

FACT SHEET
CUSTOMIZED GUIDE CREATED BY CVB
MEETING PLANNER – 16 PAGE GUIDE
May 2010

Due to the success of the Meeting Planner Guide, it is recommended that the program be continued and a new guide be developed to include additional aspects of the meeting planner market. This guide will again be inserted into *Successful Meetings* and *Meeting News*, which are two of the top publications covering the market.

Profile: *SUCCESSFUL MEETINGS AND MEETING NEWS* reach out to meeting planners and circulation for the insert will include all areas east of the Mississippi. Targets include meeting planners, corporate and association planners. Size of meetings range from 25-250 attendees. Provides an exceptional opportunity to place a sixteen-page insert.

Circulation: 64,000 – East of the Mississippi

Added Value:

- 300 x 250 Medium Rectangle on Meetings News South regional newsletter for three months – May, June and July which goes to 40,000 opt-in readers
- ½ page 4/C ad in *Successful Meetings* and ½ page 4C ad in *Meeting News* at no additional charge.
- Inclusion in Florida Marketplace
- Deployment of digital guide that will contain each partner ad will be placed on online sites.

Costs will vary based on ad size chosen and ad positioning. Once partner participation is solidified an ad sales cost overview will be developed and distributed. Individual costs will start at approximately \$2,000.

Participation Agreement Deadline: September 15, 2009

Materials Deadline: September 15, 2009

Material sizes will be determined once an overall sell sheet and commitments are made.

An additional 10% will be given with four-guide commitment.
For non-profit partners a 20% discount will apply.

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