

Targeted Advertising

CORPORATE & INCENTIVES

ASSOCIATION

MEDICAL

RELIGIOUS

Target Your Niche Online for Effective Results

If you want to reach a specific segment of the meetings market, take advantage of the targeted online choices that MeetingsNet offers. This allows you to fine-tune your message and produce better results.

Web Stats

WEB PAGE*	AVERAGE ANNUAL PAGE VIEWS	AVERAGE ANNUAL UNIQUE VISITORS	AVERAGE ANNUAL VISITORS
MeetingsNet/ Corporate & Incentives and Financial Insurance Manager	209,823	100,215	134,132
MeetingsNet/ Medical	95,316	40,980	57,492
MeetingsNet/ Association	92,023	47,670	64,830
Religious Conference Manager	27,364	16,107	20,370

*Source: Adobe Marketing Cloud, Site Sections Report, December 2012

ONLINE AD TECHNICAL SPECIFICATIONS

More detailed specs available upon request.

- **ONLINE FORMATS ACCEPTED:** GIF, Animated GIF, JPEG, Flash, Unicast, PointRoll, Eyeblander, Enliven, Bluestreak, Motif.
- **IMAGE DIMENSIONS AND FILE SIZES:** 728x90, 300x250, 125x125, 120x240, 35K
- **FRAMES AND LOOPING:** Max Frames = 4, Looping = 3X
- **3RD PARTY AD SERVING:** Most 3rd Party Ad tags including DART, Atlas, Bluestreak, and Mediafarm accepted. All 3PAS must be accompanied by anticaching documentation. ALL Rich Media must be accompanied by a standard GIF for use as fall back for non-rich media enabled browsers. Standard turnaround time for Banners is 2 business days for non-Rich Media and 5 business days for Rich Media. ALL Rich Media must include a target=blank command that will launch a new browser. Include referring URL.
- **SEND ALL MATERIALS** to sarah.rapp@penton.com.

“Focusing on one or two market niches will produce better results than marketing to a mass audience. Given a choice of targeting narrow and deep vs. broad and shallow, tight segmenting will win the day. Why? Because it prompts more word-of-mouth, fosters deeper relationships and creates more sharing and storytelling opportunities... Focusing on an audience niche also makes it easier to prioritize your media spend, providing enough frequency to make an impact.”

— MediaPost, Vicky Hastings

Advertising Gross Rates on Content Categories

CONTENT CATEGORIES	Right Side Button 1 (300x250)	Right Side Button 2 (300x250)	Right Side Button 3 (300x250)
MeetingsNet/association	\$1445- exclusive	\$1350-exclusive	\$1255-exclusive
MeetingsNet/corporate & incentives	\$1800-maximum 2 rotating	\$2640-exclusive	\$2250-exclusive
MeetingsNet/medical	\$1445-exclusive	\$1350-exclusive	\$1255-exclusive
Religious Conference Manager	\$465-exclusive	\$420-exclusive	\$385-exclusive
Global Meetings	\$1445-exclusive	\$1350-exclusive	\$1255-exclusive
Tech Meetings	\$1445-exclusive	\$1350-exclusive	\$1255-exclusive
Event Planning	\$1445-exclusive	\$1350-exclusive	\$1255-exclusive
EventDesign	\$1445-exclusive	\$1350-exclusive	\$1255-exclusive
Careers	\$1445-exclusive	\$1350-exclusive	\$1255-exclusive
Sites	\$1445-exclusive	\$1350-exclusive	\$1255-exclusive

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