

2017 GMCVB MEETING PLANNER

Reach your target market with our results-oriented multimedia publishing program



Targets: Meeting and Convention Planners

Conventions and meetings bring more than 1.5 million visitors to Greater Miami and the Beaches each year. The GMCVB Meeting Planner is designed specifically for the meeting, convention and incentive travel planners who send these visitors to our area. The Meeting Planner is a helpful guide for corporate travel professionals, providing an overview of local hotels and resorts, plus business services, dining, nightlife, attractions, shopping and more.

Your ad in the Meeting Planner will be seen by 31,500 meeting and convention planners, who share their knowledge of our area with Miami convention and meeting attendees.

PRINT

Quantity Printed: 5,000

Readership: 31,500*

Distribution: Mailed to meeting and convention planners who are considering hosting events in Miami

ADVERTISING RATES

Full page:	\$6,000
Half page vertical:	4,000
Half page horizontal:	4,000
Third page vertical:	3,000
Third page horizontal:	3,000
Third page square:	3,000

PREMIUM POSITIONS

Back cover:	\$8,000
Opening spread:	14,000
Inside back cover:	6,500
Advertorial two-page spread:	7,500
Advertorial four-page spread:	15,000

DEADLINES

Ad space closing:	1/16/17
Materials due:	2/2/17
Publication date:	March 2017



WWW.MIAMIANDBEACHES.COM

DIGITAL RATES

Monthly impressions	6 MONTH	12 MONTH
30,000	\$2,340	\$4,320
50,000	3,600	6,600
75,000	4,950	9,000
125,000	7,500	13,500
250,000	13,500	24,000
500,000	24,000	42,000

BONUS

Meeting Planner Digital Magazine

The GMCVB Meeting Planner is produced in a digital format that is compatible with tablets and smartphones for readers on the go. This portable, highly visual format is interactive, allowing users to click right through from your ad to your website. They also enjoy helpful features that allow quick and easy access to content and advertisers. The digital magazine is posted on the GMCVB website, as well as other websites that attract travelers and digital magazine readers. Best of all, this digital publication generates nearly 40,000 annual page views.

*Readership estimated by copies multiplied by average local employee size of businesses that organize meetings, trade shows and conventions. Source: Claritas 2014

AD MATERIAL REQUIREMENTS

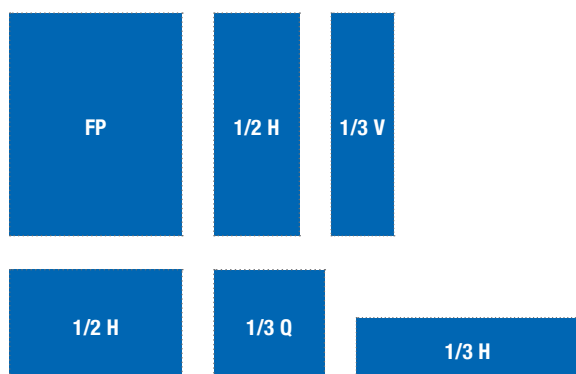
1. Electronic files are to be sent in Macintosh format only. Accepted programs include Adobe Photoshop, Adobe Illustrator and Adobe InDesign. Include all PostScript and screen fonts. Include all images as EPS, JPEG or TIFF in high resolution (at least 300 DPI at 100 percent) as CMYK. If files are not provided as CMYK, then we will be forced to convert the color and we cannot guarantee an exact match of color on press. PDF/X-1a files are preferred.
2. A color proof must accompany each ad for all formats, otherwise HCP Media will not accept liability for files that do not print correctly.*
3. Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.

MEETING PLANNER MECHANICAL SPECIFICATIONS

Ad Size	Width	Height
Full-page trim**	8 3/8"	10 7/8"
Full-page bleed	8 5/8"	11 1/8"
Half page vertical	3 1/2"	9 7/8"
Half-page horizontal	7 1/4"	4 3/4"
Third page vertical*	2 1/4"	9 7/8"
Third page horizontal	7 1/4"	3 3/16"
Third page square*	4 3/4"	4 3/4"

**Hold live matter 3/8" from trim on all sides.

*Not available where charts are the format for member listings.



4. Double-page spreads: Perfect alignment of type or design across the gutter of two facing pages is not guaranteed.
5. Live matter in the facing-page subject cannot be closer than 1/8" to the gutter.

**If a high-quality color proof/Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a color control bar) are not provided, then we cannot guarantee color. Please note that all proofs must be made according to SWOP standard. Proofs that do not meet these criteria cannot be used for color matching.*

PAYMENTS

Make checks payable to:

HCP Media

3511 NW 91 Ave, Miami, FL 33172

INQUIRIES AND SPACE RESERVATIONS

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