

2010 ONLINE RATES & SPECS

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

The *Medical Meetings* section of MeetingsNet.com provides up-to-date information about regulatory and educational issue surrounding pharmaceutical and CME meetings. The *MM* section provides:

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

WE ARE 100% DEDICATED TO THE MEDICAL MEETINGS AND CME MARKET.

**Top Left Button
180x150
exclusive sponsorship
\$1,285 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.

MM ONE-STOPS
MM Rules/Regulations

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-cancellation)

**Lower Large Button
300x250
exclusive sponsorship
\$1,130 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 medical 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:

MM Page Views.....11,746

MM Unique Visitors.....6,242

**Right Side Large Button
300x250
exclusive sponsorship
\$1,200 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

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