

# 2010 ONLINE RATES & SPECS

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

The *Financial & Insurance Meetings* section on MeetingsNet.com is the up-to-date, must-have resource for professionals involved in planning financial and insurance meetings and incentives. The *FIM* section provides:

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

**AND IS 100% DEDICATED TO THE FINANCIAL & INSURANCE MEETINGS MARKET.**

**Top Left Button  
180x150  
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\$920 gross**

**WE ALSO OFFER ONE STOP SPONSORSHIP**  
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**FREQUENCY DISCOUNTS**  
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6 months—15% off rate card  
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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 financial and insurance 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:**  
FIM Page Views.....5,567  
FIM Unique Visitors.....4,037

**Right Side Large Button  
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exclusive sponsorship  
\$835 gross**

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

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