

10,000+

Qualified Subscribers

5.75M+

Annual Impressions

5,000+

E-Newsletter Planners

30%+

Open Rate

15+

Years of Authority

WHY SPORTS PLANNING GUIDE?



For over 15 years, Sports Planning Guide has been the definitive resource connecting tournament planners with premier destinations across North America.

- ▶ **PRINT MAGAZINE**
10,000+ qualified subscribers. Distributed year-round at trade shows, direct mail & digital download.
- ▶ **DIGITAL ECOSYSTEM**
5.75M+ impressions, 200,000 annual visitors. Your destination stays visible 24/7/365 at SportsPlanningGuide.com.
- ▶ **INSITE E-NEWSLETTER**
Weekly to 5,000+ planners with 30%+ open rate — the go-to inbox resource for destination decisions.
- ▶ **SITE INSPECTION (SI)**
Custom editorial + vivid photography tells your destination's story in print, online, e-newsletter & social.

YOUR PACKAGE OPTIONS

PACKAGE A+

- 2-Page Spread Ad
- 2 Pages Content Marketing
- Guaranteed Preferred Position
- Digital Site InSpecion
- 12 Facility Features Online



\$ 6,595

PACKAGE A

- Full-Page Ad
- 2 Pages Content Marketing
- Digital Site InSpecion
- 9 Facility Features Online



\$4,795

PACKAGE B

- Half-Page Ad
- 1 1/2 Pages Content Marketing
- Digital Site InSpecion
- 6 Facility Features Online



\$3,695

PACKAGE C

- Full Page Content Marketing
- Digital Site InSpecion
- 3 Facility Features Online



\$2,595

ALSO AVAILABLE: ADD-ON PROGRAMS TO AMPLIFY YOUR REACH

WHERE2PLAY E-BLASTS

Sport-specific e-blasts to league directors & coaches.
From **\$1,795**

INSITE E-NEWSLETTER

5,000+ planners, 30%+ open rate.
Sponsorship & banner options.
From **\$2,995**

DIGITAL ADVERTISING

Featured Destinations & Video Promotion across SPG.
From **\$1,995**

WHERE2PLAY GUIDES

Full & half-page ads in sport-specific digital guides.
From **\$1,295**

SUBMISSION
DEADLINE

**JULY 31
2026**

READY TO SECURE YOUR SPACE FOR?

Complete the insertion order on page 2 and email to reserve your package. Spaces are limited — the July 31, 2026 deadline applies to all packages.
SportsPlanningGuide.com • PtmGroups.com

CONTACT SPG

advertising@ptmgroups.com
630.794.0696
www.SportsPlanningGuide.com

STEP 1 – SELECT YOUR PACKAGE

| SEL | PACKAGE | WHAT'S INCLUDED | INVESTMENT |
|--------------------------|-------------------|--|----------------|
| <input type="checkbox"/> | Package A+ | 2-Page Spread Ad 2 Pages Content Marketing Preferred Position Digital SI | \$6,595 |
| <input type="checkbox"/> | Package A | Full-Page Ad 2 Pages Content Marketing Digital Site InSpecion | \$4,795 |
| <input type="checkbox"/> | Package B | Half-Page Ad 1 ½ Pages Content Marketing Digital Site InSpecion | \$3,695 |
| <input type="checkbox"/> | Package C | Full Page Content Marketing Digital Site InSpecion | \$2,595 |

STEP 2 – ADD-ON PROGRAMS (OPTIONAL)

- Where2Play E-Blast — 1st Tier **\$2,495**
- InSite E-Newsletter Sponsorship **\$2,995**
- Where2Play Full-Page Ad **\$1,995**
- Where2Play E-Blast — 2nd/3rd Tier **\$1,795**
- 3-month InSite Banner Advertising **\$3,995**

STEP 3 – YOUR INFORMATION

| | |
|--|--|
| <hr/> <small>Organization / CVB / Sports Commission Name</small> | <hr/> <small>Email Address</small> |
| <hr/> <small>Primary Contact Name & Title</small> | <hr/> <small>Phone Number</small> |
| <hr/> <small>Billing Address</small> | <hr/> <small>Package Total \$</small> |
| <hr/> <small>City</small> | <hr/> <small>Ad Materials Contact (if different)</small> |
| <hr/> <small>State</small> | |
| <hr/> <small>ZIP</small> | |
| <hr/> <small>Authorized Signature</small> | <hr/> <small>Date</small> |

By signing this insertion order you agree to our terms and conditions. View full terms at ptmgroups.com/terms-conditions.



“ Sports tourism is one of the greatest engines for bringing communities together. When you invest in the right platform, you don’t just fill a venue — you build a legacy. ”