

# FINANCIAL & INSURANCE MEETINGS

The newly designed *Financial & Insurance Meetings* section of *MeetingsNet.com* is the place financial services and insurance meeting planning executives go to gain access to:

- Latest industry news • Exclusive online editorial
- Recommended articles • Searchable archives and more—100% dedicated to the financial services and insurance meetings markets.

## 2009 Online Rates & Specs

Sponsorships on high visibility positions ensure that your online ads capture the attention of the 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  
\$875 gross

Right Side Large Button  
300x250  
exclusive sponsorship  
\$795 gross

Lower Large Button  
300x250  
exclusive sponsorship  
\$730 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

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