

# homepage 2010 online rates & specs

**MeetingsNet.com**, is a dynamic industry hub featuring exclusive content from the award-winning editors of the MeetingsNet brand— **Association Meetings, Corporate Meetings & Incentives** including **Financial & Insurance Meetings, Medical Meetings and Religious Conference Manager**.

Get the latest industry news, exclusive online editorial, recommended articles, searchable archives and more—specific to each industry!

**LOOKING TO REACH MEETING PLANNERS WITH DECISION MAKING POWER, YOU'RE ON THE RIGHT PAGE!**



**Top Left Button**  
180x150  
exclusive sponsorship  
\$2,795 gross

**Leader Board (ROS)**  
728x90  
multiple or single  
sponsorship  
\$130 Gross CPM

**Right Side Banner A**  
300x60  
exclusive sponsorship  
\$2,130 gross

**Right Side Large Button**  
300x250  
maximum of 3 rotating  
sponsors  
\$1,105 gross

**Formats currently accepted:** GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eye-blaster, 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:** 728x90, 300x250, 300x60, 180x150; 35k 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)

**Right Side Banner B**  
300x60  
exclusive sponsorship  
\$1,870 gross

**WHY ADVERTISE WITH US ONLINE?**  
Sponsorships on high visibility positions on **MeetingsNet.com**, ensure that your online ads capture the attention of the meeting planning executives you need to reach. They visit **MeetingsNet.com** for the latest news, analysis, and up-to-minute information on the events that impact meeting planners across all industries. Increase awareness of your destination or service, drive traffic to your Web site, and generate leads that turn into real business with **MeetingsNet.com** online opportunities.

**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

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