

REUNIONS

MAGAZINE

Reunion Planning Starts Here



**Reuniting Family & Friends
For 31 Years**

2022 Media Kit

reunionismag.com

ENGAGE REUNION PLANNERS

Reach reunion planners online @ www.reunionsmag.com

Millions look forward to the joy of reuniting every year — even more so after a pandemic interruption. Now reunion planners are eager to return to the task of making their reunions happen. Hugs can only happen in person ... not online!

The focus of *Reunions magazine* and its related social media sites is reunion planning. Our audience is reunion planners, who make the plans and purchasing decisions for memorable events for their families, school, military and other groups.



Jenkins Scott Family Reunion

Reunion planners rely on the knowledge, skill and expertise of professionals to help answer questions, solve dilemmas and make decisions and plans. Reunion planners turn to specialists who have far greater knowledge at their fingertips. They are looking for answers to questions they've not even thought to ask. They know they can't do it all without help and they're eager to connect with experts at convention and visitors or tourism bureaus, hotels, resorts, cruises, airlines, ranches, bed and breakfasts, airbnbs, and inns. They also need the services of t-shirt suppliers, memento makers, caterers, photographers, florists, motor coaches, attractions, entertainment and ... and ... and ...



Planning a reunion is a labor of love and deserves a lot of support and help to achieve. If you/your business can be of service, you'll want your message where planners are already looking for help, ideas and inspiration on the virtual pages of *Reunions magazine* and its website. Add your message of assistance, knowledge and encouragement just when/where the planner needs to encounter it.

Consider many of the ways to reach reunion planners through digital advertising.

Virtual Magazine.....4

- Ads

Website.....5

- Online Banner Ads
- Resource Listings

E-Mail Marketing.....6

- E-Blast
- Reunions Newsletter Inclusion

Insertion Order.....7-8

Feel free to ask for assistance and advice from *Reunions magazine* specialists.



WHAT IS A REUNION?

Extracted from Merriam-Webster: 1 : an act of coming or bringing together again after being apart... 2 : an organized gathering of people who have not been together for some time...



Ashley Family Reunion



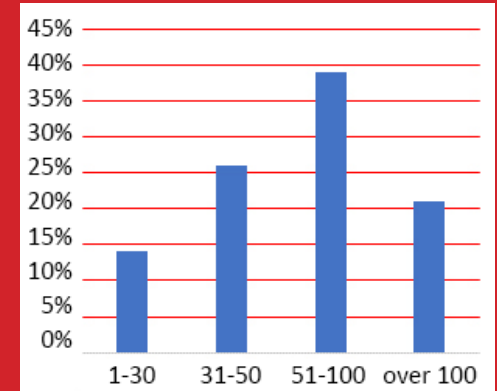
John Tyler High School Class of 1987



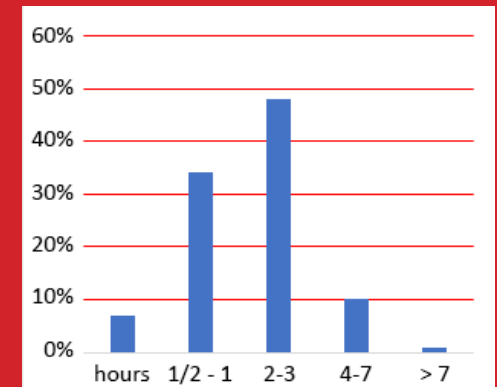
USS Charles P. Cecil (DD/DDR-835) Reunion Association

Fun Facts

How many people attended?



Number of Days?



Who Plan Reunions?

Female:	87%
Female over 30:	92%
Female over 50:	54%

Reunion Services

Catering:	69%
Photography:	47%
Videography:	21%
Tours:	26%
Buses:	23%
Florists:	10%
Professional planners:	6%

25% used convention and visitors bureaus (CVB)
 82% reported they will work with a CVB again
 50% used CVB to collect proposals from hotels



2022 VIRTUAL MAGAZINE AD RATES

PRICES EFFECTIVE January 1, 2022

**Super
Size**

Buy any size ad and we will 2X Super Size it!

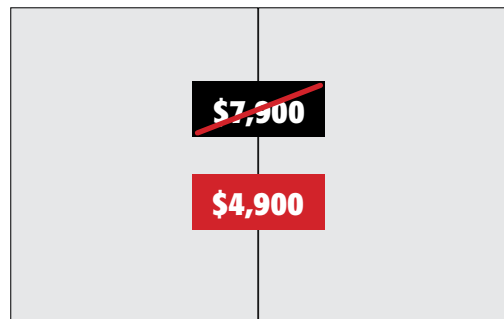
Example: buy a quarter page and get a half page ad.

2 Full Page Spread w/Bleed

w/Bleed: 17.25"W x 11.125"H

Trim: 17"W x 10.875"H

Live area: 16.5"W x 10.375"H



Full Page Ad w/Bleed

w/Bleed: 8.75"W x 11.125"H

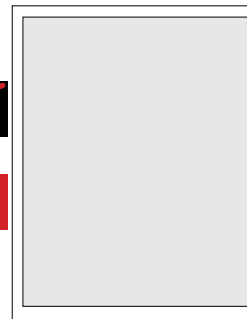
Trim: 8.5"W x 10.875"H

Live area: 8"W x 10.375"H



Full Page Ad no/Bleed

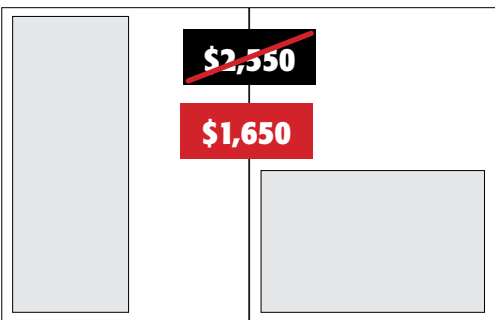
7.5"W x 9.875"H



Half Page Ad

Vertical & Horizontal

V 3.625"W x 9.875"H H 7.5"W x 4.875"H

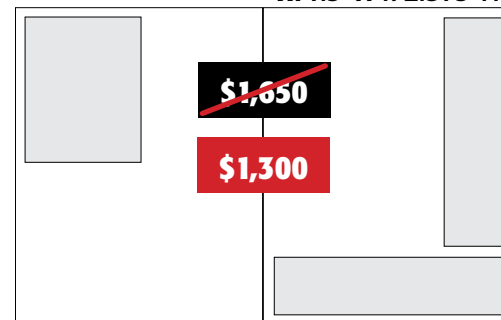


Quarter Page Ad

Standard

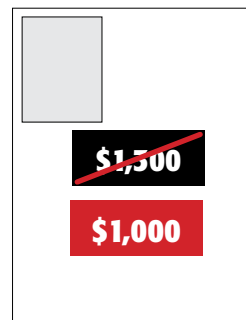
Vertical & Horizontal

S: 3.625"W x 4.875"H V: 2.375"W x 7.5"H
H: 7.5"W x 2.375"H



Ninth Page Ad

2.375"W x 3.25"H



FILE FORMATS

- High-resolution 300dpi pdf or jpg preferred. Ads with bleeds should be the size "w/Bleed" as noted.

VIDEO FILE FORMAT

- MP4 1920x1080p

SENDING FILES

- Send to Roberta@ReunionsMag.com
- Send File download link via file share. (WeTransfer, DropBox, etc.)

2-Page, Full Page, and Half Page ads may include embedded videos

Ad Examples

2 Full Page Spread w/Bleed



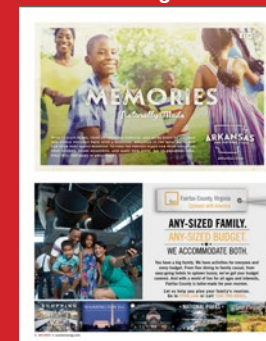
Full Page Ad w/Bleed



Full Page Ad



Half Page Ad



Quarter Page Horizontal Ad



Quarter Page Vertical Ad



Ninth Page Ad



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2022 DIGITAL ADVERTISING

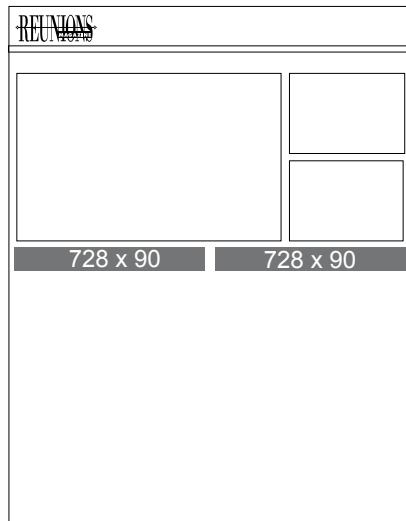
PRICES EFFECTIVE January 1, 2022

WEBSITE

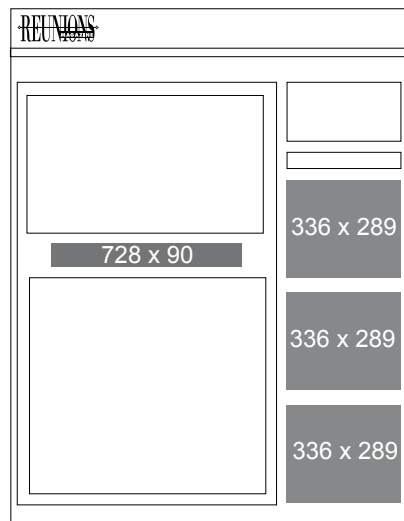
Banner Ad Rates & Specs

Banner Type	width x height in pixels	Cost/month Rotation
Large Rectangle	336 x 289	\$750
Leaderboard	728 x 90	\$750

Home Page Ad Placement



Content Page Ad Placement



Resource Listing

Listings are on reunionsmag.com for one year and include placement in the virtual 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.
- **Full listing** with logo: \$650 includes up to 75 words or 500 characters; logo/video on web only. Add video for \$150.
- **Free Full Listing** included with magazine advertisement.

Workshop, Conference, Seminar Listing

Workshop hosts can expand their message to promote their event on our workshops and conferences page.

Basic listing: FREE includes date, place and contact information.

6-Month listing: \$250 includes workshop listing (date, place, contact) up to 40 words of copy, 1 picture or 1 short video (2 minutes maximum).

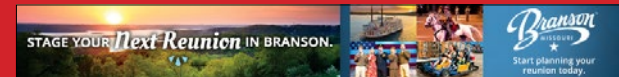
12-Month listing: \$450 includes workshop listing (date, place, contact) up to 40 words of copy, 1 picture or 1 short video (2 minutes maximum).

Banner Ad Examples

336 x 289 Large Rectangle

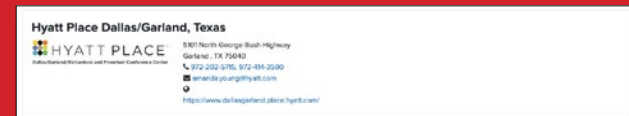


728 x 90 Leaderboard

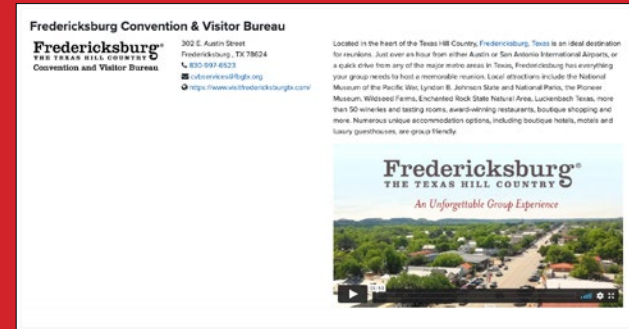


Resource & Workshop Listing Examples

Basic Listing



Full Listing w/Video



Workshop Listing w/Video



2022 DIGITAL ADVERTISING

PRICES EFFECTIVE January 1, 2022

E-MAIL MARKETING

Basic one-time E-Blast

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 designed ad layout or HTML code, and pay in advance. The response to these eblasts rate consistently high by advertisers who have used them.

Basic one-time E-Blast (you provide design) - \$500
Reunions magazine Designs E-Blast - add \$250

E-Blast campaign

We are now able to do follow up E-Blast campaigns. They include the basic E-Blast (above) and a RE-Blast, 5-7 days later to those who did not open the first E-blast.

Cost of E-Blast - \$500

Cost of RE-Blast - \$150

E-Blast Campaign - \$650

E-Blast Formatting and Specifications

- 600 pixels wide, 72 dpi images, maximum 6 images that are less than 200KB each. Maximum 2 links.
- OR -
- Pre-designed HTML code formatted to 600 pixels wide with css styles, images, and links must be embedded (No Flash, Java, JavaScript, Active X, or automatic downloads).
- Subject line must accompany creative, maximum 35 characters.
- RE-Blast includes revised subject line.
- Optional Pre-header: maximum 35 characters.

HTML CREATIVE
600px WIDE

Reunions Newsletter Inclusion

Linked logos with short messages (less than 30 words) within our newsletters are sent and posted on the 1st of each month with mid-month follow up. Content includes alerts to what's new and exciting, planning reminders, freebies, and more. We emphasis planning and education for the upcoming season.

Cost per Inclusion: 1 Month - \$250

Reunions Social Media Inclusion

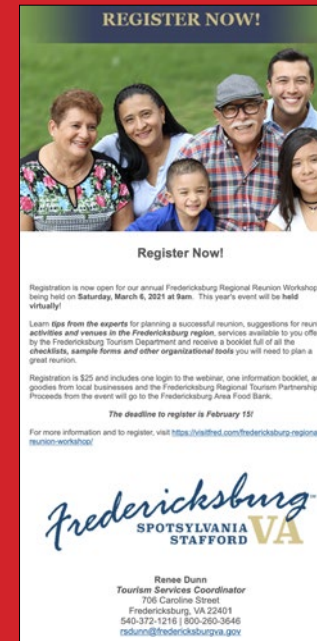
Social Media is the way society communicates. With our 7K Facebook and 9K Pinterest followers, we can include you in the conversation. The organic program can be boosted depending on your goals & budget.

Cost per Inclusion: \$250, plus boost

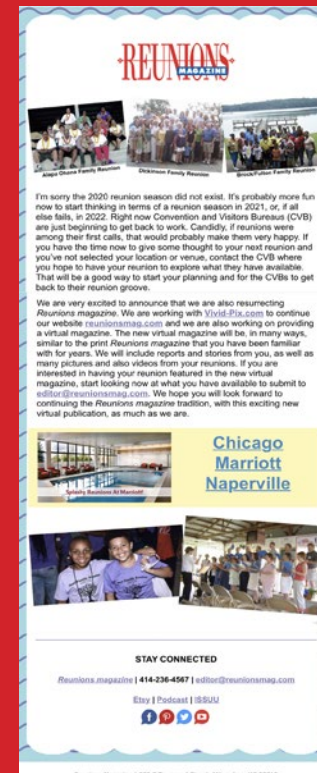


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E-Blast Examples



Newsletter Inclusion Examples



REUNIONS MAGAZINE

INSERTION ORDER

Please publish advertising for:

Company: _____ Contact: _____ Email: _____

Address: _____ Phone: _____ Fax: _____

Virtual Magazine Ad Space:



Special Offer: Purchase any size ad for the March, June, September, and/or December, 2022 editions and we will Super Size (double) the ad size.

Ad Size	Regular Price	Super Price!	Savings	Mar 2022 Edition	Jun 2022 Edition	Sept 2022 Edition	Dec 2022 Edition	Totals
2-Page Spread	\$7,900	\$4,900	\$3,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Full Page	\$4,900	\$2,550	\$2,350	<input type="checkbox"/> w/Bleed <input type="checkbox"/> no/Bleed	<input type="checkbox"/> w/Bleed <input type="checkbox"/> no/Bleed	<input type="checkbox"/> w/Bleed <input type="checkbox"/> no/Bleed	<input type="checkbox"/> w/Bleed <input type="checkbox"/> no/Bleed	
1/2 Page	\$2,550	\$1,650	\$900	<input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal	<input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal	<input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal	<input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal	
1/4 Page	\$1,650	\$1,300	\$350	<input type="checkbox"/> Standard <input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal	<input type="checkbox"/> Standard <input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal	<input type="checkbox"/> Standard <input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal	<input type="checkbox"/> Standard <input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal	
1/9 Page	\$1,300	\$1,000	\$300	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

SAVE MORE with Frequency Discount: 2X = 5%; 3X = 10%; 4X = 15%

Ad Link URLs:

1. _____ 3. _____
2. _____ 4. _____

Magazine Ad Sub Total:

Frequency Discount: 2X = 5%; 3X = 10%; 4X = 15%:

Magazine Ad Grand Total:

Website Banner Ads

Banner Type	Size	Cost/month Rotation	# of months	Totals
Large Rectangle	336x289	<input type="checkbox"/> \$750 X	<input type="checkbox"/> =	
Leaderboard	728x90	<input type="checkbox"/> \$750 X	<input type="checkbox"/> =	

Frequency Discount: 2X = 5%; 3X = 10%; 4X = 15%:

Banner Ad Rate Total:

Web Directory Listings

Banner Type	Annual Basic	Annual Full	Add Video	Totals
Resource Listing	<input type="checkbox"/> \$325	<input type="checkbox"/> \$650 +	<input type="checkbox"/> \$150	
	6 Month	12 Month		
Enhanced Workshop Listing	<input type="checkbox"/> \$250	<input type="checkbox"/> \$450		

Listing Rate Total:

E-Mail & Social Media Marketing

	Basic one-time	Campaign	RM Designs E-Blast (Optional)	Totals
E-Blast	<input type="checkbox"/> \$500	<input type="checkbox"/> \$650 +	<input type="checkbox"/> \$250	
		Logo + 30 words	# of months	
Newsletter Inclusion		<input type="checkbox"/> \$250/inc X	<input type="checkbox"/> =	
		Logo + 30 words	# of months	
Facebook/Pinterest Inclusion		<input type="checkbox"/> \$250/inc X	<input type="checkbox"/> =	

Frequency Discount: 2X = 5%; 3X = 10%; 4X = 15%:

E-mail / Social Media Marketing Total:

Copy totals of each section onto the next page with payment information and submit both pages.



GENERAL CONDITIONS

Written confirmation/insertion order required before ads are placed.

1. All advertising is subject to publisher's approval.
2. Positioning instructions on insertion orders are treated as requests, not as binding on the publisher.
3. Production charges will be billed at cost and are non-commissionable.
4. No cancellations accepted after space closing date.
5. TERMS: 1%/30 net 31 DOI, if paying by check.
Net/10 DOI if paying by credit card.
6. Interest on past due balances is charged at the rate of 1.5% per month.
7. Publisher's liability for failure to insert an ad is limited to a refund of the amount paid for the ad.
8. Publisher is not bound by any conditions, oral or written, which conflict with the rate card.
9. Whenever a contract is accepted with a discount and a later insertion does not adhere to agreement, advertiser will be billed provided discount.

COMMISSION

Agency Commission 15% to recognized agencies for display advertising only.

NOTE: Advertising can be purchased individually or in packages. All ads must be paid in advance of placement online or emailed. Placement will be based upon direction from the advertiser for when and where ads appear. Every effort will be made to provide space at the time the advertiser requests it. In the event of duplicate wishes, placement will go to the advertiser whose materials and payment arrive first.

TECHNICAL QUESTIONS

Call or email Jennifer Rueth at **414-581-2725** or ruethgraphics@sbcglobal.net

SALES QUESTIONS

Call or email Roberta McLoud at **414-467-8104** or roberta@reunionsmag.com

EDITORIAL QUESTIONS

Call or email Edith Wagner at **414-263-4567** or editor@reunionsmag.com

Position & Special Requests: Contact Sales for special request/page positions.
Special Requests will be honored, if possible.

Insertion Order Totals

Magazine Ad Total:

Banner Ad Rate Total:

E-mail / Social Media Marketing Total:

Listing Rate Total:

Advertising Total:

Multi Month Early Payment Discount* 5%:

IO Signature: _____ Grand Total:

***For frequency customers, pay for annual advertising within 30 days of I/O invoicing.**

Payment Information: ☐ VISA ☐ MC ☐ AMEX or ☐ *Check # _____

Card # _____ Exp / _____ CVV _____

Card Holder Name _____

Company _____

Address _____

City, State, Zip Code _____ Phone _____

Email _____ Auth Signature _____

* 1%/30 net 31 DOI, if paying by check.

Mail checks to **Reunions magazine**, PO Box 311, Scottsville, NY 14546

Magazine Insertion Deadlines

	Ad Close	Materials Due	Edition Published
March 2022 Edition	1/28/2022	2/11/2022	3/1/2022
June 2022 Edition	4/29/2022	5/8/2022	6/1/2022
September 2022 Edition	7/29/2022	8/12/2022	9/1/2022
December 2022 Edition	10/28/2022	11/11/2022	12/1/2022



Give your pics and documents
The **VIVID-PIX** Fix! **FREE TRIAL**



REUNION RESOURCES

