

**CORPORATE
& INCENTIVES**

ASSOCIATION

MEDICAL

RELIGIOUS

MEETINGSNET

Targeted. Effective. Powerful.

MEETINGSNET

- Quality information.
- Quality readership.
- Quality results for your brand.

MeetingsNet provides opportunities to promote to our broad based audience with one powerful unified message or optimize your message to specific market segments.

- **Delivering a Highly Engaged Audience:** A new cutting-edge Web site and print redesign with must-read content.
- **Offering Multiple Market Touch Points:** Select from our portfolio of products for an integrated marketing approach.
- **Targeted Messaging:** Reach the entire MeetingsNet audience or target any one of our four focused market segments

MeetingsNet: leading the meeting industry by providing award-winning, engaging content for market-segmented meeting decision-makers planning meetings, incentives and events through integrated solutions.

“Our expertise is helping those in the business of connecting. Our meetings publications and media products are aimed at helping meeting managers and event planners do their jobs better and achieve ROI for effectively communicating, educating and networking by connecting them through face-to-face or virtual gatherings.”

— Melissa Fromento, Group Publisher, MeetingsNet

Print

MeetingsNet/corporate & incentives
MeetingsNet/association
MeetingsNet/medical
Religious Conference Manager
Beyond Borders
CVB Supplement
RCMA Highlights
High Impact Inserts, Gatefolds,
Cover tips, Belly Bands
Reprints

Digital

Web site: MeetingsNet.com
MeetingsNet Extra
Association Meetings Extra
Medical Meetings Extra
Religious Conference Manager Extra
E-postcards
MeetingsWatch
Video
Social media
High Impact Web site Units

Custom

Webinars
Destination Spotlight
Facilities Spotlight
Curated Sponsor Pages
Meeting Essentials
Research
Custom Publishing
Live Events
Lead Lifecycling
SEO/SEM
E-Listening

Our Multimedia Approach To Connecting You With Clients

The Importance of Working Across Platforms

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*MeetingsNet/corporate
and incentives*
MeetingsNet/association
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CVB Supplement

Online

MeetingsNet.com
MeetingsNet Extra
Association Meetings Extra
Medical Meetings Extra
Religious Conference
Manager Extra
E-postcards
MeetingsWatch

Custom

Webinars
Destination Spotlight
Facilities Spotlight
Curated Sponsor Pages
Meeting Essentials
Research
Custom Publishing

MEETINGSNET

Targeted.
Effective.
Powerful.

Community Development:



Database development
List management

Events

CMI 25
Pharma Forums 2013
East & West
RCMA Emerge Conference:
Partnership with RCMA
Las Vegas Golf Invitational
Partnerships at major industry
tradeshows including:
IMEX, AIBTM, ASAE,
DMAI, FICP

Corporate Meetings & Incentives focuses on meeting and incentive planning at large corporations. *Corporate Meetings & Incentives* delivers executive strategies for meeting and motivating and covers issues of interest to corporate meeting executives - including meeting consolidation and centralization, procurement influences, and outsourcing trends.

- *Corporate Meetings & Incentives* has 27,000 qualified subscribers who plan corporate meetings and/or incentive programs
- *CMI* has a 46,000 reach per issue with pass along
- *CMI* reaches companies with revenues of \$100 million+ including the Fortune 1000
- 100% of *CMI* subscribers are qualified decision-makers
- 85.1% of subscribers are senior-level corporate executives with planning authority



Corporate Meetings & Incentives Editorial Achievements

2011 WINNER • AZBEE awards competition, the American Society of Business Publication Editors' annual contest honoring editorial and design excellence

2011 WINNER • Folio's: Eddie Award for best single article in the Business to Business, Transportation/Travel category: "Five Lessons from the TED Conference"

2010 WINNER • Northeast Regional Gold Award, American Society of Business Publication Editors, Best Feature Article "The New F Word" 2010 winner • Northeast Regional Gold Award, American Society of Business Publication Editors, Strategic Meeting Management Software Guide

QUICK FACTS

- \$2.4m** the average annual budget our readers allocated for meeting and trade show activities
- 18** the average number of meetings planned by our readers per year
- 6** the average number of incentives planned annually by our readers
- 75%** of our readers plan 5 or more meetings
- 56%** of our readers plan 10 or more meetings
- 62%** of our readers plan incentive travel
- 324** our readers' average number of attendees per meeting and/or incentive
- 42%** visited an advertiser Web site after seeing an advertisement in *Corporate Meetings & Incentives*

FICP & Corporate Meetings & Incentives: Covering The Industry Together

For 55 years, Financial & Insurance Conference Planners has been educating meeting planners from insurance and financial services companies, and bringing them together with suppliers for top-notch networking and collaboration. It's the only association dedicated to this high-caliber, high-end, experienced niche of the meetings industry. FICP member companies spend an estimated \$786 million on meetings annually. *Corporate Meetings & Incentives* magazine features the FICP Newsletter, where members keep up with the latest news, trends, and live reporting from FICP events across the country.

	Editorial	Financial & Insurance Meetings	Site Files – matching advertorial (1/2 page or larger)	Special Awards/ Sections	Matching Advertorial (1/2 page or larger)	Bonus Distribution
February Ad Close: 1/4/13 Materials Due: 1/11/13	<ul style="list-style-type: none"> Annual Joint CMI-Incentive Research Federation Travel Trends Survey Technology Meetings Cruises Large Meetings 	<ul style="list-style-type: none"> FICP Newsletter (Financial & Insurance Conference Planners) 	<ul style="list-style-type: none"> California Carolinas/Georgia 		<ul style="list-style-type: none"> New/Expanded/Renovated Facilities 	
March Ad Close: 2/9/13 Materials Due: 2/15/13	<ul style="list-style-type: none"> Automotive Incentives International Meetings Strategic Meetings Management 	<ul style="list-style-type: none"> FICP Newsletter (Financial & Insurance Conference Planners) 	<ul style="list-style-type: none"> Texas 	<ul style="list-style-type: none"> Las Vegas Supplement 		<ul style="list-style-type: none"> Pharma Forum, March 19-22 Int'l Association of Conference Centers, March 19-22
April Ad Close: 3/4/13 Materials Due: 3/11/13	<ul style="list-style-type: none"> Recreation Issue: Golf, Spas, Water Parks, Theme Parks, Teambuilding Working with CVB's 		<ul style="list-style-type: none"> NY/NJ Hawaii 		<ul style="list-style-type: none"> Golf Courses 	
May Ad Close: 4/5/13 Materials Due: 4/12/13	<ul style="list-style-type: none"> Gaming City Meetings Pharmaceutical Meetings 	<ul style="list-style-type: none"> FICP Newsletter (Financial & Insurance Conference Planners) 	<ul style="list-style-type: none"> South Central (AR/KS/MO/OK) Southwest Caribbean 	<ul style="list-style-type: none"> CVB Supplement w/ Destination Marketing Association Int'l 2013 Paragon Award Ballot 	<ul style="list-style-type: none"> Merchandise & Gift Card Product Section 	<ul style="list-style-type: none"> Springtime Expo, May 16 IMEX Worldwide Exhibition, May 21-23 AIBTM, June 11-13
June Ad Close: 4/29/13 Materials Due: 5/6/13	<ul style="list-style-type: none"> 20 Changemakers Green Meetings New/Expanded/Renovated Facilities 	<ul style="list-style-type: none"> FICP Newsletter (Financial & Insurance Conference Planners) 	<ul style="list-style-type: none"> New England 	<ul style="list-style-type: none"> Beyond Borders Supplement 2013 Paragon Awards Ballot 	<ul style="list-style-type: none"> Resort & Cruise Guide 	<ul style="list-style-type: none"> ASAE, August 3-6 GBTA, Aug 4-7 FICP Forum, June 12-14 MPI WEC, July 20-23
September Ad Close: 8/9/13 Materials Due: 8/19/13	<ul style="list-style-type: none"> CMI 25 Theme Parks/Water Parks Annual CMI-IRF Merchandise & GC Survey 	<ul style="list-style-type: none"> FICP Newsletter (Financial & Insurance Conference Planners) 	<ul style="list-style-type: none"> Midwest Asia 		<ul style="list-style-type: none"> 2013 Paragon Award Winners Individual Incentive Awards 	<ul style="list-style-type: none"> IMEX America, Oct 15-17
October Ad Close: 9/4/13 Materials Due: 9/11/13	<ul style="list-style-type: none"> Management Training Conference Centers 		<ul style="list-style-type: none"> Mid-South (AL/KY/LA/MS/TN/WV) Mountain Meetings Mid-Atlantic (DC/DE/MD/NY/NJ/PA/VA) 	<ul style="list-style-type: none"> Holiday Gift Guide 	<ul style="list-style-type: none"> CVB & Convention Center Spotlight 	<ul style="list-style-type: none"> IMEX America, Oct 15-17
November Ad Close: 10/7/13 Materials Due: 10/14/13	<ul style="list-style-type: none"> Gaming International Meetings Golf Resorts 	<ul style="list-style-type: none"> FICP Newsletter (Financial & Insurance Conference Planners) 	<ul style="list-style-type: none"> Florida Canada Mexico 	<ul style="list-style-type: none"> Las Vegas Supplement 	<ul style="list-style-type: none"> Supplier Insights (full page ads only) Merchandise & GC Trends 	<ul style="list-style-type: none"> 6th Annual West Coast Life Sciences Meeting Management Forum, Dec. PCMA, Jan 2014 The Special Event, Jan 2014 FICP Annual Conference Nov 17-20

In Every Issue

- **KEYNOTES** Our front section takes a strategic look at meetings, and includes interviews with industry leaders, news analyses, technology tidbits, and best practices
- **COVER STORY AND FEATURES** The latest issues and trends affecting meeting managers and senior executives involved in meetings
- **BREAKOUTS** Hands-on advice from the experts
- **ALSO** Checklists and tips to help readers do their jobs better
- **SITES** News of facility openings, expansions, renovations, and On Locations
- **PHOTO GALLERIES**

Advertising Gross Rates: 4-Color				
	1X	3X	6X	8X
Full Page	\$9,825	\$8,350	\$7,855	\$6,875
2/3 Page	\$8,245	\$7,010	\$6,600	\$5,775
1/2 Page	\$7,290	\$6,200	\$5,830	\$5,100
1/3 Page	\$6,470	\$5,300	\$4,715	\$3,955
1/4 Page	\$5,665	\$4,665	\$4,240	\$3,675
1/6 Page	\$4,295	\$3,705	\$3,435	\$3,190
1/2 Page Spread	\$12,620	\$10,755	\$9,995	\$8,850
2 Page Spread	\$18,535	\$15,750	\$14,810	\$12,950

Advertising Gross Rates: Black & White				
	1X	3X	6X	8X
Full Page	\$7,150	\$5,675	\$5,180	\$4,200
2/3 Page	\$5,570	\$4,335	\$3,925	\$3,100
1/2 Page	\$4,615	\$3,525	\$3,155	\$2,425
1/3 Page	\$3,795	\$2,625	\$2,040	\$1,280
1/4 Page	\$2,990	\$1,990	\$1,565	\$1,000
1/6 Page	\$1,620	\$1,030	\$760	\$515
1/2 Page Spread	\$7,995	\$6,130	\$5,370	\$4,225
2 Page Spread	\$13,910	\$11,125	\$10,185	\$8,325

Custom Ink		
Color	Page.....	Spread
Standard 2C	\$1,345	\$2,300
Matched 2C	\$2,125	\$3,615

Premium Positions	
Cover 4	Add 20%
Covers 2 & 3	Add 15%
Page 1	Add 15%
Opposite Table of Contents	Add 15%

Audience & Market

ASSOCIATION

Association Meetings focuses exclusively on association meetings and conventions. *Association Meetings* provides an objective analysis of trends and issues affecting national and international associations meetings and expositions.

- *Association Meetings* has 17,000 qualified subscribers who have responsibility for planning meetings and conventions for the association market
- *AM* has a 37,485 reach per issue with pass along
- All *AM* subscribers are 100% BPA-qualified as having responsibility for planning meetings and conventions for the association market.
- *AM* reaches national, international, regional, and large state associations that meet outside of their state. *Association Meetings* reaches 12,259 different associations.



Association Meetings Editorial Achievements

2010 WINNER • National award (design, feature article) for *Association Meetings* “Have You Heard” feature, October 2009

2010 WINNER • Northeast regional award (design, cover) for *Association Meetings* Tales from the Dark Side, June 2009

QUICK FACTS

\$1m the average annual budget our readers allocated for meeting and trade show activities

13.5 the average number of meetings planned by our readers per year

67% of our readers plan 5 or more meetings per year

41% of our readers plan 10 or more meetings per year

332 our readers' average number of attendees per meeting

1,422 the average attendance at the readers' annual conventions

45% have visited an advertiser's Web site as a result of seeing an advertisement in *Association Meetings*

“I’m happy to report that I received an email from a meeting planner of a large association considering Korea for 2015 – she saw our ad in the August issue of *Association Meetings*.”

— Sung K. Kim, MICE Manager
Korea Tourism Organization, New York Office

“As an association meeting planner (my whole 22-plus-year career), I find *Association Meetings* to be very useful because of its targeted approach. Unlike other publications, every *Association Meetings* article has direct application to me and the events I am responsible for. In some issues I find myself dogearing nearly every page to re-read, share, keep on file, and look up online.”

— Joyce Paschall, CAE, CMP Director of Education and Meeting Services, American College of Occupational and Environmental Medicine

“I really appreciate *Association Meetings* because it keeps me up-to-date on issues that are facing associations. I need the information to help me help my clients. Thank you for a great job!”

— Molly Rasor, CMP, CMMM, Principal,
Meetings Plus More! LLC

Editorial Calendar & Rates

ASSOCIATION

	Editorial	Site Files-matching advertorial (1/2 page or larger)	Special Awards/ Sections	Matching Advertorial (1/2 page or larger)	Bonus Distribution
February Ad Close: 1/17/13 Materials Due: 1/24/13	<ul style="list-style-type: none"> • Association Meetings Trends Research • City Meetings • Family Meetings 	<ul style="list-style-type: none"> • California • Carolinas/Georgia • NY/NJ 		<ul style="list-style-type: none"> • New/Expanded/Renovated Hotels & Resorts 	<ul style="list-style-type: none"> • IACC March 19-22
April Ad Close: 3/15/13 Materials Due: 3/22/13	<ul style="list-style-type: none"> • SMERF/Specialty Market Focus 	<ul style="list-style-type: none"> • New England • South Central States (AR/KS/MO/OK) 	<ul style="list-style-type: none"> • CVB Supplement w/ Destination Marketing Association Int'l • 2013 Inner Circle Awards Ballot 	<ul style="list-style-type: none"> • 2013 Facilities Review: Hotels, Resorts, & Conference Centers 	<ul style="list-style-type: none"> • Springtime Expo, May 16 • IMEX Worldwide Exhibition, May 21-23 • HSMAI's MEET West, May 29-30 • AIBTM, June 11-13
June Ad Close: 5/10/13 Materials Due: 5/17/13	<ul style="list-style-type: none"> • 20 Under 30 • Sports Market • Golf & Spa Resorts 	<ul style="list-style-type: none"> • Texas • Florida • Mountain Meetings 	<ul style="list-style-type: none"> • Beyond Borders Supplement • 2013 Inner Circle Awards Ballot 	<ul style="list-style-type: none"> • Golf Courses 	<ul style="list-style-type: none"> • MPI WEC, July 20-23 • ASAE, August 3-6
August Ad Close: 7/15/13 Materials Due: 7/22/13	<ul style="list-style-type: none"> • Think Tank Issue • Tips for Budget-Minded Pros • Gaming 	<ul style="list-style-type: none"> • Midwest • Caribbean • Asia 	<ul style="list-style-type: none"> • 2013 Inner Circle Winners Announced 	<ul style="list-style-type: none"> • 2013 Hotel Inner Circle Award Winners • Second-Tier Cities 	
October Ad Close: 9/16/13 Materials Due: 9/23/13	<ul style="list-style-type: none"> • Trade Show Trends/Planning Large Meetings • Theme Parks/Water Parks 	<ul style="list-style-type: none"> • Mid-South (AL/KY/LA/MS/TN/WV) • Southwest Meetings • Hawaii • Mexico 		<ul style="list-style-type: none"> • Update on CVBs/Convention Centers • 2013 Inner Circle Award Winners Section- CVBs & Convention Centers 	<ul style="list-style-type: none"> • IMEX America, Oct 15-17
December Ad Close: 11/15/13 Materials Due: 11/22/13	<ul style="list-style-type: none"> • 25th Anniversary Issue • International Meetings • Small Meetings 	<ul style="list-style-type: none"> • Mid-Atlantic (DC/DE/MD/NJ/NY/PA/VA) • Florida • Canada 		<ul style="list-style-type: none"> • Supplier Insights (full page ads only) 	<ul style="list-style-type: none"> • PCMA, Jan 2014 • The Special Event, Jan 2014

In Every Issue

- **KEYNOTES** Provides analysis of trends and news of strategic importance to association meetings and expositions
- **COVER STORY AND FEATURES** Spotlight issues critical to the management and execution of association meetings, trade shows, and conferences
- **BREAKOUTS** How-to articles and checklists on everything from AV to F&B
- **SITES** News of facility openings, expansions, renovations, and On Locations

Advertising Gross Rates: 4-Color			
	1X	3X	6X
Full Page	\$9,555	\$7,645	\$6,690
2/3 Page	\$8,125	\$6,505	\$5,690
1/2 Page	\$7,185	\$5,745	\$5,030
1/3 Page	\$5,850	\$4,680	\$4,095
1/4 Page	\$5,045	\$4,045	\$3,620
1/6 Page	\$4,045	\$3,240	\$3,005
1/2 Page Spread	\$12,985	\$10,380	\$9,085
2 Page Spread	\$18,435	\$14,745	\$12,900

Advertising Gross Rates: Black & White			
	1X	3X	6X
Full Page	\$7,430	\$5,570	\$4,615
2/3 Page	\$6,050	\$4,430	\$3,615
1/2 Page	\$5,110	\$3,670	\$2,955
1/3 Page	\$3,775	\$2,605	\$2,020
1/4 Page	\$2,970	\$1,970	\$1,545
1/6 Page	\$1,970	\$1,165	\$930
1/2 Page Spread	\$9,190	\$6,585	\$5,290
2 Page Spread	\$14,460	\$10,950	\$9,105

Custom Ink		
Color	Page	Spread
Standard 2C	\$905	\$1,595
Matched 2C	\$1,070	\$1,970

Premium Positions	
Cover 4	Add 20%
Covers 2 & 3	Add 15%
Page 1	Add 15%
Opposite Table of Contents	Add 15%

MEDICAL

Audience & Market

Medical Meetings engages an audience of devoted medical meeting professionals with essential, industry-specific information and trends relevant to their unique convention, conference, and symposium needs. *Medical Meetings'* ongoing, detailed coverage of regulatory and educational issues draws an audience at a level that no one else can match.

- *Medical Meetings* has 8,000 qualified subscribers who have responsibility for planning meetings, incentives, conventions, and continuing education for the medical industry
- *MM* has a 15,930 reach per issue with pass along
- As a benefit to members, *MM* reaches all 1,798 associates of the Alliance for Continuing Medical Education Association



“Current, concise and relevant. *Medical Meetings* has always been a resource that we as a professional industry can rely on for valuable information. It is a wonderful vehicle for conversational topics that matter to healthcare educators.”

—Audrie Tornow, CCMEP, CME Director
Paradigm Medical Communications, LLC

“I have been a regular *Medical Meetings* reader and fan for a long, long time, back when “digital” was a term only used in medical circles. Over the years, *Medical Meetings* has distinguished itself from its competition by addressing strategic issues that a medical meeting/events manager needs to understand to earn a place at the table. It does not ignore tactical needs, but it also helps raise readers’ levels of understanding of what is really important for them to maintain their professional growth.”

—Rod Abraham, Managing Director
The Rod Abraham Group LLC

“*Medical Meetings* magazine is a great opportunity to stay on top of the trends of our industry. While other publications and organizations give information, advice, and suggestions that apply to meetings in general, *Medical Meetings* specifically targets the hottest topics we who plan pharmaceutical company meetings face every day. The publication is a great resource and I look forward to every issue.”

—James Vachon, CMM, Associate Director of Events,
Meetings and Conventions,
Millennium: The TAKEDA Oncology Company

QUICK FACTS

- \$2.1m** the average annual budget our readers allocated for meeting and trade show activities
- 15** the average number of meetings planned by our readers per year
- 62%** of our readers plan 5 or more meetings per year
- 46%** of our readers plan 10 or more meetings per year
- 384** our readers’ average number of attendees per meeting
- 1922** the average attendance at readers’ annual conventions
- 43%** visited an advertiser Web site after seeing an advertisement in *Medical Meetings*

MEDICAL

Editorial Calendar & Rates

	Editorial	Site Files-matching advertorial (1/2 page or larger)	Special Awards/ Sections	Matching Advertorial (1/2 page or larger)	Bonus Distribution
March Ad Close: 2/11/13 Materials Due: 2/15/13	<ul style="list-style-type: none"> • Wrap up West Coast Life Sciences Forum • 9th Annual Pharma Forum 2013 Preview • Conference Centers • Unique Incentive Destinations 	<ul style="list-style-type: none"> • California • Carolinas/Georgia • Florida • Texas 	<ul style="list-style-type: none"> • Pharmaceutical Meeting Management Section with Bonus Distribution in <i>Pharmaceutical Executive</i> magazine 	<ul style="list-style-type: none"> • 2012 M&D Award Winners 	<ul style="list-style-type: none"> • Pharma Forum, March 19-22 • Springtime Expo, May 16 • IMEX Worldwide Exhibition, May 21-23 • HSMAI's MEET West, May 29-30 • AIBTM, June 11-13
June Ad Close: 5/17/13 Materials Due: 5/24/13	<ul style="list-style-type: none"> • Pharma Forum 2013 Highlights 	<ul style="list-style-type: none"> • NY/NJ • New England • Hawaii 	<ul style="list-style-type: none"> • Las Vegas Supplement • Beyond Borders Supplement • CVB Supplement w/ Destination Marketing Association Int'l 	<ul style="list-style-type: none"> • Resource Guide: Leading Destinations, Facilities, & Non-Hospitality Suppliers for Medical Meeting Community 	<ul style="list-style-type: none"> • MPI WEC, July 20-23 • ASAE, August 3-6
September Ad Close: 8/19/13 Materials Due: 8/26/13	<ul style="list-style-type: none"> • Hot Topics in Pharma Meetings • Gaming Destinations • Theme Parks/Water Parks 	<ul style="list-style-type: none"> • Mid-Atlantic (DC/DE/MD/NJ/NY/PA/VA) • Caribbean • Mid-South (AL/KY/LA/MS/TN/WV) • Mountain Meetings 	<ul style="list-style-type: none"> • 2013 M&D Award Ballot 	<ul style="list-style-type: none"> • CVBs/Convention Centers 	<ul style="list-style-type: none"> • IMEX America, Oct 15-17
November Ad Close: 10/16/13 Materials Due: 10/23/13	<ul style="list-style-type: none"> • International Meetings • Citywides • Spa Meetings 	<ul style="list-style-type: none"> • Midwest • Florida • Canada • Mexico • Asia 	<ul style="list-style-type: none"> • Las Vegas • 2013 M&D Award Ballot 		<ul style="list-style-type: none"> • 6th Annual West Coast Life Sciences Meeting Management Forum, Dec • PCMA, Jan 2014 • The Special Event, Jan 2014 • 38th Alliance for Education in the Health Professions Annual Conf. Jan 2014

In Every Issue

- **VITALS** News that includes Continuing Medical Education and pharma industry regulatory updates
- **CONSULT** Columns from industry experts
- **COVER STORY/FEATURES** The latest developments in medical and pharma meeting regulations; physician education trends; strategic meetings management for pharmaceutical and medical association meeting planners; medical conference and trade show trends
- **SITES** News of facility openings, expansions, renovations, and On Locations.

Advertising Gross Rates: 4-Color			
	1X	2X	4X
Full Page	\$8,275	\$6,625	\$5,380
2/3 Page	\$7,415	\$5,850	\$4,755
1/2 Page	\$6,505	\$5,170	\$4,230
1/3 Page	\$5,350	\$4,280	\$3,435
1/4 Page	\$4,585	\$3,730	\$3,105
1/6 Page	\$3,875	\$3,105	\$2,875
1/2 Page Spread	\$11,630	\$9,305	\$7,565
2 Page Spread	\$15,815	\$12,655	\$10,280

Advertising Gross Rates: Black & White			
	1X	2X	4X
Full Page	\$6,200	\$4,550	\$3,305
2/3 Page	\$5,340	\$3,775	\$2,680
1/2 Page	\$4,430	\$3,095	\$2,155
1/3 Page	\$3,275	\$2,205	\$1,360
1/4 Page	\$2,510	\$1,655	\$1,030
1/6 Page	\$1,800	\$1,030	\$800
1/2 Page Spread	\$7,930	\$5,605	\$3,685
2 Page Spread	\$12,115	\$8,955	\$6,580

Custom Ink	
Color.....	Page.....Spread
Standard 2C.....	\$790\$1,400
Matched 2C.....	\$985\$1,755

Premium Positions	
Cover 4.....	Add 20%
Covers 2 & 3.....	Add 15%
Page 1.....	Add 15%
Opposite Table of Contents.....	Add 15%

Religious Conference Manager, the official publication of the Religious Conference Management Association (RCMA), provides comprehensive in-depth editorial on the special issues that are important to the planners of religious conferences and meetings. Readers rely on *Religious Conference Manager* for clear, how-to information and trends that address their unique meeting concerns.

- RCM has 2,612 qualified subscribers who are members of the Religious Conference Management Association
- RCM has a 5,007 reach per issue with pass along



Religious Conference Manager magazine is the “official and premier magazine of the religious meetings industry in North America,” says Harry Schmidt, executive director of the Religious Conference Management Association. The newly redesigned bi-monthly magazine delivers all the news of the association, and is an integral part of the equation that drives RCMA’s new logo and mission: RCMA, Where Faith Meets. “RCMA is the proven faith-based association for meeting planners and suppliers, nurturing a community that inspires exceptional meetings,” Schmidt adds. RCMA’s members are 100% qualified religious event professionals who directly request their subscriptions when they receive their subscription as a member of RCMA. The publication also offers case studies, how-to information, and opinions geared to the specific needs of the religious conference planning community.

QUICK FACTS

- \$367k** the average annual budget our readers allocated for meeting and trade show activities
- 14** the average number of meetings planned by our readers per year
- 53%** of our readers plan 5 or more meetings per year
- 511** our readers’ average number of attendees per meeting
- 1330** the attendance at the readers’ annual conventions
- 44%** visited an advertiser Web site after seeing an advertisement in *Religious Conference Manager*
- 3.5** days average duration of meetings for conventions
- 5.3m** attendees at RCMA members meetings last year

RCMA Facts

- RCMA represents over 800 diverse religious organizations.
- RCMA members are responsible for planning 7,200 conventions, meetings, assemblies, and retreats, which annually attract more than 5.4 million participants.
- Founded in 1972, RCMA is dedicated to enhancing the professionalism of its members and improving the experience of religious meeting attendees throughout the world.
- In addition to our bi-monthly magazine, RCMA Highlights will be published on three consecutive days at the RCMA’s Annual EMERGE Conference. In addition to daily distribution at the Annual Conference, all three dailies will be digitally mailed to all members of RCMA.

	Editorial	Site Files-matching advertorial (1/2 page or larger)	Special Awards/ Sections	Matching Advertorial (1/2 page or larger)	Bonus Distribution
January Show Dailies Ad Close: 12/21/12 Materials Due: 12/28/12	<ul style="list-style-type: none"> RCMA Highlights: Show Dailies News from the show floor Expanded exhibitor listings for advertisers 				<ul style="list-style-type: none"> RCMA Emerge Conference, January 28-31, 2013
February Ad Close: 1/31/13 Materials Due: 2/7/13	<ul style="list-style-type: none"> The Resource Guide/ Back to Basics 	<ul style="list-style-type: none"> Carolinas Georgia 	<ul style="list-style-type: none"> 2013 Praise Awards Ballot- RCMA members vote for the best hotels, convention centers and CVBs 		
April Ad Close: 4/1/13 Materials Due: 4/8/13	<ul style="list-style-type: none"> Youth Meetings Theme Parks/Water Parks 2013 RCMA Emerge Conference Wrap-up: Conference Photos, Tutorial Summaries 	<ul style="list-style-type: none"> South Central States (AR/KS/MO/OK) 	<ul style="list-style-type: none"> CVB Supplement w/Destination Marketing Association Int'l 2013 Praise Awards Ballot 	<ul style="list-style-type: none"> Hotel/Resort Guide 	<ul style="list-style-type: none"> Springtime Expo, May 16 IMEX Worldwide Exhibition, May 21-23 HSMIA's MEET West, May 29-30
June Ad Close: 5/31/13 Materials Due: 6/7/13	<ul style="list-style-type: none"> Religious Meeting Trends Family Meetings 	<ul style="list-style-type: none"> Mid South (AL/KY/LA/MS/TN/WV) 	<ul style="list-style-type: none"> Beyond Borders Supplement 	<ul style="list-style-type: none"> CVB & Convention Center Spotlight Unique Venue/Campus Meetings 	<ul style="list-style-type: none"> AIBTM, June 11-13 MPI WEC, July 20-23 ASAE, August 3-6
August Ad Close: 7/31/13 Materials Due: 8/7/13	<ul style="list-style-type: none"> City Meetings Colleges & Universities 	<ul style="list-style-type: none"> Mid-Atlantic (DC/DE/MD/NJ/NY/PA/VA) Texas 		<ul style="list-style-type: none"> 2013 Praise Award Winners 	
October Ad Close: 9/30/13 Materials Due: 10/7/13	<ul style="list-style-type: none"> Small-City Options Regional Meetings 2014 RCMA Emerge Conference Preview and Program 	<ul style="list-style-type: none"> Midwest 			<ul style="list-style-type: none"> IMEX America, Oct 15-17
December Ad Close: 11/4/13 Materials Due: 11/11/13	<ul style="list-style-type: none"> Conference Center Roundup 2014 RCMA Emerge Conference Exhibitor Listing 	<ul style="list-style-type: none"> Florida Caribbean Mexico 			<ul style="list-style-type: none"> Religious Conference Management Association Emerge Conference Jan 24-27

In Every Issue

- RCMA INFO** Important and timely news and information from the Religious Conference Management Association
- CONNECTIONS** News and views from religious meeting planners
- LESSONS** Commentary and columns from experts in the field. Each issue includes insights from authorities on legal, food-and-beverage, and other areas
- SITES** News of facility openings, renovations, and expansions, plus On Location reports

Advertising Gross Rates: 4-Color			
	1X	3X	6X
Full Page	\$4,990	\$3,990	\$3,090
2/3 Page	\$4,615	\$3,690	\$2,840
1/2 Page	\$4,065	\$3,250	\$2,590
1/3 Page	\$3,590	\$2,870	\$2,365
1/4 Page	\$3,470	\$2,775	\$2,305
1/6 Page	\$2,780	\$2,225	\$1,990
1/2 Page Spread	\$7,240	\$5,790	\$4,300
2 Page Spread	\$9,260	\$7,410	\$5,500

Advertising Gross Rates: Black & White			
	1X	3X	6X
Full Page	\$3,800	\$2,800	\$1,900
2/3 Page	\$3,425	\$2,500	\$1,650
1/2 Page	\$2,875	\$2,060	\$1,400
1/3 Page	\$2,400	\$1,680	\$1,175
1/4 Page	\$2,280	\$1,585	\$1,115
1/6 Page	\$1,590	\$1,035	\$800
1/2 Page Spread	\$5,140	\$3,690	\$2,200
2 Page Spread	\$7,160	\$5,310	\$3,400

Custom Ink

Color	Page	Spread
Standard 2C	\$515	\$925
Matched 2C	\$1,915	\$3,470

Premium Positions

Cover 4	Add 20%
Covers 2 & 3	Add 15%
Page 1	Add 15%
Opposite Table of Contents	Add 15%

RCMA Highlights

We publish tabloid show dailies on three consecutive days at RCMA's Emerge Conference in Minneapolis, MN: Tuesday, January 29, Wednesday, January 30 and Thursday, January 31.

After the conference, all three dailies will be digitally mailed to all members of RCMA.

SIZE	WIDTH x HEIGHT (inches)	B&W RATE
Tabloid (King)	11 x 14	\$4,460
Standard (Junior)	7.875 x 10.375	\$3,765
1/2 Vertical	5 x 13.75	\$3,105
1/2 Horizontal	10 x 6.5	\$3,105
1/4 Page	5 x 6.5	\$1,960
Tabloid Spread	21.5 x 13.75	\$8,430
Standard Spread	16.25 x 10.375	\$7,130
1/2 Tabloid Spread	21 x 6.5	\$5,185

Custom Ink

Color	Page	Spread
Standard 2C	\$585	\$950
4-Color	\$1,640	\$2,825

Special Supplements

CVB Annual Print Supplement

Connecting Meeting Professionals with Destination Marketing Organizations

Reach our full market of corporate, association, medical, financial, insurance, and religious subscribers – 54,612 in total. Supported by DMAI, this complete supplement demonstrates the importance of destination management organizations to the success of meeting decision-makers. Includes each of the MeetingsNet titles.

Ad Close: February 11 **Materials Due: February 18**

CMI 25

The CMI 25 program gives you access to a select list of the largest and most influential meetings and incentive companies in the North American corporate market.

The CMI 25 elite roster, compiled by the editors of *CMI*, is published in the September issue of *Corporate Meetings & Incentives* and referenced yearlong by meeting decision-makers. Sponsorship includes: a full page in the September issue of *CMI* and two invitations to a networking reception with the *CMI 25* senior teams.

Ad Close: August 9 **Materials Due: August 15**

Beyond Borders

Reach 28,000 Meeting Decision-Makers Responsible for Meetings and Incentive Travel Programs Outside the US

Beyond Borders focuses on how to effectively plan meetings and incentives outside the US with editorial content addressing the hottest trends, key knowledge and strategies, advice and guidelines. Yearlong Distribution: *Beyond Borders* 2013 will be mailed to 28,000 select subscribers outside the US through all four MeetingsNet market-segmented publications: *Beyond Borders* 2013 will also be distributed at major shows. Advertising package includes print ad in *Beyond Borders* and bonus banner in our e-newsletter, *Beyond Borders Extra*.

AD UNIT SIZE	4-COLOR GROSS RATE
Spread	\$16,020
1/2 Page Spread	\$10,800
Full Page	\$8,900
2/3 Page	\$6,750
Half Page	\$5,850
Third page	\$4,500

Awards for Excellence

Each year we ask our readers to select properties and destinations which impressed them and helped make their meetings a success. Each magazine's special award section includes an announcement of the winners. Winners placing a half page or full page will receive free matching advertorial. Meeting and incentive decision-makers value the award issues and use for future reference.

MAGAZINE	AWARD	MATCHING EDIT
CMI	PARAGON	JULY/AUG
AM	INNER CIRCLE	AUG (HOTELS) OCT (CVBS/CONV. CENTERS)
MM	M&D	JAN/FEB
RCM	PRAISE	JUNE

Articles & Ad Reprints

A great way to market your organization – reprints include your company logo and contact information (frame not included). For more information, contact Penton reprints at (888) 858-8851 or e-mail reprints@pentonreprints.com.

Inserts & Special Unit Pricing (Gross)

Inserts & Special Units Allow You to Design a High-Impact Piece that makes your marketing message stand out

AD UNIT	CMI	AM	MM	RCM
Bellyband	9,825	9,555	8,275	4,990
1/2 Cover Tip	20,155	17,915	15,375	9,285
3 Page Gatefold Off C2*	20,155	17,915	15,375	9,285
4 Page Gatefold Off C2**	27,780	24,560	21,165	12,335
2 Page Supplied Insert	10,535	9,280	8,035	4,990
4 Page Supplied Insert	19,980	17,605	15,265	9,165
6 Page Supplied Insert	22,795	20,050	17,365	10,000
8 Page Supplied Insert	25,615	22,500	19,090	10,835
12 Page Supplied Insert	28,755	25,100	21,890	13,490
4-Color Printed Polybag	27,770	23,710	21,165	12,340

Lists & Databases

Select from the MeetingsNet and/or the entire Penton Business Media database of more than 3.2 million subscribers. Postal, telemarketing, and e-mail lists are available for rent. For more information, contact Marie Briganti, List Manager at 877-796-6947 or mbriganti@meritdirect.com.

Magazine Specifications

CORPORATE & INCENTIVES ASSOCIATION MEDICAL

RELIGIOUS

AD SIZES

Full Page Trim.....	7 3/4 x 10 3/4 (7.75 x 10.75)
Full Page Live Area.....	7 1/4 x 10 1/4 (7.25 x 10.25)
Full Page Bleed*.....	8 x 11 (8.0 x 11.0)
2/3 Page.....	4 7/8 x 9 3/4 (4.875 x 9.75)
1/2 Page Horizontal.....	7 3/8 x 4 7/8 (7.375 x 4.875)
1/2 Page Vertical Island.....	4 7/8 x 7 1/2 (4.875 x 7.5)
1/3 Page Vertical.....	2 1/4 x 9 3/4 (2.25 x 9.75)
1/3 Page Square.....	4 7/8 x 4 7/8 (4.875 x 4.875)
1/4 Page Standard.....	3 5/8 x 4 7/8 (3.625 x 4.875)
1/6 Page Vertical.....	2 1/8 x 4 3/4 (2.125 x 4.75)
Full Page Spread Trim.....	15 1/2 x 10 3/4 (15.5 x 10.75)**
Full Page Spread Live Area.....	15 x 10 1/4 (15.0 x 10.25)**
Full Page Spread Bleed*.....	16 x 11 (16.0 x 11.0)**

AD SIZES

Full Page Trim.....	9" x 10 3/4" (9.0 x 10.75)
Full Page Live Area.....	8 1/2" x 10 1/4" (8.5 x 10.25)
Full Page Bleed*.....	9 1/4" x 11" (9.25 x 11.0)
2/3 Page.....	5 1/2" x 10 1/4" (5.5 x 10.25)
1/2 Page Horizontal.....	7" x 4 3/4" (7.0 x 4.75)
1/2 Page Vertical Island.....	5 5/8" x 7 3/4" (5.625 x 7.75)
1/3 Page Vertical.....	2 3/4" x 10 1/4" (2.75 x 10.25)
1/3 Page Square.....	4 1/2" x 4 3/4" (4.5 x 4.75)
1/4 Page Standard.....	4 1/4" x 5 1/8" (4.25 x 5.125)
1/6 Page Vertical.....	2 3/4" x 5 1/8" (2.75 x 5.125)
Full Page Spread Trim.....	18" x 10 3/4" (18.0 x 10.75)
Full Page Spread Live Area.....	17 1/2" x 10 1/4" (17.5 x 10.25)
Full Page Spread Bleed*.....	18 1/4" x 11" (18.25 x 11.0)

Space unit size in inches. Space can be used only in the above sizes. Space exceeding size indicated in any direction is considered bleed except for gutter bleeds in spread.

All live matter not intended to bleed should be kept 1/4" (0.25") from trim.

*All bleed dimensions include a 1/8" (0.125) head, foot, face and gutter trim.

**For best results, make sure words and critical information are not split over cross-over. Gutter clearance: 3/16" total (.1875).

UPLOAD INSTRUCTIONS

Visit www.pentondigitalads.com. Just click on the "submit digital ad" tab on the left-hand side, fill out the necessary information, and attach your file. You will receive a confirmation report if the ad successfully uploads, or if an error occurs.

PRODUCTION CONTACT

Kylee Adams
 kylee.adams@penton.com
 Direct Line: (913)-967-1773
 9800 Metcalf Avenue, Overland Park, KS 66212

GENERAL SPECIFICATIONS

- **PRINTING METHOD:** Web Offset
- **BINDING:** Perfect Bound
- **PAPER:** Cover printed on 70-lb. coated offset; text printed on 45-lb. coated groundwood finish
- **INK:** SWOP standard and four-color process
- **LINE SCREEN:** 133 lines per inch
- All MeetingsNet publications are manufactured CTP (Computer- To-Plate).

DIGITAL AD SPECIFICATIONS

- **PDF FORMAT:** Advertisers are encouraged to submit PDF and PDF/X1-A files prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file, and more information on creating acceptable PDF files, visit www.pentondigitalads.com. Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)
- **PREFERRED APPLICATIONS:** Ad layouts should be created using either QuarkXPress™; Adobe Pagemaker® or Adobe InDesign®. Provide all supporting graphics and fonts with application files.
- **PROOFS:** Minimal requirement: a text and element proof to assist in preflighting digital ad files. For critical color match, digital halftone proof required (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.). Accurate color reproduction can not be guaranteed without an accompanying SWOP-certified proof.
- **PHOTO ELEMENTS:** 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.
- **LINE ART/TEXT:** 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. To avoid registration problems in PhotoShop, black text should be created in black channel only.
- **COLOR TONE VALUES:** To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.
- **COLOR MODE:** Convert to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.
- **FONTS:** When submitting application files, include screen and printer fonts. For illustrations, it is recommended to convert text to outline, however outline text cannot be altered.
- **LETTERING:** Reproduce all reverse lettering with minimal colors. Type smaller than 8 point with fine serifs should be avoided.
- **MEDIA:** Mac or IBM CD, Zip 100, floppy or FTP Upload: www.pentondigitalads.com (No User ID and Password required)
- **INSERTS:** Contact your Sales Representative for rates, production specifications, and shipping instructions, or visit www.pentondigitalads.com.

Expand Your Reach

Reach More Prospects with Over 118,000 Monthly Impressions. MeetingsNet is a powerful tool for building your brand, connecting with the meetings industry, and increasing your market presence. Visit MeetingsNet.com with a refreshing new look and an easy-to-navigate format.

2012 STATS

- 1.17m** number of total page views between January 2012 and December 2012
- 118k** the average number of monthly impressions
- 563k** number of visits between January 2012 and December 2012
- 34k** the average number of monthly unique visitors

Advertising Gross Rates on MeetingsNet.com

Home Page/Article Pages	Banner Size	Sponsorship	Monthly Gross Rate
Top Leaderboard (ROS)	728 x 90	Multiple or Single	\$135 Gross CPM
Top Leaderboard Expanded	728 x 180	Multiple or Single	\$190 Gross CPM
Bottom Leaderboard (ROS)	728 x 90	Multiple or Single	\$85 Gross CPM
Bottom Leaderboard Expanded	728 x 180	Multiple or Single	\$135 Gross CPM
Right Large Button Top	300 x 250	Maximum of 3 rotating	\$1,245
Right Large Button Lower	300 x 250	Maximum of 3 rotating	\$1,050
Interstitial	640 x 480	Week runs from Mon-Sat	\$2,905 per week

Use the Portfolio of MeetingsNet.com Online Products to Grow Brand Awareness and Attract Customers

- Place Your Company's Mini-Landing Page on MeetingsNet.Com (Sponsored Curated Page)**
 Custom design your own mini-landing page on the MeetingsNet Web site. This is a unique way for you to show off every aspect of your property to the MeetingsNet audience. Include white papers, videos, photo galleries, hot dates, promotions, sweepstakes, social buttons, RFP links etc. Your mini-page will be fully supported by MeetingsNet eblasts and social media promotions.
- Want to Be Noticed By Every MeetingsNet.com Visitor? Use Interstitial Advertising**
 Interstitials are the best way to make sure that every MeetingsNet visitor sees your advertisement.



- Get Noticed With the Unique Design of Peelbacks**



- Grow Your Presence with an Expandable Ad Unit**



- face2face Blog**
 One of the most popular pages (14,868 page views in 2012) and the best blog in the meetings industry, face2face is a refreshingly different and quirky daily report on a variety of categories of interest to meeting planners.
 - Top 300x250 Button\$1,200 gross
 - 2nd 300x250 Button\$1,050 gross

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

MEETINGSNET

e-Newsletters

A fast, easy, and effective way to get your message front and center is by having it delivered right to the desktop of up to 27,000 meeting planners with MeetingsNet e-newsletters, a resource packed with current news on the meeting planning industry. Each of the five e-newsletters blasted throughout the month are specific to the different planning industries.



MeetingsNet Extra

MeetingsNet Extra is our only weekly newsletter delivered every Tuesday to more than 27,000 meeting planners in the corporate, association, financial services, insurance, and medical markets.

Association Meetings Extra

Looking to reach only association meeting planners? Association Meetings Extra is e-mailed on the first Thursday of each month to more than 10,000 decision-makers and features timely, targeted information to help association meeting planners do their jobs.

Medical Meetings Extra

Medical Meetings Extra is geared toward professional meeting planners in the medical industry and covers breaking news for CME professionals and medical/pharmaceutical meeting planners. MM Extra is e-mailed on the third Thursday of each month to more than 4,500 medical meeting planners.

Religious Conference Manager Extra

On the second Wednesday of each month, more than 670 RCMA members are e-mailed this newsletter, packed with information on the religious conference meeting industry.

Beyond Borders Extra

For meeting planners taking meetings, incentives, and events outside of the U.S. BB Extra is e-mailed on the third Wednesday of every other month (Feb., April, June, Aug., Oct., Dec.) to 18,000 subscribers, delivering current news items relevant to the international marketplace.

E-NEWSLETTERS SPECIFICATIONS

- **FORMATS ACCEPTED:** GIF, Animated GIF or JPEG files only. No Rich Media or Flash.
- **IMAGE DIMENSIONS AND FILE SIZES:** 180x150 button, 15-20k, 50 words of copy; 120x240 half tower, 25K, 25 words of copy
- **FRAMES AND LOOPING:** Max Frames = 4, Looping = 3 times
- **3RD PARTY AD SERVING:** Most 3rd Party Ad tags accepted. 3rd Party Ad tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.
- **MATERIALS DUE:** 5 business days prior to e-newsletter blast. Send all materials to sarah.rapp@penton.com.

Advertising Gross Rates

Ad Location • Size	MeetingsNet Extra	Association Meetings Extra	Medical Meetings Extra	Religious Conference Manager Extra	Beyond Borders Extra
Top Center • 180x150	\$6,845	\$2,700	\$1,730	\$1,460	\$2,425
Top Right • 120x240	\$5,190	\$2,355	\$1,525	\$1,365	\$2,095
2nd Center • 180x150	\$3,490	\$1,920	\$1,240	\$1,265	\$1,695
2nd Right • 120x240	\$3,490	\$1,920	\$1,240	\$1,265	\$1,695
3rd Center • 180x150	\$2,410	\$1,100	\$820	\$820	\$970
4th Center • 180x150	\$1,825	\$1,005	\$700	\$700	\$920

Buy multiple issues & save:

- 3 months=10%
- 6 months=15%
- 9 months=20%
- 12 months=25%

Webinars & Trade Shows

Establish a Live Connection to New Leads Using MeetingsNet Webinar Series and Face-to-Face Tradeshow Opportunities

Webinars Generate Highly Engaged Prospects and Measurable Results

Webinars allow you to broadcast your company's strengths and attract leads that you would not otherwise reach by associating your brand with specialized content. By sponsoring a MeetingsNet webinar, you establish yourself as an expert in your niche, making your product or service more attractive to prospects.

Doing Business Globally Webinars

MeetingsNet launches a series of global meeting planning webinars "Doing Business In..." Each 30-minute webinar will focus on one country or city based on the sponsor and provide meeting planners everything they need to know about doing business in specific countries, including basics such as customs, best practices, protocol, industries countries are known for, cultural practices, pricing practices at hotels and convention centers, and more showcasing the city's or country's assets.

Unique Webinar Lead Touch Program Increases Webinar ROI

Magnify your webinar results by engaging leads when they are most receptive: immediately after your sponsored event. The Lead Touch Program maintains a conversation with your leads to move them towards a follow-up action. Exclusive sponsorship: one per webinar.

Establish Critical Face-to-Face Connections with Hundreds of Hot Prospects in a Trade Show Environment

Tradeshows allow you to meet in-person with hundreds of clients and prospects, cut travel costs, demo your products, promote your brand, and answer questions. MeetingsNet maintains partnerships with tradeshows in every market-niche and provides year-round face-to-face coverage of the entire meetings industry.

MeetingsNet 2013 Event Series:

	WEBINARS	FACE-TO-FACE
JAN	Green Meeting Standards Target Audience: ALL	RCMA Annual Conference & Exposition Target Audience: religious
FEB	Association/SMERF focus on convention centers Target Audience: association, religious	
MAR	Financial/Corporate Meetings Focus Target Audience: corporate	Pharma Meeting Management Forum, East Coast Target Audience: medical
APR	Medical Meetings focus Target Audience: medical, corporate, association	MeetingsNet Las Vegas Corporate Golf Invitational
MAY	Association/SMERF focus on convention bureaus Target Audience: association, medical, religious	
JUN	Beyond Borders-Taking Meetings Outside the USA Target Audience: International	
JUL	Medical Meetings Focus Target Audience: medical	
AUG	Legal issues for meeting managers Target Audience: all of MeetingsNet	
SEP	Strategic Meeting Management	CMI25 Package and CMI Sponsorship Page in Sept. CMI and sponsorship at CMI25 reception Target Audience: corporate, financial, medical
OCT	Financial/Insurance/Incentive focus Target Audience: corporate	
NOV	Automotive Meetings Target Audience: corporate	
DEC	International Meetings Target Audience: corporate, medical, association, religious	West Coast Life Sciences Forum Target Audience: Medical

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

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

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

MEETINGSNET

Sales Representatives

**CORPORATE
& INCENTIVES**

ASSOCIATION

MEDICAL

RELIGIOUS

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