

# Association Meetings online rates & specs

**If you're looking to reach association meeting planners with decision-making power, you're on the right page!**

The *Association Meetings* section on MeetingsNet.com is the up-to-date, must-have resource for professionals involved in planning association meetings and conventions. The *AM* section provides:

- Latest industry news
- Exclusive online editorial
- Recommended articles
- Searchable archives and more. **We are 100% dedicated to the association meetings market.**

Sponsorships on high visibility positions on MeetingsNet.com ensure that your online ads capture the attention of the meeting planning executives you need to reach. They visit MeetingsNet.com for the latest news, analysis, and up-to-minute information on the events that impact meeting planners across all industries. Increase awareness of your destination or service, drive traffic to your Web site, and generate leads that turn into real business with MeetingsNet.com online opportunities.

## 2012 Rates

Position: Top Left Button-180x150  
Sponsorship: Exclusive  
Price: \$1,155 gross

Position: Right Side Button- 300x250  
Sponsorship: Exclusive  
Price: \$1,045 gross

Position: Lower Large Button- 300x250  
Sponsorship: Exclusive  
Price: \$745 gross

Average Page Views: 8,066

Average Unique Visitors: 5,209  
(per month)

## WE ALSO OFFER ONE STOP SPONSORSHIP

Each One Stop serves as a "front-end" for site visitors to access content that relates to the subject.

### AM ONE-STOPS

Trade Show Trends  
Managing Citywides/Attrition  
Marketing Meetings

### RUN OF SITE ONE STOPS

Cost-Savings/Budgets  
Negotiating/Contracts  
Food & Beverage  
Housing/Attrition  
Meetings Technology  
Guide to Outsourcing  
Meetings & the Economy  
Risk Management  
Green Meetings  
International Meetings  
Career Corner  
Social Media  
Photo Galleries

### YOU'LL RECEIVE 5 ADS:

- (1) 728x90,
- (2) 300x250
- (1) 180x150
- (1) 300 x 60

**\$1,730 gross**  
**(3 months non-cancellable)**

**Formats currently accepted:** GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander, Enliven, Bluestreak, Motif **Will accept for testing:** DHTML, Audio, Real, Shosikeles **Non-accepted formats:** Java, Java Applet, Video **3rd Party Ad Serving:** Most 3rd Party Ad Tags including DART (internal redirect), Bluestreak, Mediafarm, and Atlas accepted. All 3PAS must be accompanied by anti-caching documentation. **Dimensions and file sizes:** 728x90, 300x250, 300x60, 180x150; 35k **Frames and looping:** Maximum frames=4; looping=3 times Materials due 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alternate text with instructions. **Cancellation policy:** All digital media including but not limited to banners, sponsorships, e-postcards and e-newsletters require a 4-week written cancellation notice. Send all advertising materials to sarah.rapp@penton.com



## FREQUENCY DISCOUNTS

- 3 months—10% off rate card
- 6 months—15% off rate card
- 9 months—20% off rate card
- 12 months—25% off rate card

For more information on sponsorship and advertising opportunities online, or to create a customized package to fit your needs, contact your sales representative