

**2012 MEDIA OVERVIEW**

**Engage the SMERF Marketplace  
 With an Effective, Targeted and Integrated  
 Marketing Program**

**SMERF Meetings Journal provides an effective, low-cost means to generate leads in the market for Social, Military, Educational, Religious and Fraternal organization meetings.**

**Overview**

SMERF meetings buyers face unique challenges when it comes to engaging their key audiences of members and sponsors. *SMERF Meetings Journal* online and print editions provide these planners with the tools they need to engage their target audiences to improve performance.

*SMERF Meetings Journal* online and print is unique in its focus on providing SMERF buyers with information critical to their business while offering suppliers a highly cost-effective way to reach this market.

**Audience**

Reach 8,500 leading meeting planners. The publishers of *SMERF Meetings Journal* have compiled a comprehensive list of the leading meeting planners in the SMERF category, enabling advertisers to reach 8,500 decision-makers via the *SMERFmeetings.com* website, an online newsletter and two annual print editions.



**Content**

*SMERF Meetings Journal* print and online features news, ideas, profiles and case studies geared to association management seeking to improve performance through engagement. Your customers no longer have time to read big monthly magazines overflowing with inserts and content they don't need. *SMERF Meetings Journal* delivers information via a unique combination of media formats geared to the needs of time-pressed executives.



**Fully Integrated Marketing Program:  
 A Unique, High-Impact Solution**

*SMERF Meetings Journal* delivers information just the way planners need it: via a website loaded with useful information about how they can better engage their mem-

bers and suppliers through meetings, as well as easy-to-digest monthly e-mail newsletters and an annual Destination Guide and State of the Industry Report. Only *SMERF Meetings Journal* provides advertisers a fully integrated multi-touch campaign

for reaching power-buyers that includes almost every print and electronic medium.

- Print ads in *SMERF Meetings Journal*.
- E-mail newsletter display ads in the *SMERF* and *Meetings Update* e-newsletters.
- E-mail Special Offers in *SMERF* and *Meetings Update*.
- Telesales calls to 100 buyers.
- Return-on-investment report showing the number of qualified names generated as a result of the program.
- Ads on *Smerfmeetings.com*.

**What Readers Say About SMERF**

▶ **“Great job! SMERF is readable, informative, filled with helpful bits of news and ‘handy tips,’ and graphically well-designed. Keep it up.”**

– William C. Johnson, Sigma Tau Delta

▶ **“Excellent publication.”**

– Paul Spiewak, The Reunion Network, Inc.

▶ **“Excellent overviews and practical suggestions.”**

– Michael Summers, Wayland Baptist University

▶ **“Very good information.”**

– Mary Bomer Ramsier, American School Health Association

# 2012 Publishing and Editorial Calendar

## Print

### Annual State of the Industry Report:

A complete wrap-up of meetings and engagement trends and data as they relate to SMERF planners.

**Publication date: May 30, 2012**

**Materials due: May 9, 2012**

**Annual Destination Guide:** Affordable Destinations Directory with matching editorial, as well as key planning tips.

**Publication date: August 17, 2012**

**Materials due: July 27, 2012**

### Annual Package Programs

SMERF Meetings Journal provides you with the convenience of annual, low-cost packages that enable you to reach your potential audience throughout the year for one low cost. Or, if you prefer, you can purchase print, online, and e-mail programs a la carte.

### Annual Value Package:

**\$9,450**

The annual program includes:

- Your ad on the home page of the website with traffic and click-through reports
- Full page print ads in two annual print issues
- Full Page editorial feature on your destination in the Destination Guide that will stay on the website for a full year
- Sponsorship of three e-mail newsletters
- Sponsorship of three special offer blasts
- One custom e-mail blast of your destination profile
- 100 copies of your destination profile for direct marketing purposes
- 100 telesales calls to meeting planners to set up appointments with qualified buyers

**Total Cost: \$9,450 \***

\*Payable when first ad appears

## A la Carte Marketing Opportunities (Web and e-mail)

SMERF Meetings Journal offers advertisers a unique combination of banner and display ads in its e-mail newsletters and on Smerfmeetings.com, where buyers come to shop for meeting and incentive travel vendors.

### Multi-Media Ad Rates for 2011

| Frequency   | 1x      | 2x      |
|---|---------|---------|
| Full Page (Print)                                   | \$3,500 | \$3,200 |
| Half Page (Print)                                   | \$2,850 | \$2,500 |
| One-Third Page (Print)                              | \$2,175 | \$1,900 |
| What's New Bulletins (Print)                        | \$1,100 |         |
| SMERF & Meetings Update e-newsletter sponsorship    | \$1,100 |         |
| SMERF & Meetings Update e-newsletter special offers | \$1,600 |         |
| Smerfmeetings.com annual sponsorship                | \$6,350 |         |

### Print Mechanical Specifications

**Trim Size:** 8 3/8" x 10 7/8"

**Bleed Size:** 8 5/8" x 11 1/8"

**Live Area:** 7 7/8" x 10 3/8"

(Live matter should be kept 1/4" away from the trim on all 4 sides).

**Gutter:** For spreads with headlines or type across the gutter, allow 1/8" on each side for the gutter.

**Paper:** 70-lb. coated stock

- Digital is the preferred format for all ads.
- Quark document with all art placed as high-resolution (300 dpi or greater), CMYK color, and tiff.
- Also include all fonts (fonts must be Postscript).
- Or EPS file with all art embedded as high-resolution (300 dpi or greater).
- CMYK color, and all fonts converted to outlines. Color proof required.



### Print Dimensions

#### Print

| Size            | Width  | Height  |
|-----------------|--------|---------|
| Full Page       | 8 3/8" | 10 7/8" |
| Full Page Bleed | 8 5/8" | 11 1/8" |
| 1/2 Vertical    | 4 6/8" | 7 1/4"  |
| 1/2 Horizontal  | 7 1/8" | 4 3/4"  |
| 1/2 Spread      | 5 1/2" | 17"     |
| 1/3 Square      | 4 5/8" | 4 3/4"  |
| 1/3 Vertical    | 2 1/4" | 9 3/4"  |

### Internet Specifications

**Banner ads:** 175pi (W) by 70pi (H)

**Display ads:** 500pi (W) by 175pi (H)

**Special offers:** 500pi (W) by 350pi (H)

- Web ads should be provided as GIFs or JPEGs (please note that animated GIFs might not rotate on some browsers)

### Ship artwork and material to:

Production Department  
Selling Communications Inc.  
520 White Plains Road, Suite 120  
Tarrytown, New York 10591  
914-591-7600  
production@sellingcommunications.com

### Technology for Building Databases and Measuring Results

SMERF provides Solata, a simple, low-cost, and open source technology to track prospects, so that you can be sure every lead from every source gets: personally followed up by sales-people, targeted in your direct communications, and tracked from start to finish.

- Learn more about what we can do for your organization. Call your SCI Account Representative, or contact Jim Kilmetsis at jkilmetsis@sellingcommunications.com, or telephone at 914-591-7600, ext. 229.