools Durham, NC Mobile, AL SPACE DEADLINE: 08/3/26	OCTOBER WELLNESS DESTINATIONS Illinois & Kentucky Appealing to Introverts Traverse City, MI Corpus Christi, TX SPACE DEADLINE: 09/2/26	NOV/DEC NIGHTLIFE DESTINATIONS Wisconsin & Virginia Event Insurance Peoria, IL Baton Rouge, LA SPACE DEADLINE: 10/1/26

[SMALLMARKETMEETINGS.COM](http://smallmarketmeetings.com)
[SMALLMARKETMEETINGS.COM/ADVERTISE](http://smallmarketmeetings.com/advertise)



301 East High Street, Lexington, Kentucky 40507



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WEB BANNER ADS

Website Advertising Rates

You can purchase a banner ad on **smallmarketmeetings.com** for 3, 6, 9 or 12 months.

smallmarketmeetings.com

HOME PAGE LEADERBOARD AD: \$600/month

SPECS: 1200 x 250 pixels

HOME PAGE BANNER AD: \$450/month

SPECS: 250 x 250 pixels

ARTICLE SKYSCRAPER AD: \$800/month*

SPECS: 160 x 600 pixels

ARTICLE SIDE BANNER AD: \$450/month*

SPECS: 250 x 250 pixels

ARTICLE LEADERBOARD AD: \$700/month*

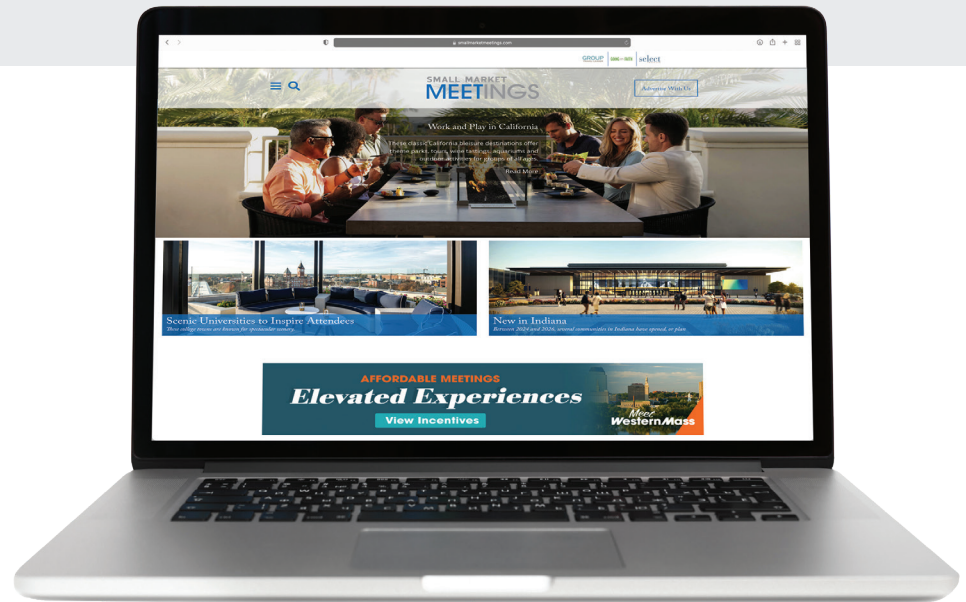
SPECS: 700 x 100 pixels

DIGITAL EDITION BELLY BAND: \$600/issue

SPECS: 9.25" X 5" 300PPI

SPECS: 700 x 100 pixels

* Runs on all article pages throughout site for one month



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E-NEWSLETTERS/E-BLASTS

E-NEWSLETTERS

MEETINGS AT A GLANCE — 4x Monthly

Meetings At A Glance

LEADERBOARD AD: \$600/issue

SPECS: 700 x 100 pixels

BANNER AD: \$450/issue

SPECS: 300 x 250 pixels



E-NEWSLETTER SPONSORED ARTICLE

You can purchase a sponsored e-newsletter article about your destination or venue. Your article will also be featured on our website.

Meetings At A Glance

SPONSORED ARTICLE: \$600/issue

SPECS: Submit up to **500 words** of copy and **four photos**:

Lead Image: 2800 x 1200

Other 3 images: 650 x 480 or 650 x 860

These will run in one issue of **Meetings At A Glance** and on our website for one year in our Meet Me Here feature.



DEDICATED E-BLAST

Send your sales message to our 5,000 meeting planners in a dedicated HTML or linked-image e-blast. Use our platforms to get your message out to our readers.

DEDICATED E-BLAST: \$1,800

SPECS: Choose Option 1 or 2

1) **Linked-image e-blast:** We require a png or jpg

2) **HTML e-blast:** We require an html file * or packaged zip file

* All images should be publicly hosted

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CUSTOM PUBLISHING

If you represent a destination or organization and would benefit from your own custom-designed magazine or meeting guide, call our sales team today. We'll do all the work to create a product you can be proud of. Our team will meet with you to develop the editorial content. We'll create a sales plan and handle all the advertising sales for you. And our art department will create a layout that showcases your destination in the beautiful detail it deserves. We'd be happy to connect you with past clients who will confirm that we're committed to delivering your project on schedule and exceeding your expectations.

ITIP IOWA MEETING GUIDE



KENTUCKY MEETING GUIDE

Call today to see how easily we can design one for you!

859.356.5128



CUSTOM CONTENT

Our magazine,
your message!



Your destination
never looked better

Highlight your destination or experience with an article by a professional writer! With our custom content series, you can have your own article of up to four pages in any issue of Small Market Meetings magazine. Our writer will work with you to develop a story showcasing the venues, hotels and accolades you want our readers to know about. Our designers then use your photos to create a visually stunning magazine layout that is sure to drive leads and reader engagement. In addition to running in the print magazine, your custom content article will also appear in that month's e-newsletter and will appear on our website for one year.

1-Page Feature



2-or-3 Page Feature



4-Page Feature

ONSITE FAM EVENTS



Host qualified meeting planners in your destination by working with us on one of our popular events! Numerous destinations have hosted our exciting OnSite FAM Tours. We do all the promotion, register meeting planners, facilitate arrivals and departures, and produce social media buzz and extensive editorial coverage in our magazine and e-newsletter.

An OnSite FAM Event offers a year's worth of publicity in print and online. These events are designed to unite your industry or members in an collaborative effort that produces excitement leading up to, during and after the event. Your exposure lasts for months and yields massive media results and on-site interaction with the qualified meeting planners who attend.

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INCLUDED IN PACKAGE

FAM ANNOUNCEMENT



DISPLAY ADS



SOCIAL MEDIA



8 PAGE FEATURE



BE OUR GUEST WRITER'S FAM



Nothing beats having a professional travel writer in your destination. Small Market Meeting's Be Our Guest program delivers just that. Our professional writer will come to your city or region to follow an in-depth writing itinerary created by you. As the host, you organize our writer's schedule, cover his or her accommodations and meals, and showcase the very best of your destination. We'll pick up the airfare!

We'll work with you to coordinate the writer's visit and craft an itinerary that will make for a great magazine article. Our writer will experience your attractions and activities firsthand and create engaging social media posts about your destination. After returning home, they'll combine their own notes and photos with information and images you provide to create a six-page Be Our Guest feature identifying you as our writer's host in the magazine.



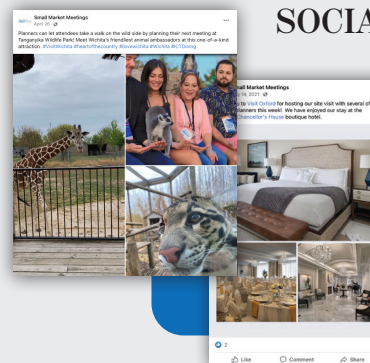
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INCLUDED IN PACKAGE



6 PAGE FEATURE



SOCIAL MEDIA

E-NEWSLETTER
ARTICLE



MEET the **STAFF**



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**ADVERTISING
SALES MANAGER**

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adelucia@smallmarketmeetings.com



TELISA RECH



ASHLEY DELUCIA

CONTACT TELISA & ASHLEY TODAY!

Pioneer Publishing, Inc.
301 East High Street, Lexington, Kentucky 40507


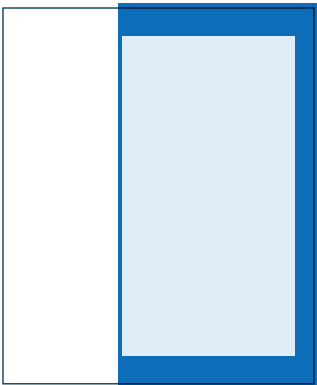
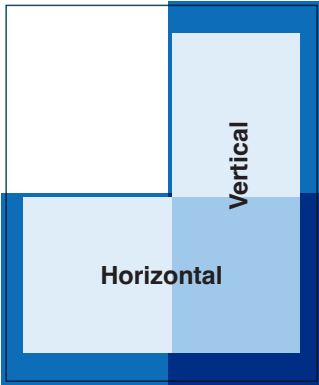
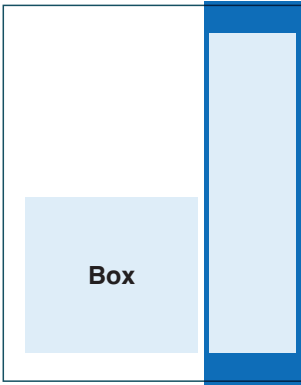
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AD DIMENSIONS

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	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
Advertising Sizes				
	Trim: 9" X 10.875" Bleed: 9.25" X 11.125" Live Area: 8.5" X 10.375" <p><small>* All text, logos, etc. need to stay inside the Trim by .25" for all bleed ads</small></p>	No Bleed: 5" X 9.25" Trim: 5.675" X 10.875" Bleed: 5.925" X 11.125"	Horizontal No Bleed: 8" X 4.5" Trim: 9" X 5.3438" Bleed: 9.25" X 5.5938" Vertical No Bleed: 3.9" X 9.25" Trim: 4.575" X 10.875" Bleed: 4.825" X 11.125"	Box No Bleed: 5" X 4.5" Vertical No Bleed: 2.5" X 9.25" Trim: 3.175" X 10.875" Bleed: 3.425" X 11.125"

AD SPECIFICATIONS

FILE FORMATS PDF x1 or PDF x4 preferred
EPS, TIF or PDF accepted

COLOR CMYK

IMAGES All images should be 300 dpi CMYK

IMPORTANT: Be certain that all color profiles (including RGB, ICC and PMS) have been converted to CMYK in all files. Ads received with unacceptable colors will be converted by our production staff. This conversion may change the color appearance.

FONTS All fonts embedded or converted to paths, outlines or boxes.

LINESCREEN All our publications are printed at 150 lines per inch.

SENDING AD Share your ad via the file sharing service of your choice or email it to the following address:

production@smallmarketmeetings.com

CANCELLATION POLICY: Ads cancelled fewer than 15 days prior to the space deadline will be billed at the contract-cost of the ad.

DEADLINES: All materials are due by the 5th of the month prior to the issue date.

CONTACT US

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