

# digital 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.

## dedicated eblasts

Our in-house circulation department maintains separate, highly targeted eLists of **Corporate & Incentive Travel** and **Association Conventions & Facilities** subscribers. Our **dedicated eBlasts** — available to either audience — are a **very effective way** to reach meeting planners with your advertising message.



## e newsletters



Meetings Industry News is an eNewsletter written and deployed daily (M-F) to subscribers of **Corporate & Incentive Travel**, and three times a week (M, W, F) to subscribers of **Association Conventions & Facilities** — meeting planning **decision-makers**. Including breaking news and meeting values, each magazine's eNewsletter boasts outstanding visibility

with no ad clutter. The editorial content is written specifically for each target audience, and is linked to the current issue of **Corporate & Incentive Travel** or **Association Conventions & Facilities** at **TheMeetingMagazines.com** and/or to the original source. Advertisements link directly to the advertiser's website.

DESKTOP / TABLET / MOBILE ADAPTIVE

www.TheMeetingMagazines.com

Monthly NET rates listed

### Super Leaderboards

970X90 (TOP)	1x	3x
Run-of-Site	\$6,525	\$6,150
C&IT	\$3,800	\$3,575
AC&F	\$2,625	\$2,475
I&FMM	\$1,875	\$1,750
970X90 (BOTTOM)	1x	3x
Run-of-Site	\$4,275	\$4,025
C&IT	\$2,625	\$2,475
AC&F	\$2,175	\$2,050
I&FMM	\$1,525	\$1,425

### Leaderboards

728X90 (TOP)	1x	3x
Run-of-Site	\$5,350	\$5,025
C&IT	\$3,600	\$3,375
AC&F	\$2,450	\$2,300
I&FMM	\$1,600	\$1,500
728X90 (BOTTOM)	1x	3x
Run-of-Site	\$3,925	\$3,700
C&IT	\$2,575	\$2,425
AC&F	\$2,150	\$2,025
I&FMM	\$1,400	\$1,300

### Right Column Half Page

300X600	1x	3x
Run-of-Site	\$6,975	\$6,575
C&IT	\$4,175	\$3,925
AC&F	\$3,000	\$2,825
I&FMM	\$2,100	\$1,975

### Right Column Medium Rectangle

300X250	1x	3x
Run-of-Site	\$4,925	\$4,625
C&IT	\$3,225	\$3,025
AC&F	\$2,400	\$2,250
I&FMM	\$1,550	\$1,450

# digitalrates



## Highly Targeted Subscriber eLists

Corporate & Incentive Travel or Association Conventions & Facilities

Contact

[advertising@themeetingmagazines.com](mailto:advertising@themeetingmagazines.com)

For Rates



## Exclusive Newsletters to Active Subscribers

Corporate & Incentive Travel or Association Conventions & Facilities eNewsletter

728X90 BANNER	1x	3x
Print advertiser	\$3,225	\$3,025
Non-print advertiser	\$3,450	\$3,250

NET Rates Listed Above are For One (1) Banner on One (1) eNewsletter

## Special Digital Advertising Units Available. Contact

[advertising@themeetingmagazines.com](mailto:advertising@themeetingmagazines.com)

For More Information

## WEB BANNERS

### 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)

### EMAIL URL AND AD(S) TO:

kristin.bjornsen@themeetingmagazines.com and david.middlebrook@themeetingmagazines.com

### MOBILE BANNER NOTE:

Web banners switch to mobile (300x50) when website is viewed on a mobile device. Desktop/tablet-sized banner ads do not display on mobile. Without a supplied 300x50 mobile banner, your ad will not display on mobile devices.

### WHEN SUBMITTING ADS, INCLUDE THE FOLLOWING:

- Your ad(s) as an e-mail attachment — JPG or GIF. Include a 300x50 (mobile) ad.
- Include the tag document or click-through URL (link/web address) to be used for your ad in the body copy of the email. If impressions and/or click tracking data is desired, please provide a tracking pixel and a unique trackable URL or ClickTag to collect web banner metrics from your end.

## DEDICATED EBLASTS

### 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
- Do not include in the HTML coding: JavaScript Flash, image bedding, rowspan or colspan tags

## ENEWSLETTER BANNERS

Creative furnished by advertiser; 728x90 pixels only. Specs are same as web banners, however third-party hosted ads and Flash ads are NOT accepted for our eNewsletter.

**For questions regarding digital specs and formatting, email  
david.middlebrook@themeetingmagazines.com and  
kristin.bjornsen@themeetingmagazines.com**