

# Reach reunion planners online @ [www.reunionismag.com](http://www.reunionismag.com)

## Engage reunion planners!

*Reunions magazine* and related web sites ([reunionismag.com](http://reunionismag.com); [facebook.com/Reunionismagazine](https://facebook.com/Reunionismagazine); [Pinterest.com/reunionismag](https://Pinterest.com/reunionismag)) cater solely to reunion planners, their needs and requirements to stage a memorable event for their group.

**Reunion Influencers!** Reunions require two significant sides to be successful. Reunion Planning Influencers are organizing a reunion for their family, class, military or other group. Reunion Serving Influencers are businesses who want to meet and serve reunion planners. Both groups meet in *Reunions magazine*.

For over 25 years, the two groups have met happily in the print edition of *Reunions magazine*. Our new emphasis is on social media where reunion planners also go for reunion planning information. Meet reunion planners right where you think they'd be looking for you. Explore [reunionismag.com](http://reunionismag.com), facebook, twitter, Pinterest and pick the space you want to occupy! If you don't find it, suggest how we might make it.

*Reunions magazine's* ONLY audience is reunion influencers. The planning influencers are making purchasing decisions for groups averaging 50. For the curious, thinking about planning a reunion, [reunionismag.com](http://reunionismag.com) answers lots of questions they've not even thought of. And, it's a real task, as anyone who's planned a reunion will tell you. But it's also a labor of love and one that deserves a lot of support and help to achieve. Make sure your message is there to encourage them.

Reunion planners say they can't do it all. They know they need help. Who's going to help? There are many Reunion Serving Influencers who can be helpful and we urge you to be one. Reunion planners are looking for help from convention and visitors bureaus, hotels, resorts, cruises, ranches, bed and breakfasts, inns, t-shirt suppliers, memento makers, caterers, florists, motor coaches, attractions and entertainment and ... and ... and ...

**NOTE:** The following advertising opportunities across *Reunions magazine's* web pages can be purchased individually or in packages. All ads must be paid in advance of placement online. Placement will be based upon direction from the advertiser for when and where ads appear. Every effort will be made to provide the space at the time the advertiser requests it. In the event of duplicate wishes, placement will be for the advertiser whose materials and payment arrive first.

## Engaging reunion planners on social media

|                          |             |            |          |                              |
|--------------------------|-------------|------------|----------|------------------------------|
| Reunion Resource listing | Banner Ads  | Videos     | E-Blasts | Facebook, Twitter, Pinterest |
| Sponsored workshops      | Advertorial | Newsletter | Podcasts |                              |

# DIGITAL OPPORTUNITIES

## Reunion Resource Listings

Resource listings are on reunionsmag.com for one year and include placement in the print issue - of *Reunions magazine*.

**Basic listing with a logo:** \$325 includes location/product name, address, phone, fax, email and web address; add video for \$150. Logo on web only.

**Full listing with logo:** \$659 includes basic listing plus 50-word description; logo on web only; add video for \$150.

## Banner Ad Rates and Specs

### Pages 5 & 6

## Video

We accept videos throughout our website. Explore our web and Pinterest pages to select space you think will attract reunion planners to you! Advertiser must supply file or code and pay in advance.

Videos must be about or from reunions. This is an ideal opportunity for a reunion specialist at a CVB or hotel to talk about what they offer reunions.

Videos as ads can be placed anywhere on the interior pages of the website.

We prefer that advertisers find their own pages for placement.

**Cost per month (min 3 months)** \$300 first month- ~ # " ~~fZVMSXW~~

### New feature

#### Sponsored reunion planning workshops

Workshop hosts can expand their message to promote their event on our workshops and conferences page. It includes basic workshop listing (date, place, contact name, phone, email, web) plus up to 40 words of copy, 1 picture or 1 short video (2 min. max). This would be a great opportunity for the workshop contact person to make a personal video invitation. Advertiser must reserve space, provide materials and pay in advance.

|             |       |
|-------------|-------|
| Up to 6 mos | \$250 |
| One year    | \$450 |

#### Advertorial

All material must be about and for an audience of reunion planners.

Advertorial will supplement online ads. We will post sponsored material in your choice of location, depending upon its availability. **1 page advertorial, includes 1000-2000 words, 2 pictures (of reunions); 1 logo; one promotion on facebook and a post and logo in a newsletter.** Advertiser must reserve space, provide text and images and pay in advance.

**Cost per page per year \$400**

## INDIVIDUAL SOCIAL MEDIA OPPORTUNITIES

#### E-blasts

Several times each month, we deploy e-blasts to a very strong, active reunion planner audience. These planners get and read our monthly reunion planning newsletter and weekly blog. Advertiser must reserve space, supply HTML code and pay in advance. These e-blasts rate consistently high by advertisers who have used them.

**Cost per e-blast \$350**

#### Facebook, Twitter and Pinterest

*Reunions magazine's* facebook, twitter and Pinterest pages reach more reunion planners daily. Social media pages are updated several times weekly and often daily. They are growing steadily. Consider these ways you can engage reunion planners.

#### Facebook, Twitter, Pinterest

Advertiser specials: limited time sales, offers, alerts (total 5 posts + Pinterest until special expires) \$150 for 1 post posted twice

#### Facebook, Twitter

Standard notice, run of space (8 posts) \$150 for 1 post x 4 times in 1 month

#### Newsletter Logo

We welcome small button or banner ads to our newsletter and blog posts. Newsletters are sent and posted on the 1st of each month. Newsletter content includes alerts to what's new, what's exciting, media alerts, planning reminders, contacts, freebies, etc. Emphasis on planning for reunions during the upcoming season. Blog content includes news, Q&A, tips, discussions and links to the web page.

**Cost per newsletter logo \$40/month**



# DIGITAL ADVERTISING ORDER FORM

|                                     |  | Run Period/<br>Begin date | Subtotals      |
|-------------------------------------|--|---------------------------|----------------|
| <b>Reunion Resource Listing</b>     |  |                           |                |
| Annual: Basic w/Logo \$325          | Full w/ Logo \$659                             | Add video \$150           | _____ \$ _____ |
| <b>Banners</b> - See page 2         |  |                           |                |
| <b>Video</b>                        | \$300 1st month; \$100 thereafter x ___ months | _____                     | \$ _____       |
| min. 3 months                       |  |                           |                |
| URL of preferred page _____         |  |                           |                |
| <b>Sponsored Workshop</b>           | \$250 per month up to 6 months                 | 1 year \$450              | _____ \$ _____ |
| <b>Advertorial</b>                  | \$400 per year                                 | _____                     | \$ _____       |
| <b>E-blast</b>                      | \$350/eblast                                   | _____                     | \$ _____       |
| <b>Facebook, Twitter, Pinterest</b> |  |                           |                |
| Specials \$150                      | _____  | Boost on Facebook \$20    | _____          |
| Standard notice \$150               | _____  |                           | \$ _____       |
| <b>Newsletter Logo</b>              | \$40/month                                     | # months _____            | _____ \$ _____ |

**Total \$ \_\_\_\_\_**

All submissions must be web ready. *Reunions magazine* will provide creative services at \$40/hr.

**Payment & Contact Information:**

**Make check payable and mail to:**

REUNIONS MAGAZINE, INC., PO Box 11727, Milwaukee WI 53211-0727

Paypal: email to editor@reunionsmag.com

Credit/debit: MC Visa AmEx Discover Card # \_\_\_\_\_ Exp. \_\_\_\_\_

For card payments, provide name and address of cardholder: \_\_\_\_\_

Company name of product or business \_\_\_\_\_

Contact Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**For more information, contact**

**Karla Lavin, 414-263-4567; klavin@reunionsmag.com or Robert McLoud, 414-467-8104, roberta@reunionsmag.com**

**For office use only:**

Payment Received \_\_\_\_\_ Material Received \_\_\_\_\_

Posted to Web \_\_\_\_\_ Web Exp. Date \_\_\_\_\_

# REUNIONS MAGAZINE



Reach reunion planners online at [reunionmag.com](http://reunionmag.com) with a banner ad!

| Banner type      | Measurements (Pixels) |     | 2017 cost/mo home page | 2017 cost/mo any other page | Check one                |
|------------------|-----------------------|-----|------------------------|-----------------------------|--------------------------|
|                  | W                     | H   |                        |                             |                          |
| Skyscraper       | 160                   | 600 | \$1,050                | \$500                       | <input type="checkbox"/> |
| Large Rectangle  | 336                   | 280 | \$1,050                | \$700                       | <input type="checkbox"/> |
| Medium Rectangle | 300                   | 250 | \$950                  | \$500                       | <input type="checkbox"/> |
| Leaderboard      | 728                   | 90  | \$950                  | \$500                       | <input type="checkbox"/> |
| Half Skyscraper  | 160                   | 300 | \$500                  | \$300                       | <input type="checkbox"/> |
| Banner           | 468                   | 60  | \$300                  | \$100                       | <input type="checkbox"/> |
| Mobile Banner    | 320                   | 50  | \$150                  | \$75                        | <input type="checkbox"/> |
| 1/2 Banner       | 234                   | 60  | \$150                  | \$75                        | <input type="checkbox"/> |

PLEASE SUBMIT A SEPARATE ORDER FOR EACH BANNER TYPE

Order # \_\_\_\_\_  
 URL of preferred placement \_\_\_\_\_  
 Number of months \_\_\_\_\_ x cost per month \_\_\_\_\_ = TOTAL \$ \_\_\_\_\_  
 Begin date \_\_\_\_\_ End date \_\_\_\_\_

Contact Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip Code \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_  
 Client name \_\_\_\_\_

Specs: Image and flash files MUST be ready to post. Embedded links MUST be included with appropriate files.  
 If not included, additional hourly rate will be charged for preparation. Payment must be received prior to posting to the web.

**Payment & Contact Information:**

Check payable and mail to PO Box 11727, Milwaukee WI 53211-0727  Paypal: [editor@reunionmag.com](mailto:editor@reunionmag.com)  
 Charge:  MC  Visa  AmEx  Discover Card # \_\_\_\_\_ Exp. \_\_\_\_\_  
 For credit card payments, please provide name and address of cardholder: \_\_\_\_\_

For more information email or call Roberta McCloud at [roberta@reunionmag.com](mailto:roberta@reunionmag.com) | 414-467-8104 or  
 Karla Lavin at [klavin@reunionmag.com](mailto:klavin@reunionmag.com) | 414-263-4567 | fax 414-263-6331 | [www.reunionmag.com](http://www.reunionmag.com)

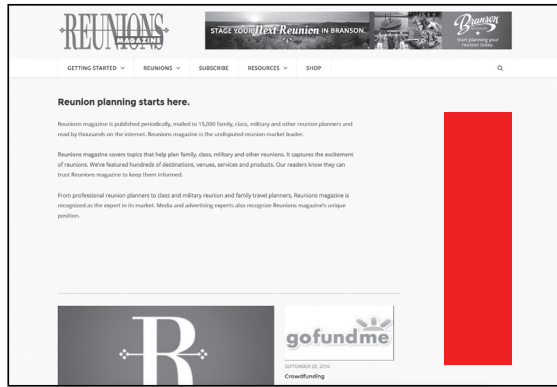
**For office use only:**

Payment Received \_\_\_\_\_ Banner Received \_\_\_\_\_  
 Posted to Web \_\_\_\_\_ Web Exp. Date \_\_\_\_\_

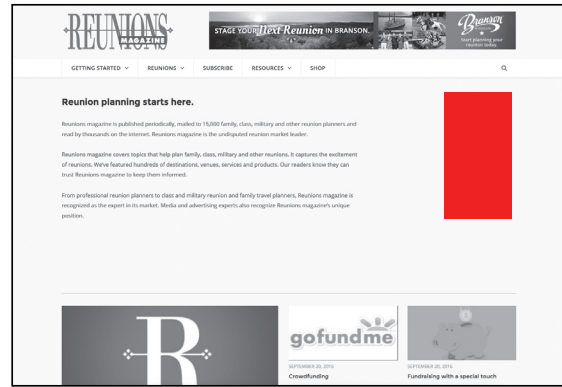


# Reunionmag.com banner ad specs

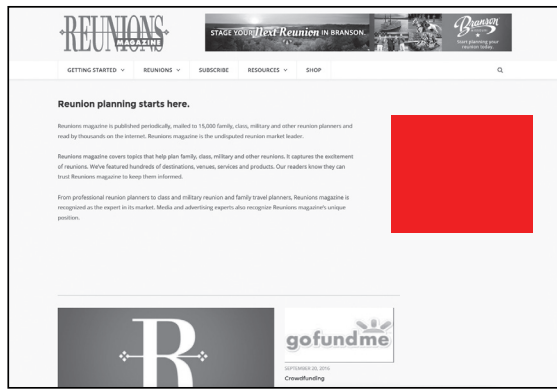
### Skyscraper 160 x 600



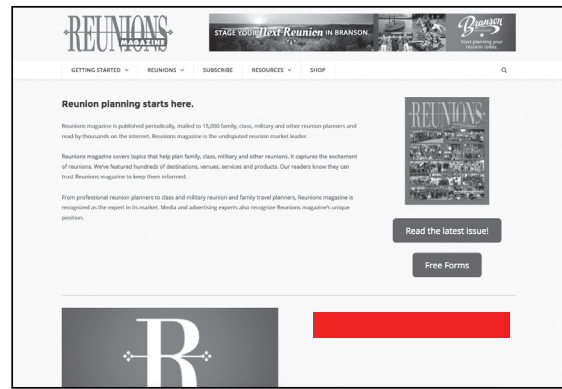
### Half Skyscraper 160 x 300



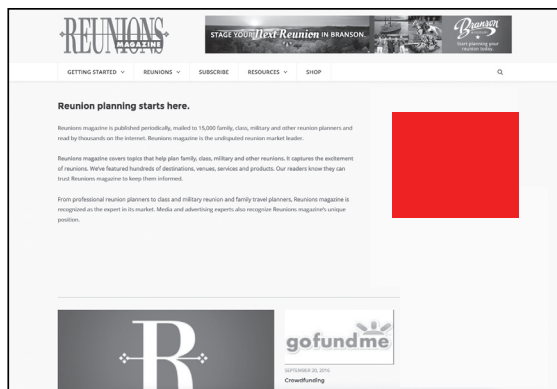
### Large Rectangle 336 x 280



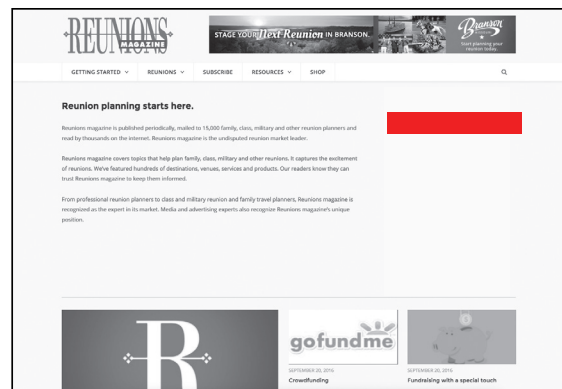
### Banner 468 x 60



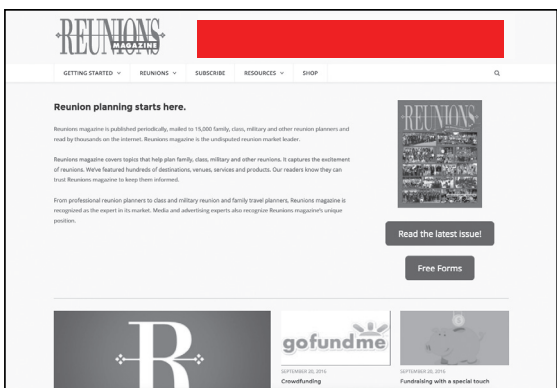
### Medium Rectangle 300 x 250



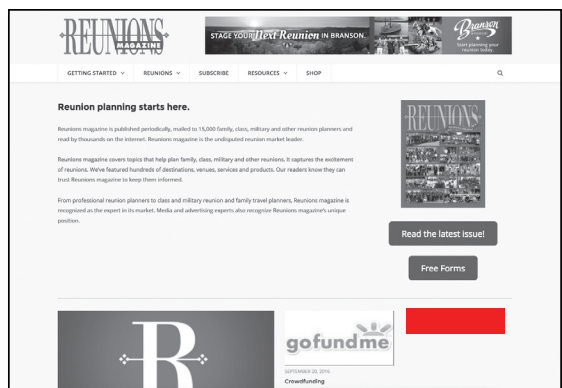
### Mobile Banner 320 x 50



### Leaderboard 728 x 90



### 1/2 Banner 234 x 60



See more print and online advertising opportunities.