

2012 face2face blog

SPONSOR OUR BLOG

About face2face, the MeetingsNet blog

The face2face blog, consistently one of the most-visited areas of the MeetingsNet site, has been delivering a daily dose of meeting industry news, views, links, and occasional strange stuff since it began as the meeting industry's first blog in 2003. Chief blogger and award-winning editor Sue Pelletier, who has been with MeetingsNet since 1998, brings a refreshingly light and humorous approach to the meeting planning and business travel world. In addition to being a favorite with readers, the blog recently won an EventCIO Blog Brilliance & Innovation award.

WHY SPONSOR FACE2FACE?

- **EXCLUSIVE SPONSORSHIP**— sponsorships give advertisers the opportunity to brand and “own” a highly trafficked page on our Web site by placing multiple ads and being the only advertiser.
- **THOUGHT LEADERSHIP**— provide planners with a unique interactive way to communicate with other planners.
- **BRANDING**— create a prominent presence by running three advertising messages on the face2face page.
- **DRIVE TRAFFIC**— draw our readers to your website by linking your ads.

face2face received over 75,000 page views in 2012

Ad Sizes & Rates (based on 1 month)

728x90 banner	\$1,095 gross
180x150 button	\$1,005 gross
300x250 button	\$1,005 gross

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

Space & Material Deadline—

25th of the preceding month
send all advertising to sarah.rapp@penton.com

Cancellation policy: All digital media including but not limited to banners, sponsorships, e-postcards and e-newsletters require a 4-week written cancellation notice.

PROMOTING FACE2FACE

Meetingsnet will drive traffic to face2face by promoting it on newsletters and on our Web site.

The screenshot displays the MeetingsNet website with the face2face blog integrated into the layout. Key elements include:

- Top Navigation:** MeetingsNet logo, search bar, and navigation links (Home, Contact Us, Sponsors, Advertisers).
- Category Tabs:** Association Meetings, Corporate Meetings, Financial & Insurance Meetings, Medical Meetings, and Religious Conference Manager.
- Blog Header:** "face2face" logo and a brief description of the blog's content.
- Blog Posts:** Several articles are visible, including "Who's hiring in special events" and "Sharing about giving back".
- Ad Placements:** Three ad spots are shown with dimensions:
 - 180x150:** Located on the left sidebar, featuring a Hershey's ad.
 - 728x90:** Located at the top of the main content area, also featuring a Hershey's ad.
 - 300x250:** Located on the right sidebar, featuring a Hershey's ad.
- Footer:** Social media icons and a "Contact Us" link.

For more information on face2face, contact your sales representative or
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