MEETINGSNET

2019
Media Kit

KNect 365
Meetings
an *informa* business

KNect 365
Meetings

MEETINGSNET

SPECIAL EVENTS

THE SPECIAL EVENT

MESE
MIDDLE EAST SPECIAL EVENT & EXHIBITION SHOW

We provide digital content, memorable face-to-face experiences, networking and professional development for professionals in the meetings and events industry.

Our brands operate under the umbrella of KNect365, an Informa business. Informa is a leading business intelligence, academic publishing, knowledge and events business, operating in the Knowledge and Information Economy.

MEETINGSNET

Editorial Excellence | Our Content

MeetingsNet is the meeting industry's premier resource for news, business intelligence, ideas and more.

We provide high-quality, engaging content to meeting professionals across corporate, medical/pharmaceutical, associations, financial/insurance, independent/third-party meeting planning organizations, and other corporate entities.

EDITORIAL COVERAGE:

- Corporate Meetings & Events
- Association Conventions & Expos
- Medical & Pharma Meetings
- Incentive Meetings & Merchandise

- Event Tech
- Meeting Planning Toolbox
- Global Events Planning
- Destination & Venue News
- Career/Life/Travel

Active & Engaged | Our Reach

Reach across our audience of active and engaged meeting professionals.

100,000+
e-newsletter subscriptions

37,000+
website registrants

39,000+
interactive magazine recipients

CORPORATE & INCENTIVES
includes financial & insurance planners and FICP members

ASSOCIATION
includes social, military, fraternal and religious planners

MEDICAL
includes medical associations, biomedical, pharmaceutical, and Alliance of Continuing Medical Education members

INDEPENDENT & THIRD-PARTY
includes independent and third-party incentive planners

MEETINGSNET

Market Segments | Our Audience

**Reach the entire MeetingsNet audience of meeting professionals or micro-target your message to specific market segments.**

NATIONAL TOTAL	**70,000+** contacts	**39,000+** MeetingsNet Today E-Newsletter	**43,000+** National E-Blast
CORPORATE & INCENTIVES	**37,000+** contacts	**---**	**29,000+** Corporate E-Blast
ASSOCIATION	**18,000+** contacts	**16,000+** Association Meetings E-Newsletter	**13,000+** Association E-Blast
MEDICAL	**10,000+** contacts	**7,000+** Medical Meetings E-Newsletter	**10,000+** Medical E-Blast

Qualified Meeting Planners | Our Audience Profile

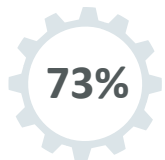## The most qualified and highly engaged audience in the meetings planning industry.

72% plan five or more meetings per year
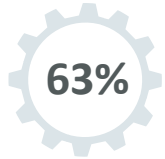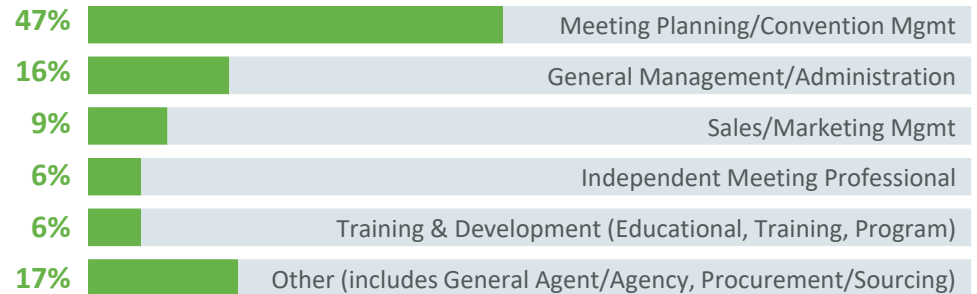
63% have planned meetings with 500+ in attendance

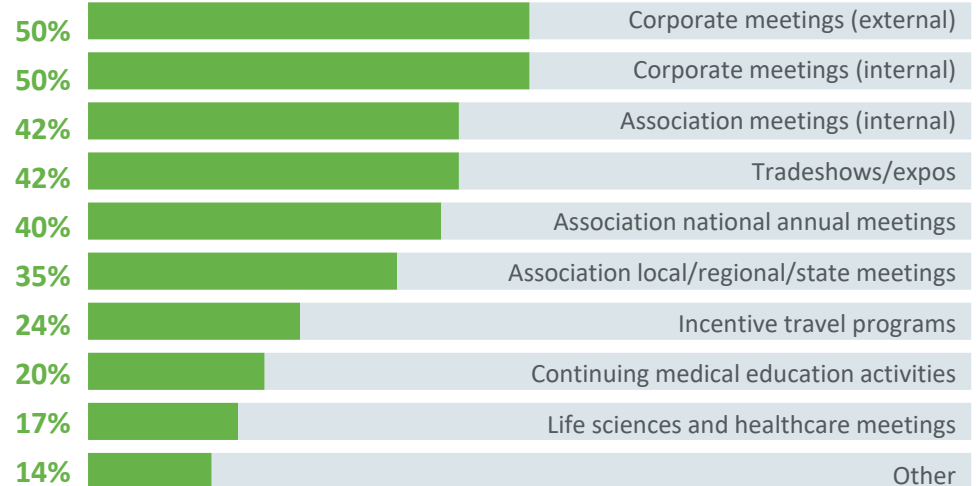**45%** have planned meetings with 1,000+ in attendance

73% have taken action after seeing advertising from MeetingsNet

JOB FUNCTIONS/TITLES

Percentage	Job Function/Title
47%	Meeting Planning/Convention Mgmt
16%	General Management/Administration
9%	Sales/Marketing Mgmt
6%	Independent Meeting Professional
6%	Training & Development (Educational, Training, Program)
17%	Other (includes General Agent/Agency, Procurement/Sourcing)

MEETINGS ORGANIZED

Percentage	Meeting Type
50%	Corporate meetings (external)
50%	Corporate meetings (internal)
42%	Association meetings (internal)
42%	Tradeshows/expos
40%	Association national annual meetings
35%	Association local/regional/state meetings
24%	Incentive travel programs
20%	Continuing medical education activities
17%	Life sciences and healthcare meetings
14%	Other

MEETINGSNET

Integrated Marketing Approach | Our Solutions

MeetingsNet offers the capability to reach meeting professionals via multiple platforms – no matter where they are. We provide the opportunity to reach meeting professionals via an integrated approach with multiple touchpoints.

DIGITAL ADVERTISING
- Website Advertising
- E-Newsletter Advertising
- Interactive Magazine Advertising

CONTENT MARKETING
- Sponsored Content

DIRECT MARKETING
- Custom E-Blast
- Audience Extension

EVENT MARKETING
- Webinar
- In-Person Events

MARKETING SERVICES
- Custom Marketing Solutions

Standard & High Impact Ads | Website

100,000+
pageviews
(monthly)

35,000+
unique visitors
(monthly)

MeetingsNet.com is the premier digital resource for planners and decision-makers in the meetings industry. Our website advertising solutions are a great way to increase brand awareness, improve brand recall, drive traffic to your websites and build relationships with potential customers.

Standard ROS Ad Units	
Leaderboard – 728x90	$140 / CPM
Interscroller – 728x90	$75 / CPM
Left Rectangle (Adhesive) – 300x250	$1,060 / month (max 3 rotating)
Right Rectangle – 300x250	$895 / month (max 3 rotating)
Half Page – 300x600	$1,255 / month (max 3 rotating)
Site Skin	$200 / CPM
Pagewrap	$225 / CPM
High Impact Rich Media Ad Units	
Leaderboard Pushdown – 970x90 expands to 970x415	$160 / CPM
Interscroller Expandable – 728x90 expands to 970x700	$160 / CPM
Floor Ad – 970x40 expands to 970x410	$140 / CPM
Jumbotron – 300x600 expands to 970x700	$1,880 / month (max 3 rotating)
Exclusive Ad Units	
Welcome Ad – 640x480 with 300x416 for mobile	$2,905 / week (Mon-Sun)
Gallery Interstitial – 300x250	$1,070 / month
In-Article Video	$5,245 / month

NOTE: net rates; rates subject to change

Category Sponsorships | Website

Reach your target audience by aligning your brand with dedicated categories on our website. With the abundance of information available and directed at professionals today, it is more important than ever to reach your target audience via content that fits their information needs.

Category	Left 300x250*	Right 300x250*	Left + Right 300x250*
Meeting Planning Toolbox	$1,530 (max 2 rotating)	$2,245 (exclusive)	n/a
Corporate Meetings & Events	$1,530 (max 2 rotating)	$2,245 (exclusive)	n/a
Association Conventions & Expos	$1,230 (exclusive)	$1,150 (exclusive)	n/a
Medical & Pharma Meetings	$1,230 (exclusive)	$1,150 (exclusive)	n/a
Career/Life/Travel	$1,230 (exclusive)	$1,150 (exclusive)	$1,600 (exclusive)
Destination & Venue News	$1,230 (exclusive)	$1,150 (exclusive)	$1,600 (exclusive)
Event Tech	$1,230 (exclusive)	$1,150 (exclusive)	$1,600 (exclusive)
Global Events Planning	$1,230 (exclusive)	$1,150 (exclusive)	$1,600 (exclusive)
Incentive Meetings & Merchandise	$1,230 (exclusive)	$1,150 (exclusive)	$1,600 (exclusive)

*Upgrade from 300x250 to 300x600 for an additional $500

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

NOTE: net rates; rates subject to change

Sponsored Article | Website

Inject your content into our trusted editorial communities. Sponsored content extends the reach of your educational content by having your content live seamlessly next to our website's credible editorial content in a manner that matches our website's form and function.

Article Page:
- Supplied article of 500-750 words with 2-3 images on website for 12 months
- Appears in website's editorial content feeds and tagged to relevant categories
- Content is searchable and SEO optimized
- Content should be educational in nature
- Brand and product information can be included as long as the overall story is educational and topical (e.g., no press releases, product overviews, etc.)
- Content is labeled as sponsored
- Brand logo on article page
- Ad takeover on article page for 12 months (728x90, 300x250)

Content Distribution:
- MeetingsNet website – placement in content streams of categories tagged
- MeetingsNet website – ROS native in-feed ads (1 month; non-exclusive)
- MeetingsNet Today e-newsletter – placement in content stream (1x)
- MeetingsNet Today e-newsletter – text ads (4x)
- MeetingsNet social media

Supplied Content: $2,995
Custom Content: Contact Us

NOTE: net rates; rates subject to change

Sponsored Gallery | Website

Inject your content into our trusted editorial communities. Sponsored content extends the reach of your educational content by having your content live seamlessly next to our website's credible editorial content in a manner that matches our website's form and function.

Image Gallery:

- Supplied gallery of 5-10 images with captions on website for 12 months
- Appears in website's editorial content feeds and tagged to relevant categories
- Content is searchable and SEO optimized
- Content should be educational in nature
- Brand and product information can be included as long as the overall story is educational and topical (e.g., no press releases, product overviews, etc.)
- Content is labeled as sponsored
- Brand logo on gallery introduction page
- Ad takeover surrounding image gallery for 12 months (728x90, 300x250)

Content Distribution:

- MeetingsNet website – placement in content streams of categories tagged
- MeetingsNet website – ROS native in-feed ads (1 month; non-exclusive)
- MeetingsNet Today e-newsletter – placement in content stream (1x)
- MeetingsNet Today e-newsletter – text ads (4x)
- MeetingsNet social media

Supplied Content: $4,995
Custom Content: Contact Us

NOTE: net rates; rates subject to change

Sponsored Blog | Website

Share your knowledge and information on our website platform. Sponsored blog posts allows you to spread your message, connect with our audience and differentiate your brand from others.

Blog:

- Supplied blog of 500-750 words with 2-3 images on website for 12 months
- Appears in website's Face2Face blog and tagged to relevant categories
- Content is searchable and SEO optimized
- Content should be educational in nature
- Brand and product information can be included as long as the overall story is educational and topical (e.g., no press releases, product overviews, etc.)
- Content is labeled as sponsored
- Brand logo on article page

Content Distribution:

- MeetingsNet website – placement in content stream of Face2Face blog
- MeetingsNet Today e-newsletter – placement in content stream (1x)
- MeetingsNet social media

Rate: $850

E-Newsletter Ads | MeetingsNet Today

39,000+ subscribers

Align your marketing message with need-to-know editorial content via MeetingsNet's most relied upon newsletters. Meeting professionals turn to our e-newsletters for essential industry content — a combination of news, analysis, ideas and more. There are multiple e-newsletter options with the reach and potential for you and your marketing dollars.

MeetingsNet Today (weekdays)

A daily e-newsletter delivered to 39,000+ meeting planners with a mix of meetings industry news, insights, tips, trends and more.

Ad Unit	1-5x	6-19x	20x+
Top Leaderboard Ad (670x90)	$895	$805	$695
Top Center Text Ad (180x150 w/ 50 words)	$895	$805	$695
2nd Center Text Ad (180x150 w/ 50 words)	$670	$600	$530
3rd Center Text Ad (180x150 w/ 50 words)	$535	$480	$410
Single-Sponsored	$2,095	n/a	n/a

NOTE: net rates; rates subject to change

MEETINGSNET

DIGITAL ADVERTISING

E-Newsletter Ads | Association or Medical Segments

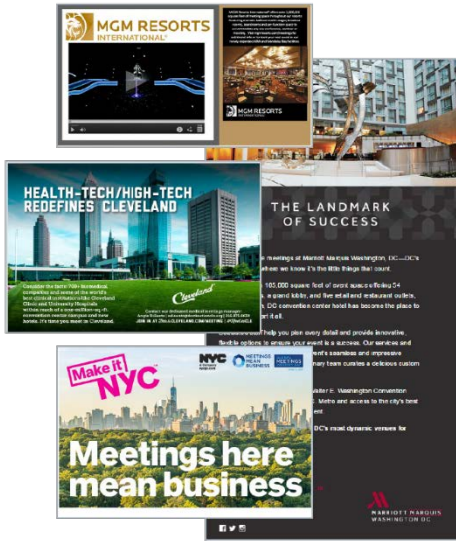**Association Meetings Direct** (monthly; 1st Thursday)
Monthly e-newsletter delivered to 16,000+ association meeting planners - featuring news and analysis to help them perform their jobs better.

Medical Meetings Direct (monthly; 3rd Thursday)
Monthly e-newsletter delivered to 7,000+ meeting planners in the medical industry - featuring news and insights for medical, pharmaceutical, life science, and bio-med planners.

Ad Unit	Association	Medical
Top Center Text Ad (180x150 w/ 50 words)	$2,295	$1,470
Top Right Tower Ad (120x240 w/ 25 words)	$2,000	$1,300
2nd Center Text Ad (180x150 w/ 50 words)	$1,635	$1,055
2nd Right Tower Ad (120x240 w/ 25 words)	$1,635	$1,055
3rd Center Text Ad (180x150 w/ 50 words)	$935	$700

Align your marketing message with need-to-know editorial content via MeetingsNet's most relied upon newsletters. Meeting professionals turn to our e-newsletters for essential industry content — a combination of news, analysis, ideas and more. There are multiple e-newsletter options with the reach and potential for you and your marketing dollars.

NOTE: net rates; rates subject to change

Custom E-Blasts | E-mail Campaign

Deliver your message directly to professionals in the meetings industry. E-mail remains one of the most effective methods for targeting and reaching potential customers with specific and detailed messaging. Leverage the power and scale of the MeetingsNet audience database for your marketing efforts to help you reach who you want, directly via e-mail.

Targeting	Reach*	Rate
National	43,000+	$7,695
Corporate	29,000+	$6,495
Association	13,000+	$4,595
Medical	10,000+	$4,350
Northeast/Mid-Atlantic (CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VA, VT)	10,000+	$4,195
South (AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, WV)	15,000+	$3,800
Midwest (IA, IL, IN, KS, MI, MN, MS, ND, NE, OH, WI, SD)	9,000+	$3,400
West (AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY)	9,000+	$3,100

Video Enhancement: additional $1,300 per e-blast

*reach subject to change

NOTE: net rates; rates subject to change

Audience Extension | Audience Based Targeting

Stay top of mind with our audience – no matter where they are. Extend your reach to our audience beyond our websites and e-newsletters with targeting based on 1st party data. Audience Extension helps you stay in front of our audience, keeping your brand top of mind and encouraging response.

Audience Pool – Ways to Target Your Online Reach

1. Account-based targeting
2. Audience targeting based on demographics
3. Turnkey audience segments
4. Extension from our website and/or e-mail

Ad Units/Types	Min 40k impressions
Website	$40 / CPM
Social (Facebook/Instagram)	$65 / CPM
Video (Facebook Video; Video Pre-Roll)	$70 / CPM
In-Feed/Native	Contact Us
Custom Targeting	Contact Us

NOTE: net rates; rates subject to change

Webinars | Lead Generation

Elevate your experts, generate qualified leads and maximize ROI. Position your brand as an industry expert and connect with prospects who are actively looking for education on a key topic, or solution to their challenge. Our webinars are a cost-effective way to create powerful, engaging content that generates a large number of leads and allows you to connect directly with prospects.

Educational Webinar Sponsorship

Sponsor a webinar topic developed by our expert editorial team appropriate for all meeting planners or topics specific to a particular market segment. (see editorial calendar for list of topics)

- Promotion for webinar includes sponsor logo on registration page, registration e-mails (up to 3), website ads, webinar platform and post-webinar email
- Registration leads including contact information and survey responses
- Event traffic metrics (delivered 24 hours post-webinar)
- Webinar archived for one year with link provided for on-demand viewing

Rate: $7,245 (up to 3 sponsors)

Custom Webinar Sponsorship

Our editorial team will collaborate with sponsor to develop a topic, produce the webinar and market the program to our audience.

- Promotion for webinar includes sponsor logo on registration page, registration e-mails (up to 3), website ads, webinar platform and post-webinar email
- Registration leads including contact information and survey responses
- Event traffic metrics (delivered 24 hours post-webinar)
- Webinar archived for one year with link provided for on-demand viewing

Rate: Contact Us

Add-On: Webinar Library

Take your webinar to the next level with a webinar library – an unique, branded library to organize your webinar content.

Rate: Contact Us

NOTE: net rates; rates subject to change

Webinar Lead Touch | Lead Generation

Further qualify and motivate your webinar registrants. Gain greater return on your webinar investment by engaging leads immediately after your event to maintain a conversation and move them toward a follow-up action. The program includes the development of an executive summary along with a series of three emails to registrants to encourage sharing, drive on-demand views, and expose users to related content.

- **End-to-end program management including content mapping, email development & deployment, and reporting**
- **Creation of a co-branded Executive Summary, summarizing key highlights from webinar**
  - Offers those who may never view the webinar access to key messages and provides those who attended an easy-to-share file
  - You own the content and can continue to use it as a lead generating vehicle on your own site or in emails to client & prospects lists after the program ends
- **3-touch communication strategy includes co-branded, follow-up emails to all webinar registrants approximately 2 days, 1 week, and 2 weeks post-webinar**
  - Email #1 is personalized based on whether the registrant attended the webinar or not and aims to drive on-demand viewing
  - Email #2 delivers a piece of your existing, complementary content to recipients
  - Email #3 provides recipients with access to the Executive Summary
- **Executive Summary and emails developed in collaboration between you and MeetingsNet**
  - Includes 2 rounds of revisions
- **Reporting**
  - Provided at end of program
  - Aggregate email report showing the following: emails sent, emails received, opens, open rate %, clicks, CTR %
  - Contact engagement report on contacts who have engaged in the communications including all contact details captured

Rate: Contact Us

Risk360 | Event Sponsorships

Network and attract new prospects. Strengthen your existing relationships. Events bring together like-minded professionals in an interactive environment that provides education and other thought leadership content and the ability for attendees to interact with products, services or messages from your company.

Time: Fall/Winter 2019
Location: New York, NY

A one-day conference focusing on risk management for meeting and event professionals. The conference focuses on real-life security scenarios, topical advice and best practices, and boots-on-the-ground information that meeting professionals need to know in today's increasingly insecure world.

Sponsorship Package	Platinum	Gold	Silver
Sponsor Logo	●	●	●
One (1) literature in attendee bag	●	●	●
Attendee list	●	●	●
One (1) full page ad in the MeetingsNet digital magazine/app <u>or</u> Five (5) ads in the MeetingsNet today e-newsletter	●	●	●
Tabletop at conference	●	●	
Five-minute spot to address attendees	●		
One (1) custom e-mail eblast to attendees	●		
	$8,895	$3,950	$2,995

NOTE: net rates; rates subject to change

CMI 25 | Event Sponsorships

Network and attract new prospects.
Strengthen your existing relationships.
Events bring together like-minded professionals in an interactive environment that provides education and other thought leadership content and the ability for attendees to interact with products, services or messages from your company.

Time: September 9, 2019
Location: Las Vegas, NV

The CMI 25 program gives you access to a select list of the largest and most influential corporate meetings and incentive companies in the North American corporate market. The CMI 25 elite roster, compiled by the editors of MeetingsNet, are referenced all year long by decision-makers in the meetings industry.

CMI 25 Sponsorship

- Two (2) invitations to the exclusive CMI 25 reception during IMEX America
- One (1) full page ad in the September issue of MeetingsNet
- CMI 25 attendee list of meeting planners

Rate: $4,495

Pharma Forum | Event Sponsorships

**Network and attract new prospects.
Strengthen your existing relationships.**
Events bring together like-minded professionals in an interactive environment that provides education and other thought leadership content and the ability for attendees to interact with products, services or messages from your company.

**Time: March 24-27, 2019
Location: New York, NY**

Powered by 15 years of experience in meeting management training, Pharma Forum pushes the limits on the caliber of cutting-edge, educational programming. Featuring engaging and informative keynote speakers, brimming with industry experts in educational breakout sessions, showcasing the latest technologies and incorporating the most impactful networking experiences, Pharma Forum 2019 is destined to exceed your highest expectations.

WHAT WE WANT FOR YOU:
We want you to master the planning and execution of life sciences meetings, both U.S.-based and on a global scale, by learning about new meeting technologies, managing international compliance regulations, gaining insight to develop an effective Strategic Meetings Management (SMM) program and networking and building relationships with key partners.

WHAT YOU CAN EXPECT:
Three days filled with un-matched educational content, a bustling exhibit hall fostering new partnerships, and joining over 700 industry colleagues at the world's largest meeting management conference for the life sciences industry.

WHO YOU WILL MEET:
Meeting planners from pharmaceutical, biotechnology and medical device companies; account directors and meeting managers from third-party and event management agencies; hoteliers, DMC's, technology providers, and more.

Contact us for more information or visit cbinet.com/pharmaforum

Las Vegas Corporate Program | Integrated Sponsorships

Network and attract new prospects. Strengthen your existing relationships. Events bring together like-minded professionals in an interactive environment that provides education and other thought leadership content and the ability for attendees to interact with products, services or messages from your company.

Time: April 2019
Location: Las Vegas, NV

MeetingsNet, the Las Vegas Convention and Visitors Authority, and key members of the Las Vegas hospitality industry will host top U.S. corporate meeting professionals at the 20th annual Las Vegas Corporate Invitational Destination Showcase. This is a multi-channel marketing program designed to help drive Las Vegas business to you via print, digital and in-person experiences.

Sponsorship Package Options	1	2	3	4
Full Page Ad In Print Magazine	●	●	●	●
Meetings Fuel Website Ads, E-newsletter Ad & Featured Gallery	●	●	●	●
Webinar Sponsorship	●	●	●	●
Custom E-Blast	●	●		●
Video E-Postcard	●	●	●	●
Website Welcome Ads	●	●		
Website Display Ads – Corporate Meetings category	●	●	●	
In Article Video – within editorial articles 500+ words		●	●	
Audience Extension				●
Event: Golf Foursome + all-inclusive invitational events	●	●	●	●
Event: Two (2) non-golf guests for separate non-golf itinerary (Properties only)	●	●	●	●

Contact us for more information

Magazine Ads | Interactive Magazine

Reach our monthly magazine subscribers across desktop, mobile and tablet devices. Produced by the highly experienced MeetingsNet editorial team, our magazine app and digital edition offers in-depth, curated content in an interactive format designed to increase reader engagement. Bring your sales message and product benefits to life with the use of video, photo galleries, and much more.

Static Ad
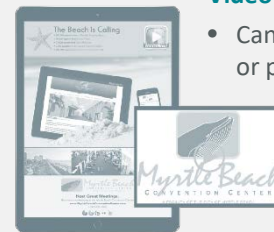- Web enabled
- PDF of current print ad accepted

Scrolling Multi-Page Ad
- Smooth scrolling vertical creative
- PDF of current print ads accepted

Slideshow Ad
- Up to 6 images

Video Ad
- Can expand full screen or play within the page

Ad Type	1x	3x	6x
Static Ad	$2,700	$2,430	$2,295
Scrolling Multi-Page Ad	$3,995	$3,495	$3,000
Slideshow Ad	$3,995	$3,495	$3,000
Video Ad	$3,995	$3,495	$3,000

NOTE: net rates; rates subject to change

2019 Editorial Calendar | Magazine & Webinar Series

			Interactive Magazine (App & Digital Edition)						Webinar Series
Issue	Ad Close	Materials Due	Corporate & Incentives	Association	Medical	Financial & Insurance	Additional Features*	Regional Coverage*	
JAN	Dec-10	Dec-14	•	•	•	•			• Social Media
FEB	Jan-14	Jan-21		•	•	•	• New & Renovated Facilities		• Association Meetings
MAR	Feb-15	Feb-20	•	•	•	•		• California • Mid-Atlantic	• Financial/ Corporate Meetings
APR	Mar-15	Mar-20		•	•	•	• CVB Guide • Incentive Travel Survey	• South Central	• Medical Meetings
MAY	Apr-12	Apr-19	•	•	•	•	• Gaming	• Southwest • Carolinas/Georgia • Hawaii	• Association Meetings
JUN	May-13	May-20	•	•	•	•		• Mid-South	• International Meetings

*Specials: Space close first of month for inclusion in editorial

MEETINGSNET

2019 Editorial Calendar | Magazine & Webinar Series (cont.)

			Interactive Magazine (App & Digital Edition)						Webinar Series
Issue	Ad Close	Materials Due	Corporate & Incentives	Association	Medical	Financial & Insurance	Additional Features*	Regional Coverage*	
JUL	Jun-14	Jun-20	●	●	●	●	• Hotels/Resorts/ Cruises	• Northeast • Texas	• Medical Meetings
AUG	Jul-12	Jul-19	●	●	●	●			• Merchandise in Meetings
SEP	Aug-12	Aug-19	●	●	●	●	• CMI 25	• Midwest • Caribbean • Asia	• Legal Issues for Meetings Professionals
OCT	Sep-13	Sep-18	●	●	●	●	• CVBs/Convention Centers • Holiday Gift Guide	• Mountain • Mexico	• Medical Meetings
NOV	Oct-11	Oct-18	●	●	●	●	• Merchandise & Gift Cards	• Nevada • Canada	• Trends in Meetings
DEC	Nov-11	Nov-18		●	●	●		• Florida • International	

*Specials: Space close first of month for inclusion in editorial

Customized Marketing Solutions | Marketing Services

Know your buyers like we do and connect with them. We provide research solutions, direct and content marketing, events and lead services to marketers, based on understanding customer behavior and when and how B2B customers are looking to make purchases.

Marketing Research
- State of the Market
- Brand Perception
- Social Intelligence
- Strategic Insight Research

Content Marketing
- Custom E-Newsletters
- White Papers
- Storyscape
- Market Spotlight

Direct Marketing
- Data Services
- List Rental Services

Lead Services
- Content Lead Touch
- Webinar Lead Touch

Specifications

WEBSITE ADS (LEADERBOARD/INTERSCROLLER ADS, RECTANGLE ADS, WELCOME ADS)
- **Image Dimensions:** 728x90 (w/ 320x50 for mobile), 300x250, 640x480 (w/ 300x416 mobile)
- **File Format:** JPEG, GIF, Animated GIF, HTML5 (no Flash, Java or Java Applet)
- **File Size:** 200kb max
- **Additional Details:**
  - Clickthrough URL required
  - Additional ad sizes required for delivery to mobile devices (noted above)
  - Most 3rd Party Ad tags accepted
  - All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS)
- **Materials Due:** 5 business days prior to campaign start. Upload materials to https://informa.sendmyad.com

E-NEWSLETTERS
- **Image Dimensions:** 670x90, 180x150, 120x240
- **File Format:** JPEG, GIF, Animated GIF (no Rich Media or Flash)
- **File Size:** 200kb max
- **Text:** 50 words of copy for 180x150 ads; 25 words of copy for 120x240 ads
- **Animated GIFs:** 4 frames max; 3 loops max; 15 seconds max; Ensure important information is in the 1st frame
- **Additional Details:**
  - Clickthrough URL required
  - 3rd party ad serving not accepted
- **Materials Due:** 5 business days prior to e-mail deployment. Upload materials to https://informa.sendmyad.com

IN-ARTICLE VIDEOS
- **Video Resolutions:** 1920x1080 max; 640x360 min
- **File Format:** FLV, MP4, MOV, VAST, VPAID*, YouTube videokey
- **File Size:** 20mb max
- **Length:** 15-60 seconds
- **Aspect Ratio:** 16:9 (4:3 not supported)
- **Codec:** Any video codecs format, except: ProRes 4444, HDV 720p60, Go2, Meeting 3 & 4, ER AAC LD, REDCODE
- **Sound Setting:** On
- **Materials Due:** 10 business days prior to campaign start. Upload materials to https://informa.sendmyad.com

*VPAID might require additional testing and does not currently work on mobile.

CUSTOM E-BLASTS
- **Image Dimensions:** 600px wide; 600px height to minimize scrolling
- **File Format:** HTML (inline coding)
- **File Size:** 40kb max, including images no larger than 32kb
- **Additional Details:** Clickthrough URL required
- **Materials Due:** 7 business days prior to e-mail deployment. Send materials to mary.ralicki@informa.com

VIDEO POSTCARD
- **Image Dimensions:**
  - E-Postcard: 300x400; Two (2) Banner Ads: 728x90 and 160x600
- **File Format:** Flash
- **File Size:** 90mb max
- **Length:** 3-5 minutes
- **Additional Details:** Company logo required
- **Materials Due:** 10 business days prior to e-mail deployment. Send materials to jared.rader@informa.com

Detailed specs for these and other ad units (along with information on HTML5 and 3rd party ad serving) can be found here:
http://www.meetingsnet.com/sites/meetingsnet.com/files/Specs-MNET.pdf

Contact Us

MEETINGSNET

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