



The Authority On African-American Conventions, Incentives & Leisure Travel

BM&T
Black Meetings & Tourism

2013/2014

AD PLANNING GUIDE

BM&T's BACKGROUND:

Publishing since 1994, BLACK MEETINGS & TOURISM is the African-American owned, awarding-winning, bi-monthly trade publication that is the Travel Industry's only publication for and about the \$56+ billion African-American meetings, incentives, leisure and group travel market. As the industry's recognized authority on African-American Travel, BM&T holds a strategic and unique position to connect your company to this burgeoning market.

BM&T's INTEGRATED SERVICES:

- The print version of Black Meetings & Tourism
- Black Meetings & Tourism in a Digital Format
- A new, 2-Track Website for Business & Leisure Travel
- BM&T E-Mail Newsletter

BM&T's READING AUDIENCE:

- Meeting, Incentive and Corporate Travel PLANNERS,
- Travel Agents
- Tour Operators
- Group travel leaders
- Association Executives
- Business Owners/travelers.

BM&T's DIFFERENTIAL ADVANTAGE:

- 60%, or 16,800 of BM&T's standard circulation of 28,000, is distributed to association executives, meeting, incentive, and corporate travel planners who plan an AVERAGE of 3 regional, local and/or national meetings per year.
- 35%, or 9,800 of the distribution is to travel agents, tour operators and group travel leaders who provide services for an AVERAGE of 196 clients per year.
- 5% or the remaining 1,400 is sent to other hospitality & travel industry professionals.



Black Meetings & Tourism • 20840 Chase Street • Winnetka, CA 91306
Phone: (818) 709-0646 Fax: (818) 709-4753 • Website : blackmeetingsandtourism.com

ADVERTISING DEADLINES & CLOSINGS

MONTH	INSERTION	MATERIALS
Jul/Aug 2013	May 14, 2013	June 5, 2013
Sep/Oct 2013	July 16, 2013	February 6, 2013
Nov/Dec 2013	September 18, 2013	October 9, 2013
Jan/Feb 2014	November 14, 2013	December 5, 2013
Mar/Apr 2014	January 17, 2014	February 6, 2014
May/June 2014	March 18, 2014	April 8, 2014
Jul/Aug 2014	May 14, 2014	June 5, 2014
Sep/Oct 2014	July 16, 2014	August 6, 2014
Nov/Dec 2014	September 18, 2014	October 9, 2014

ECONOMIC IMPACT

- A national economic source reports that the nation's Black buying power rose from \$921 billion in 2009 to over \$1.1 trillion in 2011.
- The economic Impact of African American LEISURE Travelers is \$48.3 Billion. It is estimated that an additional \$7.9 billion is spent for Meetings, Conferences and Conventions.)
- Brandweek reports that Black households making \$75,000-plus have increased 47% in the last five years, 1.5 times faster than that of the general population.

NATIONAL MEDIA RESEARCH

- Magazines are the strongest media contributor to ROI regardless of budget, category, position, seasonality, and brand longevity.
- During 2010, U.S. media polls indicate that half (50%) of magazine readers took action on ads and/or had a more favorable opinion about the advertiser.
- According to a survey by the American Business Press, 75% of business and professional respondents said that specialized business publications were the most useful in providing information about products and services they purchase for their companies.

RATIONALE

- Based on current economic research, the buying power of minorities and the differences in spending by race and/or ethnicity suggests that one general advertisement, product, or service geared for all consumers, increasingly misses many potentially profitable marketing opportunities.
- Successful business principles indicate that as the U.S. consumer market becomes more diverse, advertising, products and media must be tailored more specifically to address targeted market segments.

MARKET OVERVIEW

- African-Americans represent upwards of 13% of the U.S. population or approximately 43 million.
- In 2012, the nation's African-American population is projected to grow by 33.7% compared to 18.5% for European-Americans and 25.4 % for the total population.
- According to Brandweek magazine, African Americans are nearly six years younger than all consumers, with 47% between ages 18-49, making them part of the top-spending demographic.

MARKET PATTERNS, TRENDS

- Compared to travelers overall, nearly three times as many African-American person-trips involve group tours (8% vs. 3%).
- Over 83% of African-Americans surveyed reported attending an annual or biennial Family Reunions
- In one study, over 69% of African-Americans surveyed, reported visiting a heritage site or museum and/or attending a cultural event during their last travel experience.
- African-American conference attendees have a tendency to arrive a few days early or stay a few days late in order to combine a convention trip with a family vacation.

2014 ADVERTISING RATES

BLACK / WHITE

Size	1x	3x	6x
Full Pg	\$6,983	\$6,353	\$6,146
2/3 Pg	5,244	4,761	4,610
1/2 Pg	3,805	3,842	3,733
1/3 Pg	2,526	2,306	2,214
1/4 Pg	1,828	1,652	1,596
1/6 Pg	1,376	1,300	1,201

FOUR COLOR

Full Pg	\$8,968	\$8,150	\$7,870
2/3 Pg	6,838	6,279	6,066
1/2 Pg	5,085	4,620	4,470
1/3 Pg	3,200	2,912	2,807
1/4 Pg	2,295	2,166	2,081
1/6 Pg	1,783	1,620	1,607

TWO COLOR

Full Pg	\$7,976	\$7,251	\$7,007
2/3 Pg	5,912	5,537	5,200
1/2 Pg	4,600	4,180	4,028
1/3 Pg	2,864	2,606	2,505
1/4 Pg	2,906	1,901	1,828
1/6 Pg	1,573	1,421	1,374

COVER RATES 4/C

Second Cover	9,967
Third Cover	9,931
Fourth Cover	10,791

CENTER SPREAD

Black/White	15,212
Two Color	17,058
Four Color	17,258

BLEED RATES:

10% on earned rate

INSERTS:

Supplied or in-house produced inserts are accepted. Contact sales representative for quote.

SUBMISSION ON DISC FOR OFFSET REPRODUCTIONS:

Please send materials via email as a high resolution PDF to soljr@bmtmag.com and tourism@aol.com or by mail to Black Meetings & Tourism, Attn: Art Department. If sending on disk use InDesign or a PDF and be sure to include a match print, fonts and a directory of the disk's contents.

COMMISSION & DISCOUNT:

Commission applies to space, color, bleed and special position charges. Other charges are not commissionable. 15% to recognized agencies, if paid within thirty days of invoice date. Terms net 30 days. Interest on past due balances is charged at the rate of 1.5% per month.

MECHANICAL SPECIFICATIONS

Trim size.....	8-3/8 x 10-7/8"
Page.....	7-5/8 x 10"
Two pages facing.....	16 x 10"
2/3 page vertical.....	4-7/8 x 10"
1/2 page horizontal.....	7-1/2 x 4-7/8"
1/2 page vertical.....	3-3/4 x 10"
1/2 page horizontal (spread).....	16 x 4-7/8"
1/3 page vertical.....	2-1/2 x 10"
1/3 page horizontal.....	7-5/8 x 3-1/4"
1/3 page square.....	4-7/8 x 4-1/4"
1/4 page square.....	4-5/8 x 3-3/4"
1/4 page vertical.....	3-3/4 x 4-5/8"
1/6 page horizontal.....	4-5/8 x 2-1/2"
1/6 page vertical.....	2-1/4 x 4-7/8"

Bleed Sizes:

Page.....	8-5/8" x 11-1/8"
Two pages facing.....	17 x 11-1/8"
Two pages facing gutter bleed only.....	16 x 10-1/4"
1/2 page horizontal (spread).....	17 x 5-1/8"

GENERAL

Advertisers and advertising agencies are jointly and severally liable for payment. Advertisers and advertising agencies also assume liability for content, including text, representations and illustrations of advertisements printed as well as responsibility for any claims arising and there from made against the publisher. The publisher reserves the right to reject any advertisement which he feels is not in keeping with the publication's standards. All copy is subject to the publisher's approval.

ISSUANCE CLOSING DATES:

Published bi-monthly; issued 15th of month preceding publication date. Closing date for space reservations 6 weeks preceding publication date. Complete camera-ready art or reproduction proofs can be accepted 4 weeks preceding publication date. No cancellations accepted after closing date for space reservation.

SCREEN:

For run of magazine and covers: Black and white, and two color #133 Four color #133

CLIENT DEVELOPEMENT SERVICES: (DETAILS UPON REQUEST)

- Sponsorship In The Magazine
- BM&T Travel Specials
- BM&T Event Representation & Workshop Presentation
- BM&T Online
- Added Value
- BM&T Television

Publishers reserve the right to reject any material deemed inappropriate

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2014 EDITORIAL CALENDAR

JUL/AUG '13

- FAMILY FRIENDLY CITIES
- Great Gaming Roundup
- Making Presentations That Really Work!
- Top Cities for Small to Medium Meetings
- Meeting at the Beach
- The 411 on Procurement Essentials
- Confessions of a Hospitality Road Warrior

AREA GUIDES: Michigan, New York, Oregon, Hawaii, Rhode Island, San Antonio, Maryland, New Hampshire, Barbados

SEP/OCT '13

- WILL AFRICAN-AMERICANS STILL MEET & VACATION IN FLORIDA
- AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE MIDWEST
- BM&T's Annual African-American Reunions Focus
- The Benefits of Resort Meetings
- AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE CARIBBEAN
- What Planners Look For During Site Selection
- It's Been A Long Hard Road, But We're Still Making Progress
- Would Your Boss Fire You If She Knew You Were Leaving So Much Money On The Table?

AREA GUIDES: Nevada, Massachusetts, Alaska, Alabama, New Mexico, Washington, North Carolina, South Carolina, Arizona, Houston, Ontario, Quebec, USVI

NOV/DEC '13

- AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE NORTHEAST
- BM&T's Annual Convention Center/Conference Center Review
- Most Influential African-Americans in the Hospitality/Travel/Meetings Industry
- 25 Largest African-American Conventions
- A View From The Top: CVB Heads Report on State of Industry
- Is the Hospitality/Travel Industry Really Embracing Diversity?
- It's Been A Long Hard Road, But We're Still Making Progress (Part II)

AREA GUIDES: Iowa, Ohio, Northern California, Tennessee, Utah, Oklahoma, Costa Rica, Arkansas, Wisconsin, Fort Worth, Louisiana, Saskatchewan, Trinidad & Tobago

JAN/FEB '14

- WALKING CITIES
- State of The Industry: CVB Sector Review
- Should There Be a CVB Report Card Program?
- What You Don't Know is Costing You
- Cruise Conferences: Are They Cost Effective?
- Damage Control: What to Do When Things Go Terribly Wrong
- Where Are They Now?

AREA GUIDES: Nebraska, Pennsylvania, Delaware, Connecticut, Louisiana, Dominican Republic, Jamaica

MAR/APR '14

- AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE WEST
- State of The Industry: State Department of Tourism Sector Review
- Florida Special Advertising Section
- The Key to Effective Marketing Through Social Media
- How to Deal With People Who Are Racially Insensitive
- BM&T's Annual Convention/Conference Center Roundup
- Where Are They Now?

AREA GUIDES: Washington, DC, West Virginia, Mississippi, Kansas, Georgia, Kentucky, Indiana, Minnesota, Alberta, Anguilla

MAY/JUN '14

- AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE SOUTH
- State of The Industry: Convention Center Sector Review
- What Happened to All of the Industry's Diversity Programs and Why Are They Out of Vogue?
- What Can Elected Officials Do to Level the Playing Field For African-Americans and Other People of Color in the Hospitality Industry?
- Texas Gold Special Advertising Section
- Who Will Be the Next Black CVB President/CEO?
- Where Are They Now?

AREA GUIDES: Illinois, Colorado, Southern California, New Jersey, Missouri, North Dakota, B.V.I.

JUL/AUG '14

- CITIES WITH RIVERWALKS FOR ACTIVITIES BEYOND THE MEETING
- State of The Industry: Hotel Sector Review
- Social & Political Insensitivity and How it Affects African-American Travel
- Making Presentations That Really Work!
- Second Tier: Top Choice
- Keeping Fit on the Road: Hotels That Offer Healthy Food Choices
- Where Are They Now?

AREA GUIDES: Michigan, New York, Oregon, Hawaii, Rhode Island, San Antonio, Maryland, New Hampshire, Barbados

SEP/OCT '14

- AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE MIDWEST
- State of The Industry: Cruise Sector Review
- BM&T's Annual African-American Reunions Focus
- The Black Middle Class – Who Are They, Where Are They, and What Are Their Traveling Habits?
- AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE CARIBBEAN
- What Planners Look For During Site Selection

AREA GUIDES: Nevada, Massachusetts, Alaska, Alabama, New Mexico, Washington, North Carolina, South Carolina, Arizona, Houston, Ontario, Quebec, USVI

NOV/DEC '14

- AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE NORTHEAST
- State of The Industry: Airline Sector Review
- Most Influential African-Americans in the Hospitality/Travel/Meetings Industry
- 25 Largest African-American Conventions
- A View From The Top: CVB Heads Report on State of Industry
- Wonder Why You Are Missing The Boat? Because You Don't Know Who's On The Boat!
- Where Are They Now?

AREA GUIDES: Iowa, Ohio, Northern California, Tennessee, Utah, Oklahoma, Costa Rica, Arkansas, Wisconsin, Fort Worth, Louisiana, Saskatchewan, Trinidad & Tobago

CALENDAR SUBJECT TO CHANGE WITHOUT NOTICE

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INTEGRATED MARKETING SOLUTIONS

RATES AND SPECS

Black Meetings & Tourism's newly redesigned website provides a wealth of easy-to-find information for the meetings and incentive planning professional. BM&T's new format also offers a designated tract for travel agents and leisure travel consumers. Advertising with BM&T online ensures that your ads capture the attention of the planners, association executives, travel agents and leisure travelers you need to reach.

STANDARD PLACEMENTS AT NET RATES:

- 728x90 Top Leaderboard: \$1300 per month
- 120x600 Skyscraper: \$800 per month
- 120x240 Skyscraper: \$500 per month
- 300x250 Large Button: \$700 per month
- 180x150 Small Button: \$550 per month

SPONSORED SECTION ON THE BM&T HOMEPAGE CONSIST OF:

- YOUR logo/image (linked to your website)
 - 75 - 100 word description
 - The section is positioned at a prime location on the website
 - It is identified with different colors/layout than the rest of the website to make sure it attracts visitors' attention
- COST \$1,250 per month**

- **Pop-up Ad** on the homepage. When visitors go to www.blackmeetingsandtourism.com they will immediately see a pop-up ad (about 480x600 pixels). Visitors can close the ad and continue to navigate to the Website or click on the ad and go to the advertiser's page...\$1,200 per month.

- **Hot Buttons** on video page or in appropriate editorial that will activate your 2-3 minute video (supplied by client) **COST....\$750 per month.**

- **Department Sponsorship** includes your high visibility placement for site visitors when accessing content that relates to their specific subject area of interest....\$950.00

- **In Your Own Words Guest Blog** provides industry leaders a venue to share their views and opinions on subjects of interest and concern to travel. Provides industry leaders a venue to share their views and opinions on subjects of interest and concern to travel, tourism meetings and hospitality professionals. Guest bloggers submit 400-500 word blogs to be published for one month along with banner ad to run with story.

COST ... \$995 per month



STANDARD PLACEMENTS:

BANNERS

- Flash OK - max size 200k
- No loop restrictions
- GIF/JPEG/PNG OK - max size 150K
- Third party tags OK JavaScript, IFrame
- HTML, animate gif, DHTML, 3rd party (Atlas/Double-Click)
- Rich Media content OK

VIDEO

- Video 2-3 minutes in length
- Video specs: not more than 30MB aspect ratio 4:3 or 16:9, mov, avi, or mpeg or
- SWF/FLV + 15 words of descriptive text and link
- No audio

AVERAGE MONTHLY SPECS

Views - 8,425

Unique Visitors - 2,863

Visits - 3,268

**Positioning based on availability. Pricing is based on SOV and 30-day rates.
(frequency discounts will apply)**

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DIGITAL MAGAZINE

Marketers, here's the added value you've been looking for? A daily on-line presence at NO ADDITIONAL COST. Simply place an ad of any size in Black Meetings & Tourism magazine, and your same ad will appear in the online (permanently archived) digital version FREE of charge.

For those of you who are looking for an even bigger impact, BM&T's digital magazine offers the following additional Marketing opportunities:

PRE-COVER AD (ONE OF BM&T'S MOST COVETED POSITIONS)

Your FULL Page, 4-C ad will appear on the left-hand page adjacent to the issue cover. Upon initiating the Digital Magazine, your full page Pre cover arrives first and stands alone for prime viewing as the remainder of the magazine is formatting and loading. Digital Magazine of current issue will be placed on the BM&T website for a two-month run and then remain in place indefinitely when issue is placed in easy accessible digital archives.

COST.....\$1,800

HOT BUTTONS

"Live buttons" on your ad or in appropriate editorial that will activate YOUR 2-4 minute video (supplied by client) Showcasing your travel product(s)

COST\$750

E-NEWSLETTER LEAD STORY

YOUR ADVERTORIAL IN A SELECT ISSUE OF THE BM&T E-NEWSLETTER (BASED ON SPACE AVAILABILITY)

A minimum 600 words of advertorial, with 1-3 images, in the Lead Story Position of the BM&T e-newsletter. (Topic of your choice) Your opportunity to engage this audience with your compelling news information.

STORY WRITTEN BY BM&T'S EDITORIAL STAFF

(You send the topic, background/support information & images)

This is the perfect opportunity to keep your message in front of top decision makers in the industry every month.

BANNER AD NET RATES

468w X 60h\$1,000 per issue

160w X 600h\$1,200 per issue

Total COST = \$6,950 NET

HOT BUTTON

Activates YOUR 2-3 minute promotional video.....\$ 750 per issue

REACH FOR THE BM&T E-NEWSLETTER:

Total Recipients8,200

BM&T GRAPHIC SERVICES

PRINT ADVERTISING DESIGN SERVICES

Have an existing ad that you want redesigned? Have your own idea for a new ad?

Need an ad but don't have any particular concept in mind?

BM&T Graphic Services can provide you with fresh new print designs for your marketing campaign at a reasonable price.

YOU PROVIDE

Logo

Final Copy

Photos

WE PROVIDE

• Custom Design

• Stock Images

Final PDF Output

PRINT AD DESIGN PRICING

4/C 1/6 Page Ad.....\$250.00

4/C 1/4 Page Ad.....\$325.00

4/C 1/3 Page Ad.....\$395.00

4/C 1/2 Page Ad.....\$495.00

4/C 2/3 Page Ad.....\$695.00

4/C Full Page Ad.....\$825.00

4/C 1/2 Page Spread Page Ad.....\$895.00

4/C Full Page Spread Page Ad.....\$1,095.00

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NORTHEAST REGIONAL FOCUS - NOV/DEC 2014

NORTHEAST AREA GUIDES - ISSUE DATES

Pennsylvania	Jan/FEB 14	New York	Jul/AUG 14
Delaware	Jan/FEB 14	Rhode Island	Jul/AUG 14
Connecticut	Jan/FEB 14	Maryland	Jul/AUG 14
Washington D.C.	Mar/APR 14	New Hampshire	Jul/AUG 14
New Jersey	May/JUN 14	Massachusetts	Sep/OCT 14

MIDWEST REGIONAL FOCUS - SEP/OCT 2014

MIDWEST AREA GUIDES - ISSUE DATES

Nebraska	Jan/FEB 14	Missouri	May/JUN 13
Ohio	Jan/FEB 14	Illinois	May/JUN 13
Kansas	Mar/APR 14	Michigan	Jul/AUG 13
Indiana	Mar/APR 14	Wisconsin	Nov/DEC 13
Minnesota	Mar/APR 14	Iowa	Nov/DEC 13
North Dakota	May/JUN 14	Nebraska	Jan/FEB 14

SOUTH REGIONAL FOCUS - MAY/JUN 2014

SOUTH AREA GUIDES - ISSUE DATES

Arkansas	Jan/FEB 14	Alabama	Sep/OCT 14
Florida (Special Adv Section)	Mar/APR 14	No. Carolina	Sep/OCT 14
Kentucky	Mar/APR 14	So. Carolina	Sep/OCT 14
Mississippi	Mar/APR 14	Virginia	Sep/OCT 14
West Virginia	Mar/APR 14	Louisiana	Nov/DEC 14
Georgia	Mar/APR 14	Tennessee	Nov/DEC 14

WEST REGIONAL FOCUS - MAR/APR 2014

WEST AREA GUIDES - ISSUE DATES

Colorado	May/JUN 14	Arizona	Sep/OCT 14
So. California	May/JUN 14	New Mexico	Sep/OCT 14
Texas (Special Adv Section)	May/JUN 14	Washington	Sep/OCT 14
Oregon	Jul/AUG 14	Wyoming	Sep/OCT 14
Hawaii	Jul/AUG 14	Utah	Nov/DEC 14
Nevada	Sep/OCT 14	No. California	Nov/DEC 14
Alaska	Sep/OCT 14	Oklahoma	Nov/DEC 14