

# ASSOCIATION MEETINGS

## 2009 Online Rates & Specs



The newly redesigned *Association Meetings* section of *MeetingsNet.com* provides information and advice on planning association meetings and expositions.

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

Sponsorships on high visibility positions ensure that your online ads capture the attention of association meeting planning executives you need to reach. Increase awareness of your destination or service, drive traffic to your Web site, and build your customer base with *MeetingsNet.com* online opportunities.

**MEETINGSNET offers a variety of cost-efficient options to build your brand online:**



**Top Left Button**  
180x150  
exclusive sponsorship  
\$975 gross

**Right Side Large Button**  
300x250  
exclusive sponsorship  
\$885 gross

**Lower Large Button**  
300x250  
exclusive sponsorship  
\$635 gross

### FREQUENCY DISCOUNTS

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

**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:** 36K: 300 x 250, 180x150  
**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:** Banners, sponsorships, and e-newsletters require a 4-week written cancellation notice.

Send all advertising materials to [elizabeth.brown2@penton.com](mailto:elizabeth.brown2@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 or:

Sandy Nichols, New Media Sales Analyst  
716-988-3777

[sandy.nichols@penton.com](mailto:sandy.nichols@penton.com)