

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 |

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