

## Digital Products

MeetingsNet Digital Products Enable You to Quickly Reach Your Specific Audience

### Showcase Your Destination in the Quarterly Meetings Watch Advertorial E-Newsletter

Unique targeted coverage for destinations and hotels. This is a great opportunity for destinations and their hotel partners to easily create their own single-destination focused newsletter. Sponsorship options available for single spot or all spots. Quarterly dates in 2013: Feb 14, May 13, Aug 14, Nov 14.

### Reach over 27,000 Meetings Industry Executives with an E-Postcard

E-postcards are a custom, quick, and direct way to reach a wide audience of pre-qualified meeting executives from the MeetingsNet database. Enhance and build your brand awareness and drive sales. \$7,710 gross

### Geographic Targeting With Regional E-postcards Decks

Create a personalized message and reach a targeted region of the country. Customize your message with invitations, special offers, etc.

- West (circ. 6,406)\* .....\$1,335 gross
- South (circ. 8,923)\* .....\$1,820 gross
- Midwest (circ.9,306)\* .....\$1,860 gross
- Mid-Atlantic (circ. 11,078)\* .....\$2,350 gross

### If a Picture Says 1000 Words, a Video Tells the Whole Story

With video e-postcards, reach more than 27,000 meeting planners that can view all your destination or property can offer. Advertisers can use this opportunity to showcase their properties or give meeting planners a virtual tour...\$9,335 gross

### Custom Advertorial Eblast

**You Provide the Content and Select the Audience, We Produce and Blast Out to the Meetings Group Database**

- Provides exclusive sponsorship and extensive content to users
- Exclusive sponsorship email
- Sent to Meetings Group database
- Tracking capability
- No production- we develop based on your content
- Rates based on quantity of content and quantity to blast

Contact Sales Representative for details

### Establish Your Company as a Thought Leader: Sponsor Meeting Essentials

Establish a thought leadership position by sponsoring a Meeting Essentials unique topic on MeetingsNet.com. Online editorial feature that drills down on a specific meetings topic with best practices, case studies, and top strategies viewed in a gated section requiring registration to view content. Sponsorship of Meetings Essentials not only provides thought leadership positioning as a partner with MeetingsNet, but also provides leads of all registrants to the topic. Sponsorship also includes banners and eblasts.



#### E-POSTCARDS AND DIGITAL SPECIFICATIONS

- **FORMATS ACCEPTED:** GIF, JPEG, HTML, (not accepting rich media at this time)
- **IMAGE DIMENSIONS AND FILE SIZES:** 600x400: 50k limit
- **MATERIALS DUE:** 7 days prior to email deployment. Send e-postcard materials to [jared.rader@penton.com](mailto:jared.rader@penton.com)

#### Buy multiple blasts within a one-year period and save!

- 3 e-postcards = 10% off gross rate
- 6 e-postcards = 15% off gross rate