

# 2010 online rates & specs

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

The *Corporate Meetings & Incentives* section of MeetingsNet.com is the up-to-date, must have resource for professionals involved in planning corporate meetings and incentives. The *CMI* section provides:

- Latest industry news
- Exclusive online editorial
- Recommended articles
- Searchable archives and more

**WE ARE 100% DEDICATED TO THE CORPORATE MEETINGS AND INCENTIVES MARKET.**

Top Left Button  
180x150  
exclusive sponsorship  
\$2,585 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.

**CMI ONE-STOPS**  
Incentives/Motivation  
Strategic Meetings Management

**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)300x60

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

Lower Large Button  
300x250  
exclusive sponsorship  
\$2,350 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



**WHY ADVERTISE WITH US ONLINE?**

Sponsorships on high visibility positions ensure that your online ads capture the attention of the corporate 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:**

CMI Page Views.....19,153  
CMI Unique Visitors.....12,774

Right Side Large Button  
300x250  
maximum 2 rotating sponsors  
\$1,335 gross

**Formats currently accepted:** GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander, Enliven, Bluestreak, Motif  
**Will accept for testing:** DHTML, Audio, Real, Shoskles  
**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