

Reach reunion planners online @ www.reunionismag.com

Engage reunion planners!

Reunions magazine and related web sites (reunionismag.com; facebook.com/Reunionismagazine; 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 28 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, 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 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 up to 75 words or 500 characters; 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 on the interior pages of the website, subject to publisher's approval.

Cost per month (min 3 months) \$300 first month; \$100 thereafter

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

Eblasts

Basic one-time eblast

Several times each month, we deploy eblasts to a dedicated, active reunion planner audience. These planners receive and read our monthly reunion planning newsletter and reunion planning reminders. Advertiser must reserve space, supply HTML code and pay in advance. The response to these eblasts rate consistently high by advertisers who have used them.

Cost of eblast \$400

Eblast campaign

We are now able to do follow up eblasts up to three per campaign. They include the basic eblast (above), a REblast 5-7 days later to those who did not open the first eblast, and a third "super deal eblast" with your special offer to reunion planners who opened the first and second eblasts.

Cost of eblast	\$400
Cost of REblast	\$150
Cost of "super deal eblast"	\$200
Total cost of eblast campaign	\$750

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 linked logos to our newsletters. Newsletters are sent and posted on the 1st of each month with a midmonth follow up. Newsletter content includes alerts to what's new and exciting, media alerts, planning reminders, contacts, freebies, etc. Emphasis on planning for reunions during the upcoming season. Ask if you've never seen our newsletter. We'll send a sample.

Cost per newsletter logo 1% i adv \$60/month; 2 for \$100



DIGITAL ADVERTISING ORDER FORM

		Run Period/ Begin date	Subtotals
Reunion Resource Listing			
Annual: Basic w/Logo \$325	Full w/ Logo \$659	Add video \$150	_____ \$ _____
Banners - See pages 5 & 6			
Video/S kbsw	\$300 1st month; \$100 thereafter min. 3 months	x __ months	_____ \$ _____
URL of preferred page _____			
Sponsored Workshobs	\$250 up to 6 months	1 year \$450	_____ \$ _____
Advertorial	\$400 per year		_____ \$ _____
E-blast	\$400/eblast		_____ \$ _____
RE-blast	\$150/REblast		_____ \$ _____
Super Deal	\$200/eblast		_____ \$ _____
Facebook, Twitter, Pinterest			
Specials \$150 _____	Boost on Facebook \$20 _____	Standard notice \$150 _____	_____ \$ _____
Newsletter Logo + 30 words	\$60/mo. or \$100/2 mo. # months _____		_____ \$ _____
			Total \$ _____

All submissions must be web ready. *Reunions magazine* will provide creative services at \$(0/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 reunionsmag.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@reunionsmag.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@reunionsmag.com | 414-467-8104 or
 Karla Lavin at klavin@reunionsmag.com | 414-263-4567 | www.reunionsmag.com

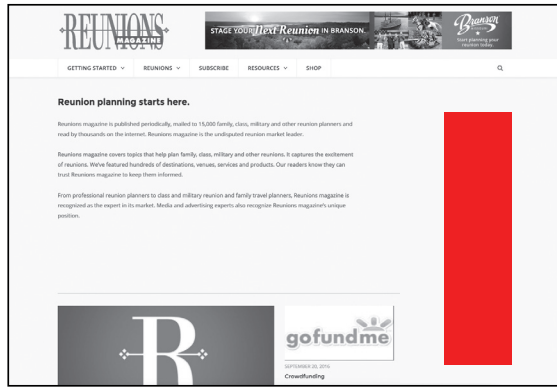
For office use only:

Payment Received _____ Banner Received _____
 Posted to Web _____ Web Exp. Date _____

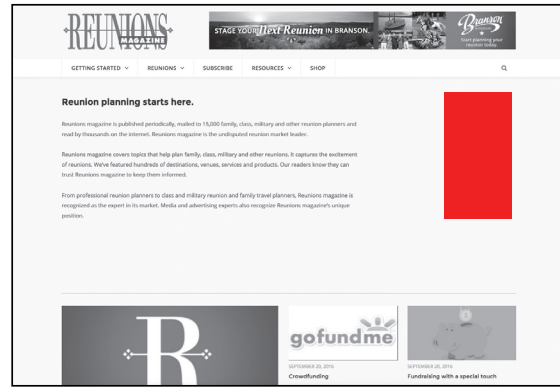


Reunionmag.com banner ad specs

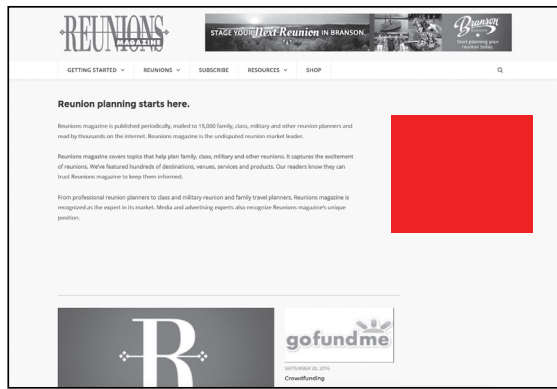
Skyscraper 160 x 600



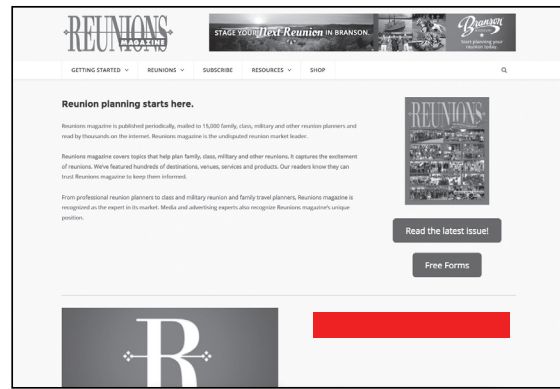
Half Skyscraper 160 x 300



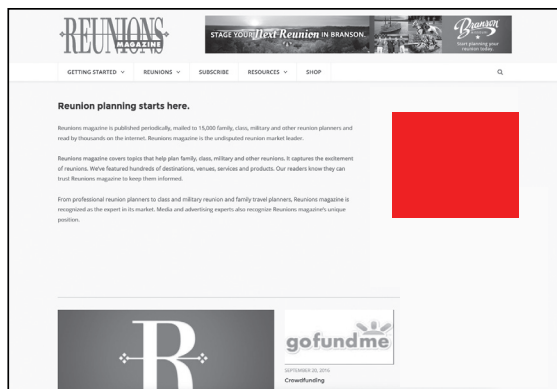
Large Rectangle 336 x 280



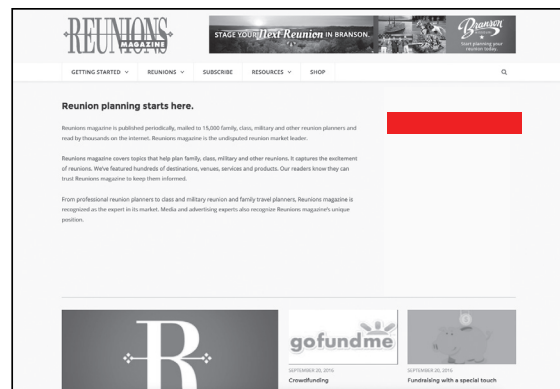
Banner 468 x 60



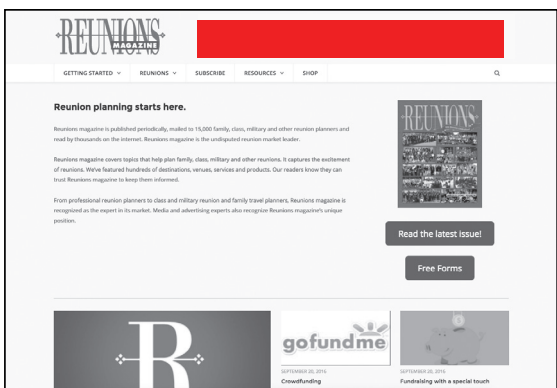
Medium Rectangle 300 x 250



Mobile Banner 320 x 50



Leaderboard 728 x 90



1/2 Banner 234 x 60

