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

BM&T
Black Meetings & Tourism

2012/2013

AD PLANNING GUIDE

BM&T'S BACKGROUNDER:

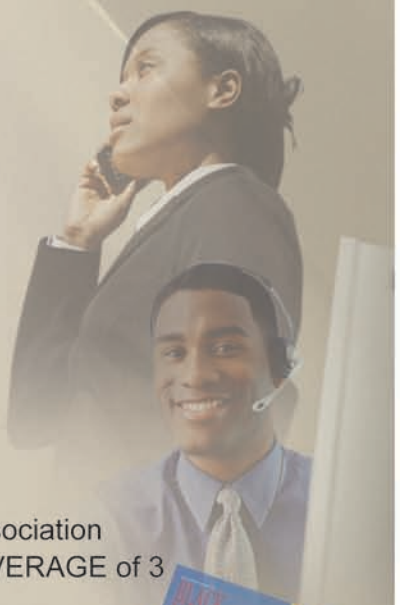
Publishing since 1994, BLACK MEETINGS & TOURISM is the African-American owned, awarding-winning, bi-monthly trade publication that is the Travel Industry's only publication for and about the $56+ billion African-American meetings, incentives, leisure and group travel market. As the industry's recognized 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

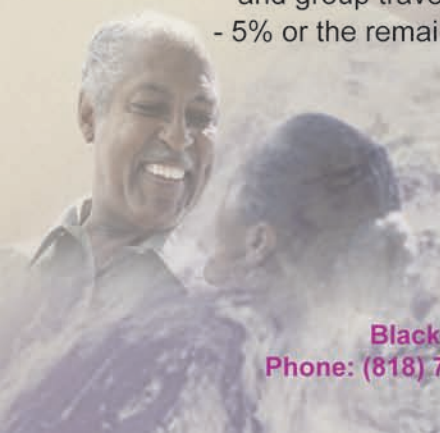
BM&T'S READING AUDIENCE:

- 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

2013 EDITORIAL CALENDAR

JUL/AUG '12

- TAKING THE FAMILY: TRAVEL FOR BUSINESS & PLEASURE
- Great Gaming Roundup
- The Benefits of Resort Meetings
- Making Presentations That Really Work!
- The 411 on Procurement Essentials
- Confessions of a Hospitality Road Warrior

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

SEP/OCT '12

- AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE MIDWEST
- BM&T's Annual African-American Reunions Focus
- Classic Hotels for that Unique Meeting Experience
- AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE CARIBBEAN
- How to Satisfy Your Customer Every Time!
- All-Inclusive Roundup

AREA GUIDES: Nevada, Massachusetts, Alaska Alabama, New Mexico, Washington North Carolina, South Carolina, Arizona Virginia, Wyoming, USVI

NOV/DEC '12

- 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
- CVB Heads Report on State of Industry
- Best Practices For Hospitality Industry Diversity

AREA GUIDES: Iowa, Ohio, Northern California, Tennessee, Utah, Oklahoma, Wisconsin, Louisiana, Saskatchewan, Trinidad & Tobago

JAN/FEB '13

- WALKING CITIES
- Annual Cruise Roundup
- Heritage Tourism Not Only a Strong Draw During Black History Month, But All Year Long
- Major Organizations Assess Industry Trends
- Are International Destinations Still a Viable Option For Meeting Planners?
- Blacks in Advertising and PR: How Their Surprisingly Small Numbers Impact The Way Business is Done in the Hospitality/Travel/Meetings Industry

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

MAR/APR '13

- AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE WEST
- Today's Convention Centers Are Ideal For Small Meetings Too
- FLORIDA SPECIAL ADVERTISING SECTION
- BM&T's Annual Ski Focus
- The Secret to Effective Marketing Through Social Media
- Wellness Travel: Meeting Facilities That Feature Fitness Centers

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

MAY/JUN '13

- AFRICAN-AMERICAN GUIDE TO MEETINGS, INCENTIVES & TRAVELING IN THE SOUTH
- Who Will Be the Next Black CVB President/CEO?
- TEXAS GOLD SPECIAL ADVERTISING SECTION
- Hotels That Cater to Delegates Traveling With Families and Children
- Unique Venues For Memorable Themed Events
- Are Industry Organizations Doing Enough to Promote Diversity?

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

JUL/AUG '13

- CITIES WITH RIVERWALKS FOR ACTIVITIES BEYOND THE MEETING
- 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

- 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

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?

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

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

NORTHEAST Regional Focus – *Nov/Dec 2012*

NORTHEAST Area Guides – ISSUE DATES

Pennsylvania	Jan/FEB 12	New York	Jul/AUG 12
Delaware	Jan/FEB 12	Rhode Island	Jul/AUG 12
Connecticut	Jan/FEB 12	Maryland	Jul/AUG 12
Washington D.C.	Mar/APR 12	New Hampshire	Jul/AUG 12
New Jersey	May/JUN 12	Massachusetts	Sep/OCT 12

MIDWEST Regional Focus – *Sep/Oct 2012*

MIDWEST Area Guides – ISSUE DATES

Nebraska	Jan/FEB 12	Missouri	May/JUN 12
Ohio	Jan/FEB 12	Illinois	May/JUN 12
Kansas	Mar/APR 12	Michigan	Jul/AUG 12
Indiana	Mar/APR 12	Wisconsin	Nov/DEC 12
Minnesota	Mar/APR 12	Iowa	Nov/DEC 12
North Dakota	May/JUN 12	Nebraska	Jan/FEB 13

SOUTH Regional Focus – *May/Jun 2012*

SOUTH Area Guides – ISSUE DATES

Arkansas	Jan/FEB 12	Alabama	Sep/OCT 12
Florida (Special Adv Section)	Mar/APR 12	No. Carolina	Sep/OCT 12
Kentucky	Mar/APR 12	So. Carolina	Sep/OCT 12
Mississippi	Mar/APR 12	Virginia	Sep/OCT 12
West Virginia	Mar/APR 12	Louisiana	Nov/DEC 12
Georgia	Mar/APR 12	Tennessee	Nov/DEC 12

WEST Regional Focus – *Mar/Apr 2012*

WEST Area Guides – ISSUE DATES

Colorado	May/JUN 12	Arizona	Sep/OCT 12
So. California	May/JUN 12	New Mexico	Sep/OCT 12
Texas (Special Adv Section)	May/JUN 12	Washington	Sep/OCT 12
Oregon	Jul/AUG 12	Wyoming	Sep/OCT 12
Hawaii	Jul/AUG 12	Utah	Nov/DEC 12
Nevada	Sep/OCT 12	No. California	Nov/DEC 12
Alaska	Sep/OCT 12	Oklahoma	Nov/DEC 12

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

2012 ADVERTISING RATES

BLACK / WHITE

Size	1x	3x	6x
Full Pg	$6,488	$5,902	$5,710
2/3 Pg	4,872	4,423	4,283
1/2 Pg	3,675	3,570	3,468
1/3 Pg	2,347	2,142	2,058
1/4 Pg	1,699	1,535	1,483
1/6 Pg	1,278	1,208	1,116

FOUR COLOR

Full Pg	$8,333	$7,573	$7,312
2/3 Pg	6,353	5,834	5,636
1/2 Pg	4,725	4,293	4,153
1/3 Pg	2,974	2,705	2,608
1/4 Pg	2,133	2,013	1,934
1/6 Pg	1,657	1,505	1,451

TWO COLOR

Full Pg	$7,411	$6,738	$6,510
2/3 Pg	5,493	5,144	4,831
1/2 Pg	4,274	3,884	3,743
1/3 Pg	2,661	2,421	2,328
1/4 Pg	1,947	1,766	1,699
1/6 Pg	1,461	1,320	1,277

COVER RATES 4/C

Second Cover	9,260
Third Cover	9,227
Fourth Cover	10,026

CENTER SPREAD

Black/White	14,135
Two Color	15,850
Four Color	16,035

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 tourisman@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

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
Jan/Feb 2012	November 14, 2011	December 5, 2011
Mar/Apr 2012	January 17, 2012	February 6, 2012
May/Jun 2012	March 19, 2012	April 9, 2012
Jul/Aug 2012	May 14, 2012	June 5, 2012
Sep/Oct 2012	July 16, 2012	August 6, 2012
Nov/Dec 2012	September 18, 2012	October 9, 2012
Jan/Feb 2013	November 14, 2012	December 5, 2012
Mar/April 2013	January 17, 2013	February 6, 2013
May/Jun 2013	March 18, 2013	April 8, 2013

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 contributer 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.

MARKET OVERVIEW

- African-Americans represent upwards of 13% of the U.S. population or approximately 43 million.
- In 20l2, 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.

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.

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

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:

728x90 Top Leaderboard: $800 per month
120x600 Skyscraper: $600 per month
120x240 Skyscraper: $300 per month
300x250 Large Button: $500 per month
180x150 Small Button: $350 per month

ADDITIONAL WEBSITE OPPORTUNITIES:

- **Sponsored Section** on the BM&T homepage that will consist of a small logo/image (linked to your website) and about 100 words description. The section will be positioned at a prime location on the Website and it will be identified with different colors/layout than the rest of the Website to make sure it attracts visitors' attention....$850.00 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 2-4 minute video (supplied by client)....$600 per month.

- **Department Sponsorship** includes your high visibility placement for site visitors when accessing content that relates to their specific subject area of interest....$750.00

- **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, 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....$995

STANDARD PLACEMENTS:

Flash OK – max size 200K, no loop restrictions. GIF/ JPEG/PNG OK – max size 150K. Third party tags OK JavaScript, IFrame, HTML, animated gif, DHTML, 3rd party (Atlas/Double-Click). Rich Media content OK. Video specs: not more than 30MB aspect ration 4:3 or 16:9, mov, avi, or mpeg or SWF/FLV + 15 words of descriptive text and link. No audio.

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

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

ONLINE NEWSLETTER OPPORTUNITIES:

Twice monthly, BM&T's vast database of planners and travel agents is e-mailed Black Meetings & Tourism's E-Newsletter packed with information on the meetings, conference, incentives and leisure travel industry. Each edition of E-Newsletter includes "Industry Briefs," up-to-the-minute news of importance to travel and meeting professionals, as well as links to the Black Meetings & Tourism website, BM&T's web exclusive departments, and BM&T's digital magazine. This is the perfect opportunity to keep your message in front of top decision makers in the industry every month.

468x60 or 160x600 E-Newsletter banner: $800 per month (2 issues)

Hot Button (activates 2-4 minute video): $500 per month (2 issues)

DIGITAL MAGAZINE OPPORTUNITIES:

Marketers, here's the added value you've been looking for! A daily on-line presence at no additional cost. Simply place an ad in Black Meetings & Tourism magazine, and your same ad will appear in the online version for FREE.

For those of you who are looking for an even bigger impact, BM&T's digital magazine will offer additional marketing opportunities, including a pre-cover position for your full page issue sponsorship ad, as well as hot buttons on your ads or in appropriate editorial that will activate videos supplied by you that showcase your destination, property, facility or attraction.

- **Full-page, Pre-Cover Ad** on current Digital Magazine. This is the left side of the magazine when you first look at it.... $800 (will be placed on digital magazine for two-month run and then remain in place indefinitely when issue is archived)
- **Hot Buttons** in appropriate editorial that will activate your 2-4 minute video (supplied by client)....$500 per issue

Other Ads:

Check with us about custom and promotion ads

(Minimum run of three months for all standard and additional website and newsletter placements, except for "In Your Own Words" guest blog.)

FREQUENCY DISCOUNTS:

6 months
15% off rate card

9 months
20% off rate card

12 months
25% off rate card

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

Custon 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

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