

Society of Government Meeting Professionals  
MEDIA GUIDE



**REACH GOVERNMENT MEETING  
PROFESSIONALS WHO SPEND NEARLY  
\$900 MILLION ON MEETINGS**

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

FOR MORE INFORMATION, PLEASE CONTACT:

**Tracy Goltsman**  
Media Director  
tgoltsman@naylor.com  
(204) 975-0437

**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 \$890 million 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.**

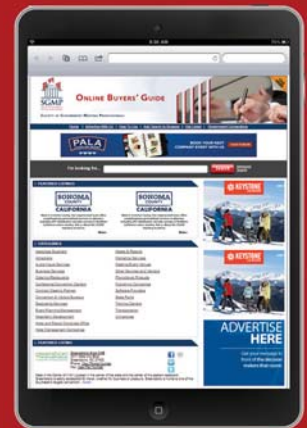
Source: [www.ustravel.org](http://www.ustravel.org)

## GOVERNMENT CONNECTIONS



## ONLINE BUYERS' GUIDE

-[SGMP.OFFICIALBUYERSGUIDE.NET](http://SGMP.OFFICIALBUYERSGUIDE.NET)



[SGMP.ORG](http://SGMP.ORG)



# Government Connections magazine

## Member Net Advertising Rates

**DIRECT MAIL OPPORTUNITIES AVAILABLE:**  
Please ask your representative for details

**Revisions and Proofs: \$50**  
**Position Guarantee: 15% Premium**

Full-Color Rates	1x	2x
Double Page Spread	\$ 2,699.55	\$ 2,564.55
Outside Back Cover	\$2,455.55	\$2,365.55
Inside Front or Inside Back Cover	\$2,255.55	\$2,165.55
Full Page	\$1,745.55	\$1,655.55
2/3 Page	\$1,529.55	\$1,448.55
1/2 Page	\$1,214.55	\$1,151.55
1/3 Page	\$1,052.55	\$998.55
1/4 Page	\$845.55	\$800.55
1/6 Page	\$710.55	\$674.55
1/8 Page	\$620.55	\$593.55

Black-and-White Rates	1x	2x
Full Page	\$1,061.55	\$1,007.55
2/3 Page	\$944.55	\$899.55
1/2 Page	\$728.55	\$692.55
1/3 Page	\$584.55	\$557.55
1/4 Page	\$467.55	\$440.55
1/6 Page	\$368.55	\$350.55
1/8 Page	\$278.55	\$260.55

*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

**Sponsorship | \$869.50**

**Toolbar | \$549.50**

**Skyscraper | \$1,049.50**

**Ad Jolt Upgrade | \$309.50**

## Online Specifications

For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.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). Rates as of 7/17

# Government Connections magazine

## Net Advertising Rates

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

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

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### Digital Edition Branding Opportunities

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**Skyscraper** | \$1,049.50

**Ad Jolt Upgrade** | \$309.50

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# Government Connections magazine digital edition

## Digital Edition

In addition to print, *Government Connections* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers, as well as posted on the SGMP website. An archive of issues is available, securing your ad a lasting online presence.*

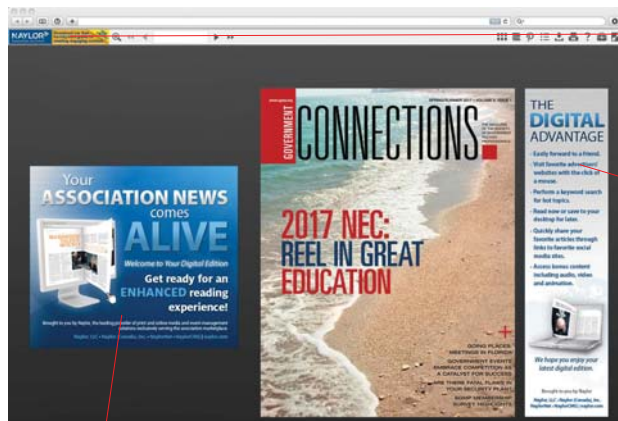
### Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- Read the issue online or download and print for later
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

### Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

## Ad Positions



### Digital Toolbar | \$549.50

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons.

### Digital Skyscraper | \$1,049.50

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

### Ad "Jolt" Upgrade | \$309.50

Transform your static print ad into an attention-grabbing animated message. The digital edition offers dynamic capabilities not available in print.

### Digital Sponsorship | \$869.50

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available. Video capabilities are not available for MAX.

### Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

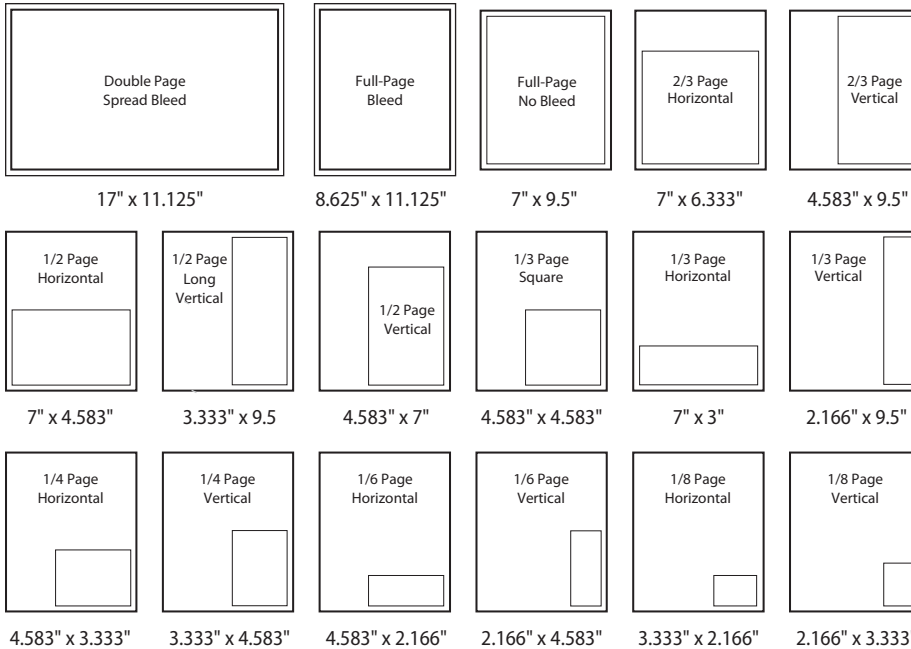
Online Specifications - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

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# Government Connections magazine

## Print Advertising Specifications

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.

**DPS Live Area:** 15.417" x 9.5"

**Full-Page Live Area:** 7" x 9.5"

## Specs for Outsert/Inserts

### Directory/Magazine

1 Pg / 1 Surface 8.375" x 10.875"

1 Pg / 2 Surface 8.375" x 10.875"

2 Pg / 4 Surface 8.375" x 10.875"

Postcards 6" x 4.25"

Heavy Card Stock Insert 8.25" x 10.75"

Postal flyersheets 8.5" x 11"

## 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](http://www.naylor.com)

## Proofs and Revisions

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# Government Connections magazine

## Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |   |  |
|---|--|
| <input type="checkbox"/> Attractions/Theme Parks                    | <input type="checkbox"/> Magicians & Entertainment           |
| <input type="checkbox"/> Audio-Visual Services                      | <input type="checkbox"/> Mailing Houses                      |
| <input type="checkbox"/> Awards/Incentives                          | <input type="checkbox"/> Meeting and Banquet Facilities      |
| <input type="checkbox"/> Backdrops and Murals                       | <input type="checkbox"/> Meeting and Event Web Portal        |
| <input type="checkbox"/> Badges                                     | <input type="checkbox"/> Meeting Planning Services           |
| <input type="checkbox"/> Car Rental/Leasing                         | <input type="checkbox"/> Multimedia/Video Production         |
| <input type="checkbox"/> Casinos                                    | <input type="checkbox"/> Museums                             |
| <input type="checkbox"/> Catering                                   | <input type="checkbox"/> Outdoor Recreation                  |
| <input type="checkbox"/> Charter Boats/Sightseeing                  | <input type="checkbox"/> PDA Services and Lead Retrieval     |
| <input type="checkbox"/> Computer and Presentation Rental Equipment | <input type="checkbox"/> Photography                         |
| <input type="checkbox"/> Computer Supplies and Equipment            | <input type="checkbox"/> Plant Rentals and Supplies          |
| <input type="checkbox"/> Computer/AV Rentals                        | <input type="checkbox"/> Portable Displays                   |
| <input type="checkbox"/> Computer/Video Projection                  | <input type="checkbox"/> Promotional Items                   |
| <input type="checkbox"/> Conference and Convention Centers          | <input type="checkbox"/> Props                               |
| <input type="checkbox"/> Convention and Visitors Bureaus            | <input type="checkbox"/> Public Speakers                     |
| <input type="checkbox"/> Convention Services                        | <input type="checkbox"/> Registration Services               |
| <input type="checkbox"/> Copiers/Faxes/Computers/Printers           | <input type="checkbox"/> Restaurants and Clubs               |
| <input type="checkbox"/> Corporate Gift Packages                    | <input type="checkbox"/> Security                            |
| <input type="checkbox"/> Court Reporting/Transcription              | <input type="checkbox"/> Shipping/Courier Services           |
| <input type="checkbox"/> Destination Management                     | <input type="checkbox"/> Shuttle and Transportation          |
| <input type="checkbox"/> Direct Mail/Marketing                      | <input type="checkbox"/> Signage                             |
| <input type="checkbox"/> Displays, Portable                         | <input type="checkbox"/> Sightseeing Tours                   |
| <input type="checkbox"/> Drop-off Catering                          | <input type="checkbox"/> Ski Resorts                         |
| <input type="checkbox"/> Education and Certification                | <input type="checkbox"/> Speakers Bureau                     |
| <input type="checkbox"/> Entertainment and Music Services           | <input type="checkbox"/> Speakers, Public                    |
| <input type="checkbox"/> Event Design                               | <input type="checkbox"/> Special Events Design               |
| <input type="checkbox"/> Event Design & Production                  | <input type="checkbox"/> Special Events Management           |
| <input type="checkbox"/> Exhibit Design                             | <input type="checkbox"/> Teleconferencing Services           |
| <input type="checkbox"/> Exhibition Services                        | <input type="checkbox"/> Teleprompting Services              |
| <input type="checkbox"/> Fax Broadcast Services                     | <input type="checkbox"/> Tradeshow Management                |
| <input type="checkbox"/> Florists and Plant Rentals                 | <input type="checkbox"/> Tradeshow Marketing Services        |
| <input type="checkbox"/> Gift Baskets                               | <input type="checkbox"/> Training Services                   |
| <input type="checkbox"/> Golf Courses                               | <input type="checkbox"/> Translation/Interpretation Services |
| <input type="checkbox"/> Horse Drawn Carriages                      | <input type="checkbox"/> Transportation                      |
| <input type="checkbox"/> Hotels and Resorts                         | <input type="checkbox"/> Travel Agencies                     |
| <input type="checkbox"/> Internet Service Providers                 | <input type="checkbox"/> Videography                         |
| <input type="checkbox"/> Kiosks                                     | <input type="checkbox"/> Website Design and Development      |
|   | <input type="checkbox"/> Other: _____                        |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

\_\_\_\_\_ **Additional Categories X \$20.00 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_

# Government Connections magazine

## 2018 Content Plan\*

Issue	Themes	Destinations	Ships
Spring/Summer 2018	NEC Preview Hotel & CVB Trends Leadership Skills Setting Smart Goals	Pittsburgh, PA Norfolk, VA Louisville, KY Columbia, SC	April 2018
Fall/Winter 2018	NEC Wrap-Up Event Technology Travel Tips for Meeting Professionals The Latest on Per Diem Rates	Minneapolis, MN Denver, CO San Antonio, TX Salt Lake City, UT	October 2018

Bonus  
Distribution  
at 2018 SGMP  
NEC & Expo!

\*subject to change without notice

## In Every Issue

### President's Message

Columns from the SGMP National President.

### Supplier Strategy

Advice from meeting suppliers on a variety of topics.

### Thought Leadership

A brief look at trending topics important to meeting professionals, including planner-supplier relationship building, budgeting and financial leadership, and innovative spaces and venues.

### SGMP Nation

Updates from SGMP chapters across the country.

### Meet a Member

Get to know a new SGMP member in each issue.

### CGMP Corner

Tips and sample questions for CGMP candidates

### Index of Advertisers

Locate the product or service you're looking for in our Index of Advertisers





# 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 [sgmp.com](http://sgmp.com) 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 [SGMP Online Buyers' Guide](#).* Advertising on SGMP.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of 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.com receive:

- Nearly 4,000 sessions per month
- Nearly 18,000 pageviews per month
- Average of 4.67 pages viewed per session
- Average of 3:17 spent per session



*\*Traffic numbers from Feb. 2017 - Aug. 2017*



### Leaderboard Position (728 x 90 pixels)

**12 months: \$2,500    6 months: \$1,375**

This run-of-sight banner will appear on every page of SGMP.org.

Four advertisers will rotate in this position.

### Rectangles (180 x 150 pixels)

**12 months: \$1,500    6 months: \$825**

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.

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

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# SGMP Online Buyers' Guide

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

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

### A Reference at Your Fingertips:

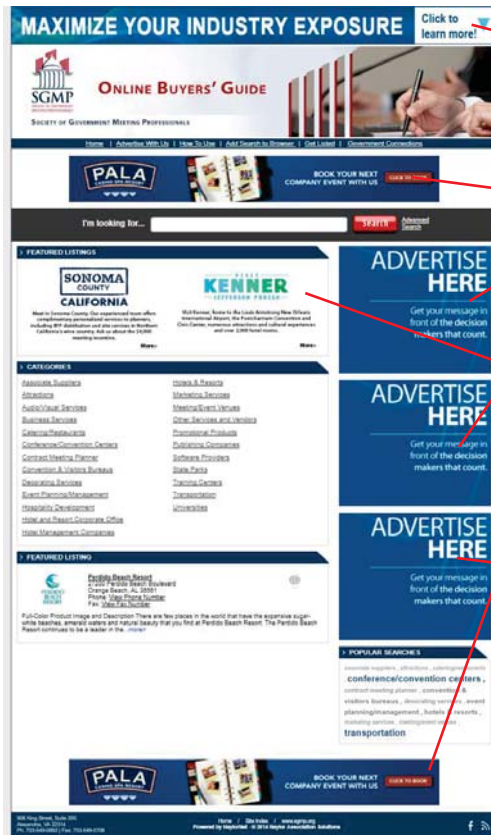
- Cross-promoted in other SGMP communication pieces
- Optimized to drive traffic from search engines and the SGMP home page
- Efficient browsing with fewer clicks
- Users can set the guide as their default search engine, bringing them to your listing
- Listing directs visitors to a landing page to learn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

### SGMP Online Buyers' Guide:

- On average, 457 users per month
- More than 750 pageviews per month
- Average of 1.62 pages visited per session

Statistics are from March 2017 - September 2017

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



### EXCLUSIVE Curtain Ad (954 x 75 and 954 x 300 pixels) | \$2,500

Display your business uniquely at the top of every page of the Online Buyers' Guide with the prominent curtain position.

### Banner Package (728 x 90 and 300 x 250 pixels) | \$2,150

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. (6 total)

### Featured Companies | \$2,000

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. Run-of-site. (5 total)

### Category Rectangle (300 x 250 and 180 x 150 pixels) | \$500

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)

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Continued on next page...

# SGMP Online Buyers' Guide

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 our *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, plus extended features below. *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, Facebook, Twitter and LinkedIn links, email address and up to five detailed contacts**
- **Extended company profile and products and services listing**
- **Full-color product image and description** — can be hyperlinked to any Web page of your choice
- **Google™ Map It!** — displays a Google™ map of your business location
- **Google™ site search** — allows users to search your company website directly from your Premier Listing



## 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 *SGMP 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

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# SGMP *Online Buyers' Guide*

## Premier Listing Categories

Our SGMP *Online Buyers' Guide* allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

**5 free categories are included with your Premier Listing**, and additional categories are only \$50 each.

- |  |  |
|--|--|
| <input type="checkbox"/> Attractions                   | <input type="checkbox"/> Hotel and Resort Corporate Office |
| <input type="checkbox"/> Audio/Visual Services         | <input type="checkbox"/> Hotel Management Companies        |
| <input type="checkbox"/> Business Services             | <input type="checkbox"/> Hotels & Resorts                  |
| <input type="checkbox"/> Catering/Restaurants          | <input type="checkbox"/> Marketing Services                |
| <input type="checkbox"/> Cleared Space                 | <input type="checkbox"/> Meeting/Event Venues              |
| <input type="checkbox"/> Conference/Convention Centers | <input type="checkbox"/> Other Services and Vendors        |
| <input type="checkbox"/> Contract Meeting Planners     | <input type="checkbox"/> Promotional Products              |
| <input type="checkbox"/> Convention & Visitors Bureaus | <input type="checkbox"/> Publishing Companies              |
| <input type="checkbox"/> Cruise Lines                  | <input type="checkbox"/> Software Providers                |
| <input type="checkbox"/> Decorating Services           | <input type="checkbox"/> Speakers Bureaus                  |
| <input type="checkbox"/> Event Planning/Management     | <input type="checkbox"/> Training/Development              |
| <input type="checkbox"/> Financial Services            | <input type="checkbox"/> Transportation                    |
| <input type="checkbox"/> Hospitality Development       |  |

*One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.*

\_\_\_\_\_ **Additional Categories X \$20.00 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_