

# SMERF Meetings Journal

SMERF Meetings Journal is a cost-effective method to reach Social, Military, Educational, Religious, and Fraternal organization meeting planners. SMERF events have special needs and requirements based on attendee demographics and the causes their organizations represent. These needs are distinct, in many ways, from those of corporate meeting or national association planners.

## Audience

**Reach 8,500 leading meeting planners.** The publishers of SMERF Meetings Journal have compiled a new comprehensive list of the leading meeting planners in the SMERF category, enabling advertisers to reach 8,500 decision-makers (40% more names) in a concise, high-visibility format in which their ads stand out.

## Content

SMERF Meetings Journal features news, ideas, profiles, and case studies geared to the special needs of the SMERF market in an appealing, fast-read format. 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 Selling Communication Inc.'s 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 unique combination of concise, uncluttered print editions and easy-to-digest monthly e-mail newsletters. 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 ad in SMERF Meetings Journal.
- E-mail newsletter display ads on SMERF and Meetings Update newsletters.
- E-mail Special Offers, SMERF and Meetings Update.
- Telephone calls to 200 buyers.
- Return-on-investment report showing the number of qualified names generated as a result of the program.
- Ad 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*

"Your journal is excellent—very valuable in providing informative guidance in contracting for meetings."

*Carl Garner, National Water Safety Council*

"As a government planner, I found your articles easy to read by being brief, and to the point! Look forward to future issues, keep up the great work."

*Linda K. Floyd, University of Florida, Civil Engineering*

Learn more about what Selling Communications can do for your organization. Call your SCI Account Representative, or contact Jim Kilmety by e-mail at [jkilmety@sellingcommunications.com](mailto:jkilmety@sellingcommunications.com), or telephone at 914-591-7600, ext. 229.

**SELLING COMMUNICATIONS**  
INC.

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Tarrytown, NY 10591  
(914) 591-7600  
[www.sellingcommunications.com](http://www.sellingcommunications.com)

## 2009 Publishing and Editorial Calendar

**Winter: In Book**—Arkansas, Louisiana and Convention Centers

Closing for space Dec. 22; for materials Jan. 9.

**Spring: In Book**—Texas and California State of the Industry Report

Closing for space March 6; for materials March 13.

**Summer: In Book**—Florida, Virginia and SMERF International Meetings

Closing for space May 1; for materials May 11.

**Annual Destination Guide: Affordable Destinations Directory with matching editorial**

Closing for space June 5; for materials June 15.

**Fall: In Book**—Arizona, Affordable Midwest Meetings and CVB Services (CVB advertisers will get  $\frac{1}{3}$  page of matching advertorial.)

Closing for space Oct. 2; for materials Oct. 9.

## eMarketing Opportunities (Web and e-mail)

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

## Net Rates

Frequency	1x	2x	3x
Integrated Campaign	\$7,250	\$6,900	\$6,750
Full Page	\$3,500	\$3,250	\$3,100
Half Page	\$2,850	\$2,750	\$2,500
Third Page	\$2,175	\$2,100	\$2,000
What's New Bulletins			\$1,100
SMERF & Meetings Update newsletter sponsorship			\$1,100
SMERF & Meetings Update special offers			\$1,600
Smerfmeetings.com annual sponsorship			\$6,350

## Print Mechanical Specifications

**Trim Size:**  $8\frac{3}{8}" \times 10\frac{7}{8}"$

**Bleed Size:**  $8\frac{5}{8}" \times 11\frac{1}{8}"$

**Live Area:**  $7\frac{7}{8}" \times 10\frac{3}{8}"$  (Live matter should be kept  $\frac{1}{4}"$  away from the trim on all 4 sides)

**Gutter:** For spreads with headlines or type across the gutter, allow  $\frac{1}{8}"$  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.

## Dimensions

### Print

Size	Width	Height
Full Page	$8\frac{3}{8}"$	$10\frac{7}{8}"$
Full Page Bleed	$8\frac{5}{8}"$	$11\frac{1}{8}"$
1/2 Vertical	$4\frac{5}{8}"$	$7\frac{1}{4}"$
1/2 Horizontal	$7\frac{1}{8}"$	$4\frac{3}{4}"$
1/2 Spread	$5\frac{1}{2}"$	17"
1/3 Square	$4\frac{5}{8}"$	$4\frac{3}{4}"$
1/3 Vertical	$2\frac{1}{4}"$	$9\frac{3}{4}"$
1/4 Vertical	$3\frac{1}{2}"$	$4\frac{3}{4}"$
1/4 Horizontal	$7\frac{1}{8}"$	$2\frac{3}{8}"$
Special Strip Ad	2"	$7\frac{1}{2}"$
What's New Bulletins	$4\frac{5}{8}"$	$4\frac{3}{4}"$

### Internet

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

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

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

### Ship artwork and material to:

Production Department  
Selling Communications Inc.  
520 White Plains Road, Suite 120  
Tarrytown, New York 10591  
(914) 591-7600  
Please contact our production department at [production@sellingcommunications.com](mailto:production@sellingcommunications.com) with any question regarding mechanical specifications.

## Technology for Building Databases and Measuring Results

Selling Communications Inc. 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 salespeople, targeted in your direct communications, and tracked from start to finish.