



# THE INCENTIVIST

INTELLIGENCE FOR INCENTIVE TRAVEL + GLOBAL EVENTS PROFESSIONALS



**SPOT**LIGHT



**FAM**MAX



**SHOW**CASE

McQuaid Smith  
COMMUNICATIONS, INC.





The Incentivist's exciting website and free weekly newsletter bring inspiration, insights and intelligence to the incentive travel + global events community.

**ADVERTISING** on TheIncentivist.com is an excellent choice for a strategic marketing campaign to create awareness and promote a destination, service or property. Your ad appears on the Home Page and on all News and Feature posts.

### ADVERTISING POSITIONS AVAILABLE

X-LARGE LEADERBOARD  
- 972x321 px

\$1,500/month

X-LARGE BIG BOX  
- 300x600 px

\$1,200/month

XL LEADERBOARD and  
XL BIG BOX Bundle

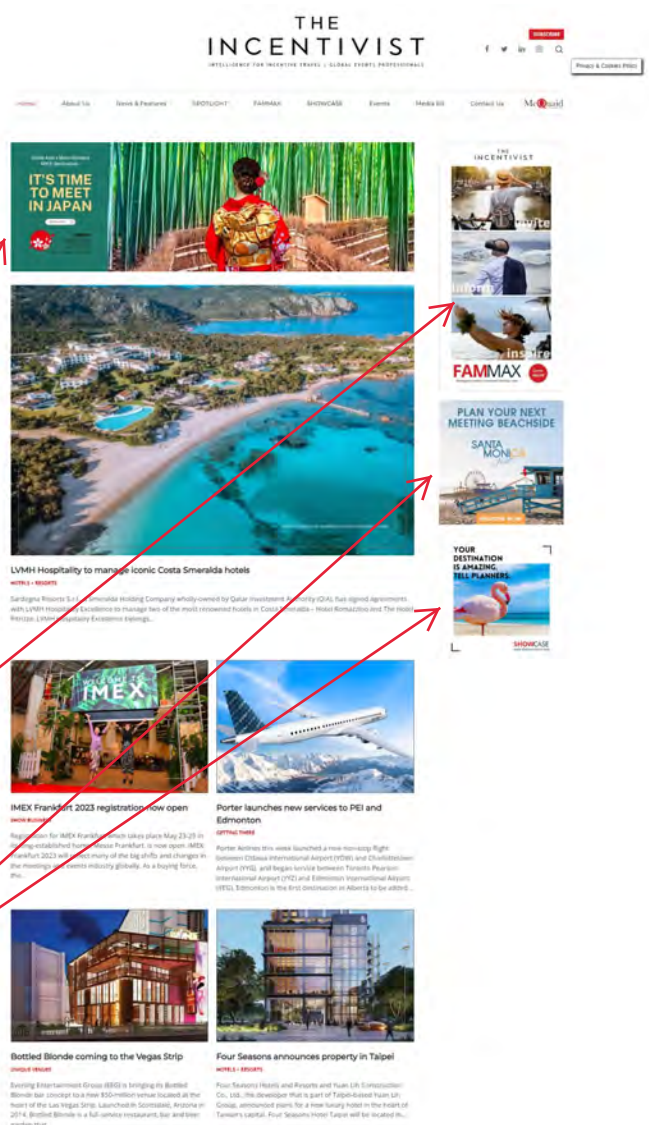
\$2,000/month

STANDARD BIG BOX  
-300X300 px

\$800 /month

\*All Ads Rotate

Expect 3 to 5 (maximum) rotations per ad position.



Rates are NET in Canadian dollars and applicable tax is not included. No tax if paid outside of Canada.

# NEWSLETTER ADVERTISING



The Incentivist Newsletter delivers current and relevant intelligence on important elements of incentive travel + global events, making it the ideal vehicle to deliver your unique marketing message!  
Deploys WEEKLY (48x per year).

## TWO ADVERTISING POSITIONS AVAILABLE:

#1 - TOP OF NEWSLETTER  
600x500 px XL BB | \$1,500

#2 - MIDDLE OF NEWSLETTER  
600x400 px XL BB | \$1,200

Rates are NET in Canadian dollars and applicable tax is not included. No tax if paid outside of Canada.



THE INCENTIVIST  
INTELLIGENCE FOR INCENTIVE TRAVEL + GLOBAL EVENTS PROFESSIONALS

Thursday, February 2, 2023



IRF releases 2023 Trends Report

A changed economic, inflation and limited liquidity are just a few of the challenges facing incentive program planners in 2023.

[Read more](#)



Fairmont and Manchester Financial partnering on San Diego property

Situated in 2023, Fairmont Manchester San Diego will be part of a landmark development transforming San Diego's...

[Read more](#)



Manta appoints GM, Environmental Strategy

Kathleen Higgs has been appointed as the president...

[Read more](#)



INDIWE accepting entries for Sustainability Award

Open now! We're looking for the best ideas in the industry...

[Read more](#)



SLH appoints international MICE partners

Small luxury hotels of the brand are looking for...

[Read more](#)



Hyatt's Inclusive Collection expanding into Portugal

Hyatt's Inclusive Collection will make its debut in Portugal in 2024 with the opening of Desertus Madeira Resort Spa & Marina...

[Read more](#)



Bergamo's Anantara Hotels arrives in France

Anantara's commitment to excellence is being recognized...

[Read more](#)



Accor property opening in Dubai in 2026

Accor's commitment to excellence is being recognized...

[Read more](#)



# DESTINATIONUPDATE



A dedicated space on The Incentivist's newsletter, DESTINATION UPDATE provides the opportunity to run your 600x400 px advertisement with five information items about your destination. It's position just below the newsletter's five leading news stories, means your marketing message is getting MAXIMUM EXPOSURE.

Destination Update includes:

- 600x400 advertisement
- 5 image (video, gif) spots: 2 large, 3 small
- Headline and introductory text (5) linking to information about your destination.

**ONLY ONE Destination Update space is available in each newsletter.**

**ADDED VALUE |** We keep your destination top-of-mind with planners by promoting your Destination Update to our 14,000 LinkedIn contacts\* in a post after its deployment in our newsletter.

## INVESTMENT

**\$2,000 CDN NET + HST per newsletter**  
(no tax if paid outside Canada)

*\*The Incentivist's LinkedIn count includes the personal contacts of MICE industry veterans Alanna McQuaid and Lori Smith as well as followers of The Incentivist's LinkedIn page.*

# SUPPLIERUPDATE

Keep MICE planners informed and engaged.



Like Destination Update, SUPPLIER UPDATE gives you the opportunity to promote your properties or services to the MICE market in a dedicated space on The Incentivist's newsletter. Perfect for hotels, airlines, cruise lines, DMCs, convention centers, unique venues, and other industry suppliers, Supplier Update's position just below the newsletter's five leading news stories means your marketing message gets MAXIMUM EXPOSURE.

Each SUPPLIER UPDATE includes:

- 600x400 advertisement
- 5 image (video, gif, infographic) spots: 2 large, 3 small
- Headline and introductory text (5) linking to information about your properties or services.

**ONLY ONE Destination OR Supplier Update runs in each newsletter.**

**ADDED VALUE |** We keep your product/service top-of-mind with planners by promoting your Supplier Update to our 14,000 LinkedIn contacts\* in a post after its deployment in our newsletter.

**INVESTMENT**  
**\$2,000 CDN NET + HST per newsletter**  
 (no tax if paid outside Canada)

\*The Incentivist's LinkedIn count includes the personal contacts of MICE industry veterans Alanna McQuaid and Lori Smith as well as followers of The Incentivist's LinkedIn page.

## SUPPLIERUPDATE

(Paid Member Content)

CALL TO ACTION

**Image/Video/Gif #1**

8-12 word headline: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

20 words of text plus link: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam quis libero ultrices, dapibus ipsum vitae, ullamcorper leo. [Link](#)

**Image/Video/Gif #2**

8-12 word headline: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sit dolor sit amet.

20 words of text plus link: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam quis libero ultrices, dapibus ipsum vitae, ullamcorper leo. [Read more](#)

**Image #3**

4-8 word headline: Lorem ipsum dolor

10-12 words of text plus link: quis libero ultrices, dapibus ipsum vitae, ullamcorper leo, ipsum vitae. [Link](#)

**Image #4**

4-8 word headline: Lorem ipsum dolor

10-12 words of text plus link: quis libero ultrices, dapibus ipsum vitae, ullamcorper leo, ipsum vitae. [Link](#)

**Image #5**

Information Item

Contact Information

News

10-12 words of text plus link: quis libero ultrices, dapibus ipsum vitae, ullamcorper leo, ipsum vitae. [Link](#)

## THE INCENTIVIST

INSPIRATION FOR MEETING PLANNERS • SPECIAL EVENT PROFESSIONALS

Friday, September 22, 2023

Your destination is amazing. Show planners. [SHOWCASE](#)

**fler hotel opens in Boston's historic Back Bay neighborhood**

fler property reports the first month saw a record in bookings for the 100-room hotel.

[Read more](#)

**Marriott adds to March portfolio**

Marriott International has announced the acquisition of the 100-room hotel.

[Read more](#)

**Hotel AKA Bristol transformation revealed**

The 450-room hotel is set to be a new landmark in the city.

[Read more](#)

**entive travel sector recovery veng from strength to strength**

Travel industry reports a strong recovery in bookings and revenue.

[Read more](#)

**Andaz brand drives in Mexico**

Andaz Hotels has announced a new brand in Mexico.

[Read more](#)

## SUPPLIERUPDATE

(Paid Member Content)

CALL TO ACTION

**Image/Video/Gif #1**

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20 words of text plus link: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam quis libero ultrices, dapibus ipsum vitae, ullamcorper leo. [Link](#)

**Image/Video/Gif #2**

8-12 word headline: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sit dolor sit amet.

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**Site Canada**

Join SITE Canada in 2023

If you work in the meeting, travel or event industry, you need to be a member of SITE Canada. Experience networking and education opportunities at our 2023 event. Visit [www.sitecanada.org](#) for more information.

**Together we can help stop human trafficking in our industry.**

[mpah.com](#)



# SPOTLIGHT

People, places & services planners need to know about.



The Incentivist SPOTLIGHT is an advertorial opportunity to promote MICE destinations, companies, individuals and/or services in a positive, intimate way. It also offers supporting industry partners the chance to advertise their products and/or services alongside the articles.

## HOW IT WORKS

- The Incentivist's editor, Lori Smith, works with you to determine the article format and content to meet your specific marketing needs. Dedicated content highlights information about a destination, unique venue, hotel/resort, cruise line, airline - or profiles an individual and/or business.
- We assist with writing and editing as required to ensure that your message is on point. You provide all images, text, links, videos and all other material you wish to include.
- Your article is posted on [www.TheIncentivist.com](http://www.TheIncentivist.com) and featured in the next available newsletter. It resides on the website for one year under our Spotlight section.
- Your article is promoted via a dedicated big box ad on our site linking to your article.
- Your article is actively promoted on LinkedIn.
- We post only one SPOTLIGHT article per newsletter so as not to compete with other advertisers.

**INVESTMENT \$4000 CDN Net + HST (no tax if paid outside of Canada).**

## ENHANCE YOUR SPOTLIGHT ARTICLE WITH PARTNER ADS



- 6 Big Box ad spots can be incorporated into the article format. They sit on the right hand side of the article and are available for purchase by your supporting partners: hotels/resorts, CVBs, DMCs, airlines, unique venues, etc.
- Each Big Box is 300 x 300 px in size and links to the partner's website.

**INVESTMENT \$500 CDN Net + HST per ad (no tax if paid outside of Canada).**

# SHOWCASE

The Incentivist's guide to MICE-ready destinations.



The Incentivist SHOWCASE is the ideal vehicle to deliver information about your destination to busy MICE planners searching for details and contacts with one click.

Your big box ad on our home page links directly to a page dedicated to your destination only.

**NO RUN-OF-SITE ADS OR INFORMATION/PROMOTION  
ABOUT ANY OTHER DESTINATION WILL APPEAR ON YOUR PAGE.**

Our editor helps you select a striking banner image and create boxes linking to MICE-specific information about your destination. Your page can include videos, articles, press releases, profiles, photo galleries, newsletters, FAM reports, event calendars and more. The Incentivist can also create content for you if needed (additional charges apply).

Your SHOWCASE page and home page big box ad is live for one year. In addition, your Showcase page is supported by Showcase advertising and buttons on our weekly newsletter.

Click on the images on the right to see how we've showcased MICE-ready destinations!

## SHOWCASE INVESTMENT

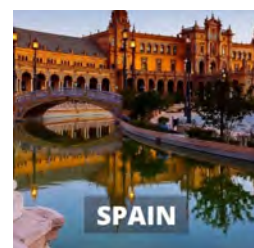
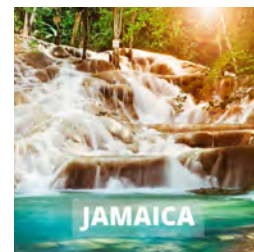
Page set-up (includes banner image and content boxes) + creation of big box ad for The Incentivist home page (linking right to your page) + placement of ad on 4 editions of newsletter + twice-a-year opportunity to update content. ALL FOR ONE YEAR.

**\$4,000 CDN Net + HST\***

Annual renewal on our site

**\$1,200 CDN Net + HST\***

*\*(no tax if paid outside of Canada)*



# FAMMAX

Strategies to achieve maximum FAM trip value.



Time to rethink FAM trips and discover how they can become exceptional marketing tools to maximize your destination's appeal to more than just the FAM participants, but rather, to a much wider MICE planner audience.

Inspire our qualified MICE planner subscribers and frequent website visitors with a post FAM article, video(s), curated FAM photos of the hotels/resorts visited, F&B opportunities, tours and attractions, testimonials from participants, itinerary recap, music play list or recipes, supplier contact details and more.

We know the expense, planning and organization necessary to run a FAM. Let us assist you a little - or a lot!

## Option #1- BASIC FAM RECAP | We will...

**\$1,200 CDN + HST**

- Post your FAM itinerary with 4 images in the FAM RECAP section on TheIncentivist.com. We promote it once in our newsletter and once to our 13,000+ LinkedIn connections.

## Option #2 - ENHANCED FAM RECAP | Includes all elements of Option #1 plus:

**\$2,000 CDN + HST**

- Creation of a compelling ad and digital invitation to inspire qualified planners to apply.
- After the FAM we will post the trip itinerary & up to 11 images in the FAM Recap section on TheIncentivist.com
- Promote the FAM Recap once in our newsletter and to our 13,000+ LinkedIn connections for 3 months after publication (1 post per month)

## Option #3: INDEPTH FAMMAX REPORT | Includes all elements of Option #2 plus:

**\$4,000 CDN + HST**

- Assistance in finding and qualifying participants
- A senior member of our team travels as part of the FAM\* to write a report, which will include images, video(s), partner information, and more. This article will be posted on TheIncentivist.com, and promoted in one newsletter as a FEATURE article.
- Promotion on LinkedIn for six months after publication (1 post per month).

*\*Our writer receives same complimentary inclusions as FAM participants i.e., air, hotel, transfers, f&b, activities, etc.*

**CONTACT ALANNA MCQUAID FOR A FULL COMPARISON CHART OF THE INCENTIVIST'S FAMMAX OPTIONS.**

Click on images to view our InDepth FAM Reports on Prince Edward Island and Monaco, as well as the enhanced FAM Recap of The Azores.





# McQuaid Smith

COMMUNICATIONS INC

Custom Marketing Solutions for Incentive Travel + Global Events Professionals

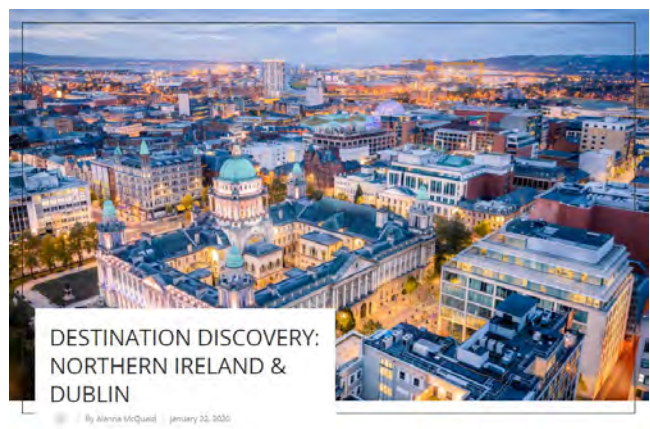
McQuaid Smith Communications Inc. is dedicated to helping incentive travel and global event buyers and suppliers connect through professional, compelling and consistent messaging. We know that one-size marketing does not fit all. We listen. We partner. We deliver via our website, newsletter and Spotlight, Showcase, Destination Update and FAMMAX products.

## LOOK AT WHAT WE HAVE PRODUCED FOR A FEW OF OUR VALUED CLIENTS.

*Click on images to view.*



**Japan. Meetings & Events**  
New ideas start here



FOR MORE INFORMATION ON OUR PRODUCTS AND SERVICES, PLEASE CONTACT:

### Alanna McQuaid

Publisher, TheIncentivist.com  
Co-Founder & President  
**McQuaid Smith Communications Inc.**  
alanna@theincentivist.com  
TORONTO 905.990.0659

### Lori Smith

Editor-in-Chief, TheIncentivist.com  
Co-Founder & Vice-President  
**McQuaid Smith Communications Inc.**  
lori@theincentivist.com  
MONTREAL