

# MEDICAL MEETINGS EXTRA

## MEDICAL MEETINGS WANTS TO GIVE YOU SOMETHING EXTRA!

Medical Meetings is a monthly e-newsletter delivered to more than 4,500 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\*

52%

60 80 100

### 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)

29%

40 60 80 100

### PHARMACEUTICAL OR BIOMEDICAL EQUIPMENT MANUFACTURER OR DISTRIBUTOR

19%

40 60 80 100

### 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 2009

### 2010 Rates:

**Top Center:** \$1,525 gross/month - 180x150 pixel button plus 50 words of text with headline and linking text url

**Second Center:** \$1,090 gross/month - 180x150 pixel button plus 50 words of text with headline and linking text url

**Third Center:** \$720 gross/month - 180x150 pixel button plus 50 words of text with headline and linking text url

**Fourth Center:** \$615 gross/month - 180x150 pixel button plus 50 words of text with headline and linking text url

**Top Right:** \$1,340 gross/month - 120x240 pixel half tower plus 25 words of text with headline and linking text url

**Second Right:** \$1,090 gross/month - 120x240 pixel half tower plus 25 words of text with headline and linking text url

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

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

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

**MEETINGSNET** ASSOCIATION MEETINGS MEETINGS MEETINGS MEETINGS MEETINGS CONFERENCE

The screenshot shows the layout of the Medical Meetings Extra newsletter. At the top, it says 'MEDICAL MEETINGS EXTRA' and 'From the Editors of MEETINGSNET'. Below this, there are sections for 'IN THE DECEMBER 19 ISSUE' with a list of articles, 'LATEST NEWS' with a featured article 'Top 10 Business Risks for 2009', and 'ADVERTISMENT' sections. Each advertisement section includes a 'Headline for Advertisements' and a 'Top Center', 'Second Center', 'Third Center', or 'Fourth Center' ad placement. On the right side, there are vertical ad placements labeled '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'.