

# 2010 ONLINE RATES & SPECS

**LOOKING TO REACH ASSOCIATION MEETING DECISION-MAKERS, YOU'RE ON THE RIGHT PAGE!**

The *Association Meetings* section on MeetingsNet.com is the up-to-date,

must-have resource for professionals involved in planning association meetings and conventions.

The AM section provides: • Latest industry news • Exclusive online editorial • Recommended articles • Searchable archives and more—**AND IS 100% DEDICATED TO THE ASSOCIATION MEETINGS MARKET.**

Top Left Button  
180x150  
exclusive sponsorship  
\$1,025 gross

**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. The sponsor of each one stop will "own" that category.

**AM ONE-STOPS**

- Trade Show Trends
- Managing Citywides/Attrition
- Marketing Meetings

**RUN OF SITE ONE STOPS**

- Cost-Savings/Budgets
- Negotiating/Contracts
- Food & Beverage
- Housing/Attrition
- Meetings Technology
- Golf & Spa Meetings
- Green Meetings
- International Meetings
- Career Corner

**YOU'LL RECEIVE 3 ADS:**

- (1)728x90,
- (2)300x250
- (1)180x150
- (1)300 x 60

\$1,500 gross  
(3 months non-cancellable)



**WHY ADVERTISE WITH US ONLINE?**

Sponsorships on high visibility positions ensure that your online ads capture the attention of the 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.

**AVERAGE MONTHLY:**

AM Page Views.....8,663

AM Unique Visitors.....5,625

Right Side Large Button  
300x250  
exclusive sponsorship  
\$930 gross

**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)

**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

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