

# Kentucky Tourism Council's Official Meeting Planner's Guide to Kentucky

## 2010 EDITION

The 2010 Official Meeting Planner's Guide to Kentucky will reach 11,000 qualified meeting planners as a free-standing insert in the December 2009 issue of *Small Market Meetings*. The Kentucky Department of Travel will distribute 10,000 copies at regional and national meeting planner trade shows. The Department will also use the guide as the primary fulfillment piece for phone, Internet and mail inquiries about Kentucky meeting sites. The guide's user-friendly, full-color format will be organized by four regions.



### Deadlines:

Space: September 18, 2009  
Materials: September 25, 2009

The KTC Official Meeting Planner's Guide to Kentucky is published online for one full year at [smallmarketmeetings.com](http://smallmarketmeetings.com)

Your company's ad will also be included in the online e-pub version, and your ad will be linked directly to your Web site.

## Editorial Content

Dynamic editorial sections designed to bring meetings to Kentucky on topics such as:

- ✓ Kentucky's Bourbon & Wine Trails
- ✓ Kentucky's Artisans
- ✓ Kentucky's Lakes & Trails
- ✓ Kentucky's Cuisine
- ✓ Kentucky's Horse Industry
- ✓ Kentucky's Scenic State Parks
- ✓ Kentucky's Music & Culture



Up-to-date information on logistical considerations such as:

- ✓ Kentucky's Airports & Air Service
- ✓ Kentucky's Golf Courses
- ✓ Kentucky's Interstates & Parkways

**Plus gorgeous four-color photography of Kentucky's meeting destinations!**

**Call or email Laura Camic or Kelly Tyner today to reserve your advertising space in KTC's Official Meeting Planner's Guide to Kentucky!**

**866-356-5128**

**[laura@smallmarketmeetings.com](mailto:laura@smallmarketmeetings.com)**

**[kelly@grouptraveller.com](mailto:kelly@grouptraveller.com)**

## FREE PROFILE!

When you purchase an ad in KTC's Meeting Planner's Guide to Kentucky, you receive a distinctive profile on your destination or service for meeting planners **absolutely free!**

This includes a 50-word statement plus statistical information on your site and your company logo. This listing is also posted on the *Small Market Meetings* Web site for one full year at no charge!

## Advertising Rates

	Gross	Net
<b>Full Page</b> 7.5" x 10" (Live area) *	<b>\$2,995</b>	<b>\$2,545.75</b>
*Full Page Bleed 8.75" x 11.25"		
<b>Half Page</b> 7.5" x 5"	<b>\$1,795</b>	<b>\$1,525.75</b>
<b>1/3 Page</b> 4.906" x 5"	<b>\$1,190</b>	<b>\$1,011.50</b>
<b>Profile</b>	<b>\$500</b>	<b>n/a</b>