

NEW!

Whitepaper Sponsorships

Showcase your Expertise and Value to Reunion Planners



Regardless of the whitepaper you choose to sponsor, rest assured the pages are filled with relevant information that assures reunion planners provide the best experience for attendees. Prominently displayed on DestinationReunions.com and promoted across our digital network, these whitepapers have been authored by experienced leaders in the travel sector.

How it Works

- ♦ You provide full-page 4/color ad and a full page of content with photos for Page 2 & 3.
- ♦ We'll embed your message into the Inside Front Cover and Page 3 spread of the whitepaper you choose and place your whitepaper on DestinationReunions.com for 12-months.
- ♦ Your logo appears on the Front Cover of the whitepaper you choose
 - "Sponsored by YOU!" along with a Banner ad on the download page
- ♦ Sponsorship recognition and banner/logo in the thank you email that is sent to everyone who downloads the guide
- ♦ Follow-up email about your brand approximately 10 days after downloading.
- ♦ Your whitepaper features intuitive, SEO driven content directed to reunion planners – family, school, college, friends and military – helping them plan the best reunions.
- ♦ Aggressive social and digital media promotion drives traffic to your whitepaper
- ♦ Choose from three reunion whitepapers, or choose all three!

The NUMBERS tell the story. reunion travel is BIG!

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|--------------------------------|--|
| Impressions – 2.8M | ♦ Organic traffic is up 91% vs previous 12 months |
| Total clicks – 55K | ♦ Direct traffic is up 90% vs previous 12 months |
| Views: 120K | ♦ Organic social traffic is up 135% vs previous 12 months |
| Sessions: 82K | |
| Users: 73K | ♦ Page views are up 140% vs previous 12 months |
| Total event count: 331K | ♦ Sessions started are up 75% vs previous 12 months |
| | ♦ User engagement is up 70% vs previous 12 months |
| | ♦ Clicks are up 170% vs previous 12 months |

Subscriptions to Insite e-newsletter: 4,170

Insite Schedule: 2-3 times per month, Wednesdays

Social Post Frequency: At least 4 times a week

Average Link Clicks to website in Insite: 5 average per newsletter

Facebook Followers: 247

LinkedIn Followers: (posted on PTM company LinkedIn) 1262



Reserve your sponsorship!

Mid-Atlantic, Northeast and Eastern CN • Contact Diane Meglino at 630.794.0696, ext. 509 or email Diane@ptmggroups.com

Western US, Western CN, OH, IN, MN • Contact Tom Tobiason at 630.248.0686, or email Tom@ptmggroups.com

Southeast & Midwest • Contact Cheryl Rash at 563-613-3068, or email Cheryl@ptmggroups.com

DESTINATION
Reunions