

**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



### PACKAGE A

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



### PACKAGE B

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



### PACKAGE C

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



## 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**



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

## 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

Organization / CVB / Sports Commission Name \_\_\_\_\_ Email Address \_\_\_\_\_

Primary Contact Name & Title \_\_\_\_\_ Phone Number \_\_\_\_\_

Billing Address \_\_\_\_\_ Package Total \$ \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ Ad Materials Contact (if different) \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

By signing this insertion order you agree to our terms and conditions. View full terms at [ptmgroups.com/terms-conditions](http://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. ”