

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@ptmggroups.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 InSpection	\$4,795
<input type="checkbox"/>	Package B	Half-Page Ad 1 ½ Pages Content Marketing Digital Site InSpection	\$3,695
<input type="checkbox"/>	Package C	Full Page Content Marketing Digital Site InSpection	\$2,595

STEP 2 – ADD-ON PROGRAMS (OPTIONAL)

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

STEP 3 – YOUR INFORMATION

Organization / CVB / Sports Commission Name	Email Address
Primary Contact Name & Title	Phone Number
Billing Address	Package Total \$
City	Ad Materials Contact (if different)
State	Date
ZIP	

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. ”