

# Medical Meetings 2012 online rates & specs

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

The *Medical Meetings* section of MeetingsNet.com provides up-to-date information about regulatory and educational issue surrounding pharmaceutical and CME meetings. The *MM* section provides: • Latest industry news • Exclusive online editorial • Recommended articles • Searchable archives and more. We are **100% dedicated to the medical 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:	\$1,455 gross
Position:	Right Side Large Button- 300x250
Sponsorship:	Exclusive
Price:	\$1,350 gross
Position:	Lower Large Button- 300x250
Sponsorship:	Exclusive
Price:	\$1,255 gross

Average Page Views: 8,877  
Average Unique Visitors: 4,686  
(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 area.

### MM ONE-STOPS

MM Rules/Regulations

### 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, Shoskeles **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

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



**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