

Meetingsnet has a unique advertising opportunity... SPONSOR OUR BLOG

2010 face2face

About face2face

Award winning editor, Sue Pelletier has been part of MeetingsNet since 1998. Currently, Sue is the editor of *Medical Meetings* and meetingsnet.com as well as blogger extraordinaire. Bringing a refreshingly light and humorous approach to the meeting planning world, Sue has created face2face.

One of our most popular pages and best blog in the meetings industry, Face2Face delivers a daily dose of meeting industry news, views and occasional strange stuff.

WHY SPONSOR FACE2FACE?

EXCLUSIVE SPONSORSHIP-

sponsorships give advertisers the opportunity to brand and "own" a highly trafficked page on our Web site by placing multiple ads and being the only advertiser.

THOUGHT LEADERSHIP-

provide planners with a unique interactive way to communicate with other planners.

BRANDING-

create a prominent presence by running three advertising messages on the face2face page.

DRIVE TRAFFIC-

draw our readers to your website by

**face2face received over 82,000
page views in 2009**

PROMOTING FACE2FACE

Meetingsnet will drive traffic to face2face by promoting it on newsletters and on our Web site.

SPACE & MATERIAL DEADLINE-

25th of the preceding month send all advertising to elizabeth.brown2@penton.com

For more information on face2face, contact your sales representative or Melissa Fromento, Group Publisher, (212) 204-4237, mfromento@meetingsnet.com

The screenshot shows the face2face blog interface. At the top, there's a navigation bar with categories like ASSOCIATION MEETINGS, CORPORATE MEETINGS & INCENTIVES, FINANCIAL & INVESTMENT MEETINGS, MEDICAL MEETINGS, and RELIGIOUS CONFERENCE MANAGER. A search bar is in the top right. Below the navigation is a featured article titled "HERSHEY? I HAD NO IDEA." with a 180x150 ad banner. The main content area shows a post titled "What's being in special events" by Sue Pelletier, dated February 8th, 2010. To the right of the post is a 728x90 ad banner. Below the post is a 300x250 ad banner. The sidebar on the right contains a "SUBSCRIBE" section with a form to receive a daily e-mail digest, and a "RECENT POSTS" section. At the bottom, there's a "CALENDAR" for February 2010 and a "CATEGORIES" section.

Ad Sizes & Rates (based on one month)

728x90 banner	\$995 gross
180x150 button	\$895 gross
300x250 button	\$895 gross
Sponsor this page (728x90, 180x150, 300x250)	\$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