

# 2009 MEDICAL MEETINGS EXTRA

**DELIVERS YOUR SALES MESSAGE TO MORE THAN 4,500\* MEDICAL MEETING PLANNING DECISION MAKERS EVERY MONTH.**

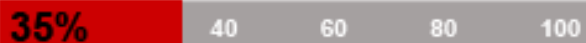
Delivered to *Medical Meetings* subscribers on the third Thursday of every month, *Medical Meeting Extra* includes analysis of trends and issues relevant to the medical meeting professional, solutions to planning problems, helpful information on sites and venues, tip of the month, and more. Get your message in front of professional meeting planners every month with *Medical Meetings Extra*.

## Industry Breakout\*



### MEDICAL ASSOCIATIONS/ORGANIZATIONS

Medical or Scientific Associations (International, Foreign, National, Regional/State/County/Local), Hospitals/Medical Centers, Healthcare or Scientific Education Facility/Medical School, Private Foundations (Healthcare or Scientific), Insurance Companies, Government Agencies (Healthcare or Scientific), Association Management Firms, Independent Meeting Planning Companies, Tour Operator/Travel Agency, Service Organizations (inc., but not limited to, managed care, health maintenance, marketing/communications)



### PHARMACEUTICAL OR BIOMEDICAL EQUIPMENT MANUFACTURER OR DISTRIBUTOR



### ALLIANCE FOR CONTINUING MEDICAL EDUCATION ASSOCIATION (ACME) MEMBERSHIP

\*Publisher's Own Data, Subscribers to The MeetingsNet publications: Association Meetings, Corporate Meetings & Incentives, Financial & Insurance Meetings, and Medical Meetings, June 2008

#### 2009 Rates:

**Top Center:** \$1,455 gross/month - 180x150 pixel button plus 50 words of text with headline and linking text url

**Second Center:** \$1,040 gross/month - 180x150 pixel button plus 50 words of text with headline and linking text url

**Third Center:** \$685 gross/month - 180x150 pixel button plus 50 words of text with headline and linking text url

**Fourth Center:** \$585 gross/month - 180x150 pixel button plus 50 words of text with headline and linking text url

**Top Right:** \$1,275 gross/month - 120x240 pixel half tower plus 25 words of text with headline and linking text url

**Second Right:** \$1,040 gross/month - 120x240 pixel half tower plus 25 words of text with headline and linking text url

Buy multiple issues and SAVE!

3 months - 10%  
6 months - 15%  
12 months - 20%

The screenshot shows the layout of the *Medical Meetings Extra* website. At the top, there are navigation links for "MEDICAL MEETINGS EXTRA" and "ADD TO YOUR SALES FUNNEL LIST". Below this, the main content area features several articles, including "Top 10 Business Risks for 2009" and "Headline for Advertisements". A sidebar on the right contains sections for "Top Right", "Second Right", and "Special Reports". At the bottom, there is a "SUBSCRIBER'S TOOL" section with links for "Change Email Address", "Unsubscribe", "Archives", "Wireless Version", and "Web Version".

Technical ad specs can be found online at [meetingsnet.com/advertisers](http://meetingsnet.com/advertisers)

Sponsorships are limited and sold on a first-come, first-served basis.

Contact your sales representative for more information. Ad materials go to [Stephen Lambert at Stephen.Lambert@penton.com](mailto:Stephen.Lambert@penton.com)