

Society of Government Meeting Professionals  
MEDIA GUIDE



*Government Connections magazine / SGMP Online Buyers' Guide / SGMP.org website advertising*

FOR MORE INFORMATION, PLEASE CONTACT:

**Erik Albin**  
Media Director  
ealbin@naylor.com  
(352) 333-3371

**NAYLOR**   
ASSOCIATION SOLUTIONS





## The SGMP Advantage



We are the **only national organization** in the U.S. dedicated exclusively to government meetings.



Our members spend up to **\$1.2 billion annually** on meeting purchases.



The U.S. government spends approximately **\$18 billion annually** on meeting-related expenses including:

- \$3 billion on food and beverages
- \$5 billion on lodging

## Our Readers

Our publications are read by key meeting professionals **who plan nearly 8,000 meetings each year**. Our members include employees of **federal, state, county and city government and associations of government employees and government agencies**.

## Who We Are

**With more than 3,800 members**, SGMP is the only national organization in the U.S. dedicated exclusively to government meetings. We work to enhance the knowledge and expertise of government meeting professionals.

**Contact your Naylor representative to find out how you can connect with the only national association dedicated to government meetings.**

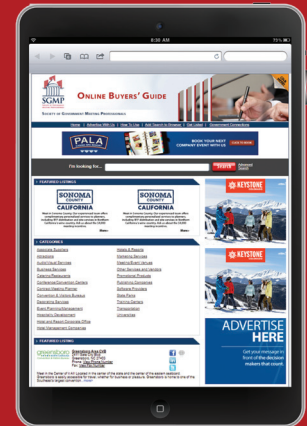
**NAYLOR**  
ASSOCIATION SOLUTIONS

## Government Connections



## Online Buyers' Guide

[-sgmp.officialbuyersguide.net](http://-sgmp.officialbuyersguide.net)



## SGMP.org



# Government Connections Magazine

## Net Advertising Rates

Revisions and Proofs: \$50

All rates include an Ad Link in the digital edition of the magazine.

Full-Color Rates	1x	2x
Double Page Spread	\$ 2,999.50	\$ 2,849.50
Outside Back Cover	\$ 2,649.50	\$ 2,549.50
Inside Front or Inside Back Cover	\$ 2,449.50	\$ 2,349.50
Full Page	\$ 1,939.50	\$ 1,839.50
2/3 Page	\$ 1,699.50	\$ 1,609.50
1/2 Page	\$ 1,349.50	\$ 1,279.50
1/3 Page	\$ 1,169.50	\$ 1,109.50
1/4 Page	\$ 939.50	\$ 889.50
1/6 Page	\$ 789.50	\$ 749.50
1/8 Page	\$ 689.50	\$ 659.50

Black-and-White Rates	1x	2x
Full Page	\$ 1,179.50	\$ 1,119.50
2/3 Page	\$ 1,049.50	\$ 999.50
1/2 Page	\$ 809.50	\$ 769.50
1/3 Page	\$ 649.50	\$ 619.50
1/4 Page	\$ 519.50	\$ 489.50
1/6 Page	\$ 409.50	\$ 389.50
1/8 Page	\$ 309.50	\$ 289.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Digital Edition Branding Opportunities

**Display Ad Package 1** | \$1,350 per issue

**Display Ad Package 2** | \$1,250 per issue

**HTML5 Ad** | \$1,000 per issue

**Video Sponsorship** | \$950 per issue

**Large Insert** | \$650 per issue

**Medium Insert** | \$450 per issue

## Online Specifications

For more information, visit: [www.naylornetwork.com/clientSupport-onlineGuidelines.asp](http://www.naylornetwork.com/clientSupport-onlineGuidelines.asp)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

# Government Connections Magazine

## Digital Edition

Government Connections is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

### FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop  
Responsive HTML  
Reading View



### 1 Leaderboard (all views)

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

### 2 Rectangle (all views)

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

### 3 Top TOC Mobile Banner

### 4 2<sup>nd</sup> TOC Mobile Banner

## Display Ad Package 1 | \$1,350

Includes Leaderboard and Top TOC Mobile Banner.

## Display Ad Package 2 | \$1,250

Includes Rectangle and 2<sup>nd</sup> TOC Mobile Banner.

## In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

### HTML5 Ad | \$1,000

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

### Digital Video Sponsorship | \$950

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

### Digital Inserts

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | \$650
- Medium Insert | \$450

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

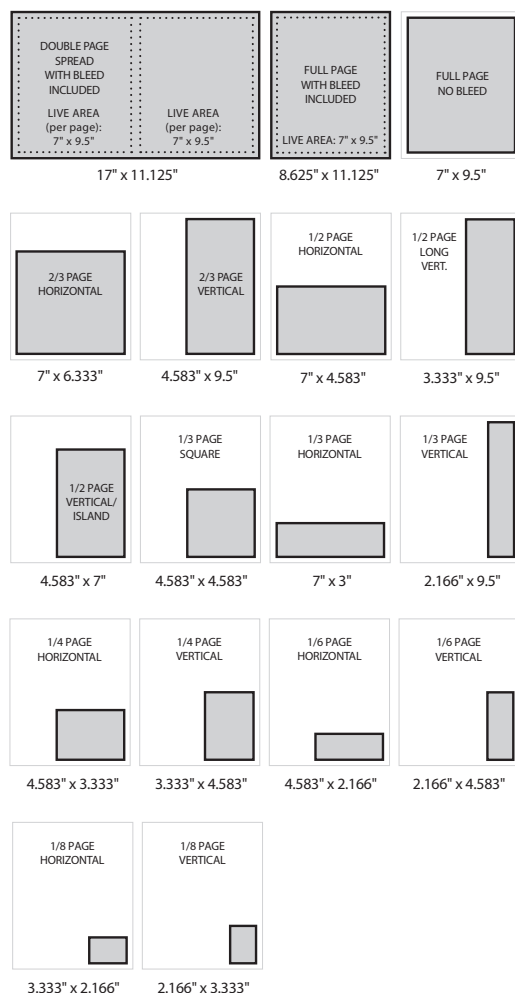
For the latest online specs, please visit [www.naylor.com/online-specs](http://www.naylor.com/online-specs)



# Print Advertising Specifications

## Government Connections

**Magazine Trim Size: 8.375" x 10.875"**



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

## Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

## Ad Material Upload

Go to the Naylor website at [www.naylor.com/adupload](http://www.naylor.com/adupload)

## Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"  
 1 Page / 2 surface: 8.375" x 10.875"  
 2 Page / 4 surface: 8.375" x 10.875"  
 Postcards: 6" x 4.25"  
 Heavy Card Stock Insert: 8.25" x 10.75"  
 Postal Flyers: 8.5" x 11"

## Digital Edition

For the latest online specs, please visit [www.naylor.com/online specs](http://www.naylor.com/online specs)

**NAYLOR**   
 ASSOCIATION SOLUTIONS

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

# SGMP Website

## Advertising on the SGMP Website – [www.sgmp.org](http://www.sgmp.org)

Advertising on the SGMP website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to asn-website to learn about upcoming association events, discover ways to maximize their SGMP membership, view the latest issues of *Government Connections* digital edition and search the Online Buyers' Guide. Advertising on asn-website offers several cost-effective opportunities to position your company as a leader in front of an influential group of government meeting professionals.

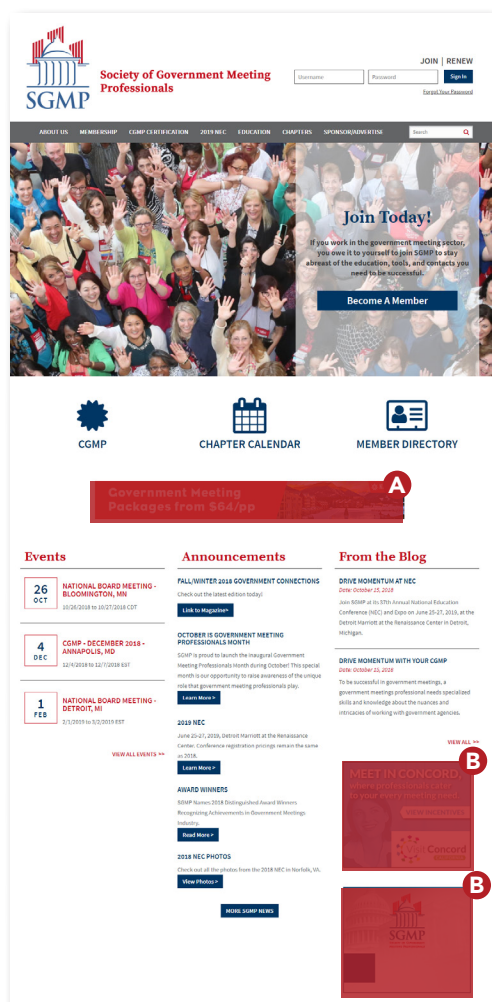
### Features of SGMP website advertising:

- Cross-promoted in other SGMP publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

### On average, SGMP website receives:

- Nearly 2,000 unique visitors per month
- 3,018 visits per month
- More than 12,000 page views per month
- Sessions lasting nearly 3 minutes

\*Traffic numbers as of October 2018



### A Leaderboard (728 x 90 pixels)

**12 months:** \$2,625

This run-of-site banner will appear on every page of SGMP.org. Four advertisers will rotate in this position.

### B Rectangles (300 x 250 pixels)

**12 months:** \$1,575

Three advertisers will rotate in the top position and three advertisers will rotate on the bottom position on the SGMP.org subpages. Run-of-site.

For the latest online specs, please visit  
[www.naylor.com/online-specs](http://www.naylor.com/online-specs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

# SGMP Online Buyers' Guide

About the *Online Buyers' Guide* – [www.sgmp.officialbuyersguide.net](http://www.sgmp.officialbuyersguide.net)

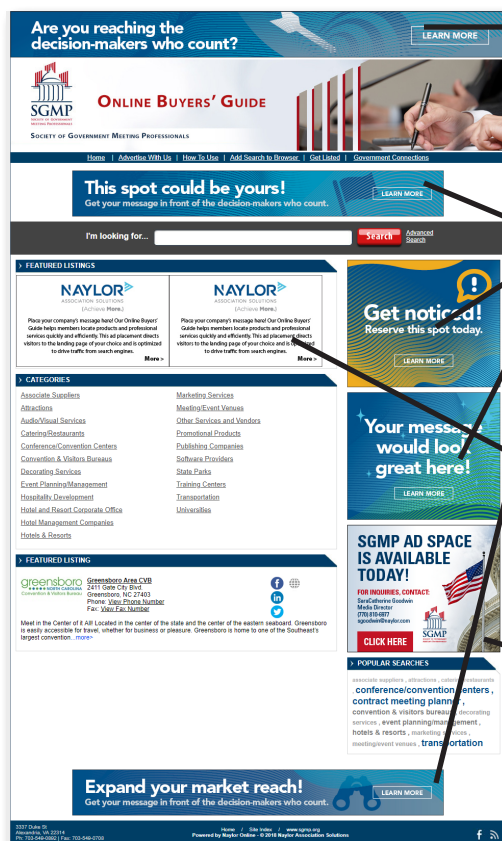
The SGMP *Online Buyers' Guide* is a user-friendly forum designed to bring suppliers and end-users together. Available whenever you need it, the SGMP *Online Buyers' Guide* makes it easy to locate products and professional services geared to the meetings industry.

## A Reference at Your Fingertips:

- Cross-promoted in other SGMP communication pieces
- Optimized to drive traffic from search engines and the SGMP home page
- Efficient browsing with fewer clicks
- Users can set the *Online Buyers' Guide* as their default browser, bringing them to your listing
- Directs visitors to a landing page to learn more about your business
- Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content



The purchase of any *Online Buyers' Guide* display ad comes with a COMPLIMENTARY Premier Listing – a \$300 value!



## Curtain Ad – EXCLUSIVE POSITION | \$2,579

(970 x 90 and 970 x 300 pixels)

Display your business uniquely on every page of the *Online Buyers' Guide* and showcase your company at the top of every page with a call to action. Viewers click and expand the ad to view your full message.

## Banner Package | \$2,219

(728 x 90 and 300 x 250 pixels)

No matter what page of the *Online Buyers' Guide* visitors click on, your message will be prominently displayed! Your ad will be displayed on both Leaderboards, as well as in the top two Rectangle Ad positions. Run-of-site. (5 total)

## Featured Companies | \$2,060

The Featured Companies section allows companies to showcase their offerings through two rotating rectangle positions. Includes company logo (JPG format) and short 30-40 word description. (5 total)

## Category Rectangle | \$520

(300 x 250 pixels)

The Category Rectangle appears in the third rectangle position on the right column of the category of your choice, as well as on the home page, ensuring your message impacts those in the market for your specific products and services (One per category)

# SGMP Online Buyers' Guide

www.sgmp.officialbuyersguide.net

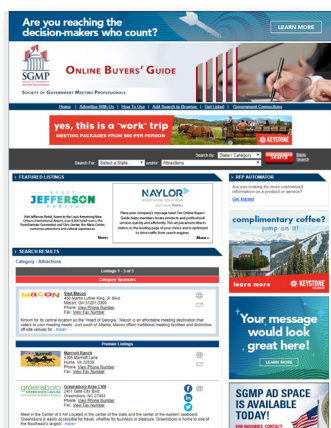
The purchase of any *Online Buyers' Guide* display ad comes with a COMPLIMENTARY Premier Listing – a \$300 value!

## Premier Listing Package | \$300

Premier Listings are designed to offer heightened visibility within the *Online Buyers' Guide*. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information. Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

## Premier Listing additional features:

- Full-color company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Full-color product image and description linked to your website
- Google map of your business location
- Google site search: to search your website from your Premier Listing
- Request for information: a contact form to reach a representative from your business



Maximize the impact of your Premier Listing with these upgrades

## Guaranteed Position

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category on the home page of the *Online Buyers' Guide* your company is the first that they see. Includes Premier Listing upgrade.

Category Sponsor #1 | \$700

Category Sponsor #2 | \$600

Category Sponsor #3 | \$500



## Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

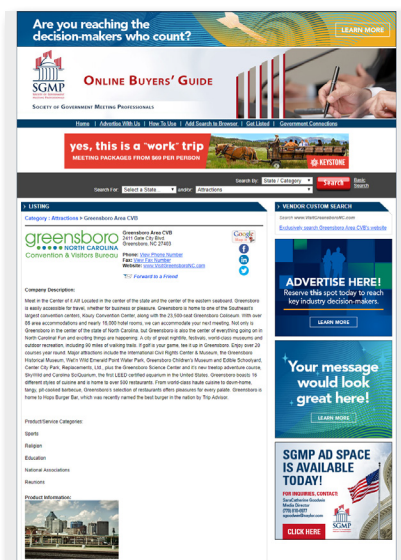
Upgrade | \$250

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



# SGMP Online Buyers' Guide

## Premier Listings Versus Basic Listings

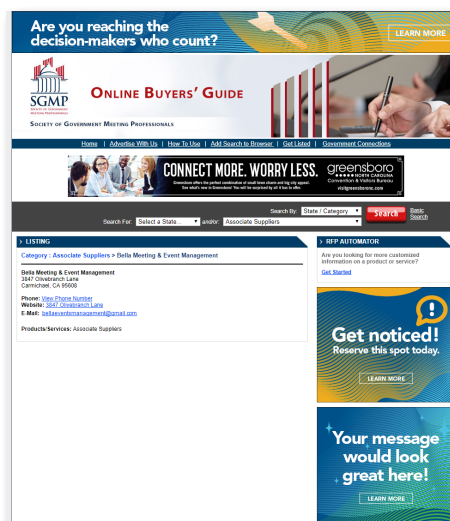


### Premier Listing includes:

- Premium Placement Above Basic Listings
- **Full-Color Company Logo**
- Company Name
- **Company Contacts**
- - Up to five with separate title, email and phone number for each person
- Full Mailing Address
- Phone Number
- Fax Number
- **Active Web link**
- Active Email
- **Active Facebook, Twitter and LinkedIn links**
- **"Forward to a Friend" Capability**
- **Product/Service Category Listings**
- - Includes five categories of your choice
- - Additional categories available for \$50 each
- Extended Company Profile
- Full-Color Product/Service Image
- Extended Product/Service Description
- Google™ Map It!
- Google™ Site Search
- Request for Information Feature
- Request for Proposal Enabled

### Upgrade Opportunities:

- Category sponsorship
- Add a video to your listing



### Basic Listing includes:

- Company Name
- Company Contact
- - Limited to one person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing
- - Limited to one category
- - Assigned by association