

# 2018 Digital Advertising Opportunities

## WEBSITES

**Corporate & Incentive Travel**  
**Insurance & Financial Meetings Management**  
**Association Conventions & Facilities**

**Special digital advertising units available.**  
**Contact your sales representative for details.**

## Web Banner Advertising

TheMeetingMagazines.com is an indispensable resource for meetings industry news and information, as well as current and archived editorial content of our publications. Web banner advertising is a cost-effective way to gain exposure and raise awareness with meeting planners and direct Web traffic to your website.



**Adaptive  
Desktop,  
Tablet &  
Mobile  
Versions**

**728 x 90  
Leaderboard  
(Top or Bottom)**

**\*\*NET RATES: (TOP) Run-of-Site 1x \$5,350, 3x \$5,025 – C&IT 1x \$3,600, 3x \$3,375  
 AC&F 1x \$2,450, 3x \$2,300 – I&FMM 1x \$1,600, 3x \$1,500**

**\*\*NET RATES: (BOTTOM) Run-of-Site 1x \$3,925, 3x 3,700 – C&IT 1x \$2,575, 3x \$2,425  
 AC&F 1x \$2,150, 3x \$2,025 – I&FMM 1x \$1,400, 3x \$1,300**

**300 x 600  
Right Column  
Half Page**

**\*\*NET RATES:**

**Run-of-Site 1x \$6,975, 3x \$6,575**

**C&IT 1x \$4,175, 3x \$3,925**

**AC&F 1x \$3,000, 3x \$2,825**

**I&FMM 1x \$2,100, 3x \$1,975**

**160 x 600  
Right  
Column  
Wide  
Skyscraper**

**\*\*NET RATES:**

**Run-of-Site**

**1x \$5,700**

**3x \$5,375**

**C&IT**

**1x \$3,725**

**3x \$3,500**

**AC&F**

**1x \$2,600**

**3x \$2,450**

**I&FMM**

**1x \$1,700**

**3x \$1,600**

**300 x 250  
Right Column  
Medium Rectangle**

**\*\*NET RATES:**

**Run-of-Site 1x \$4,925, 3x \$4,625**

**C&IT 1x \$3,225, 3x \$3,025**

**AC&F 1x \$2,400, 3x \$2,250**

**I&FMM 1x \$1,550, 3x \$1,450**

**180 x 150  
Right  
Column  
Rectangle**

**180 x 150 \*NET RATES:**

**Run-of-Site 1x \$3,750, 3x \$3,525**

**C&IT 1x \$2,425, 3x \$2,275**

**AC&F 1x \$1,825, 3x \$1,700**

**I&FMM 1x \$1,275, 3x \$1,200**

**120 x 60  
Right Column  
Button 2**

**120 x 60 \*NET RATES:**

**Run-of-Site 1x \$2,550, 3x \$2,400**

**C&IT 1x \$1,600, 3x \$1,500**

**AC&F 1x \$1,250, 3x \$1,175**

**I&FMM 1x \$1,050, 3x \$975**

**970 x 90  
Super Leaderboard  
(Top or Bottom)**

**\*\*NET RATES: (TOP) Run-of-Site 1x \$6,525, 3x \$6,150 – C&IT 1x \$3,800, 3x \$3,575  
 AC&F 1x \$2,625, 3x \$2,475 – I&FMM 1x \$1,875, 3x \$1,750**

**\*\*NET RATES: (BOTTOM) Run-of-Site 1x \$4,275, 3x \$4,025 – C&IT 1x \$2,625, 3x \$2,475  
 AC&F 1x \$2,175, 3x \$2,050 – I&FMM 1x \$1,525, 3x \$1,425**

**NOTES:**

- Banner ads on splash page rotate with paid individual CIT, ACF & IFMM ads if Run-of-Site ad is not sold in the banner spot.
- Run-of-Site ads have permanent, non-rotating locations on splash page and have top positioning in banner ad areas of each publication's website.
- Web banners switch to small banners 300 x 50 when site viewed as mobile version.



## eBlasts

### E-MAIL RECIPIENTS:

**Corporate & Incentive Travel (C&I)** print subscribers including group planners, meeting planners, convention planners and incentive travel planners.

or

**Association Conventions & Facilities (AC&F)** print subscribers including professional associations, trade associations, SMERF, independent meeting planners, association management companies and convention planners.

Our in-house circulation department maintains highly targeted subscriber eLists for eBlasts at the highest level. We do not play the "numbers game" by using large fulfillment houses to run up eBlast recipient totals. The end result is that our eBlasts are very effective.

### RATES PER DEPLOYMENT:

**For Rates Consult Publisher**

#### Accepted File Formats

GIF or JPG, 72ppi, maximum width 800px. Slice file size(s) should be under 100kb and must be RGB. Submitted PDF files will be converted and sliced. Include: URL link, subject line, and full eBlast text (for plain text version). HTML also accepted, subject to testing. Submit files a minimum of two weeks prior to eBlast deployment and email to david.middlebrook@themeetingmagazines.com.

#### HTML Guidelines/Requirements

**In order for the message to render properly in email clients:**

- Use inline CSS (not external CSS, which renders well in browsers but not in all email clients)
- Use tables for layouts

**Below are a list of things to also not include in the HTML coding:**

- JavaScript
- Flash
- Image bedding
- Rowspan or colspan tags

## Meetings Industry News

### EMAIL RECIPIENTS:

**Corporate & Incentive Travel** print subscribers or **Association Conventions & Facilities** print subscribers.



Meetings Industry News is an eNewsletter distributed weekly to subscribers of *Corporate & Incentive Travel* and bi-weekly to subscribers of *Association Conventions & Facilities* — all qualified meeting planning decision-makers. Devoted to breaking news and hotel meeting values, the eNewsletter boasts outstanding visibility with no ad clutter. Meetings Industry News editorial content is linked to the current issue of *Corporate & Incentive Travel* and *Association Conventions & Facilities* at [www.themeetingmagazines.com](http://www.themeetingmagazines.com) and/or to the original source. All advertisements link directly to the advertiser's website.

### RATES:

One time on the C&I or AC&F eNewsletter  
**Print Advertiser: 1x \$3,225, 3x \$3,025** per banner net

**Non-Print Advertiser: 1x \$3,450, 3x \$3,250** per banner net  
Creative furnished by advertiser.

Banner size, 728px x 90px.

**Specs are same as Web Banners with these exceptions:**  
Third-party hosted ads and Flash ads are NOT accepted for our eNewsletter.



## Web Banner Ad Specs

### Accepted File Formats For Web Banners

**JPG, Static or Animated GIF (No Slices), Flash, and Third-Party Hosted**  
Static ads 50k maximum • Animated ads 100k maximum  
(Maximum frames 4, Maximum looping 3 times)

### When Submitting Ads Include These Items In Your E-mail:

1. Your **ad(s)** as an e-mail attachment — JPG or GIF.
2. Include the **Tag Document** or **URL** (link/Web address) to be used for your ad in the body copy of the e-mail.
3. For click-tracking, please supply the URL for the click-thru.
4. When viewed on mobile devices, most desktop ads switch to 300 x 50. Please submit a mobile ad size along with the desktop when applicable.

### Email URL And Ad(s) To:

mitch.miller@themeetingmagazines.com

**For more information on digital advertising opportunities or to create a customized package, contact your sales representative or Harvey Grotzky, Publisher, Coastal Communications Corporation**  
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