

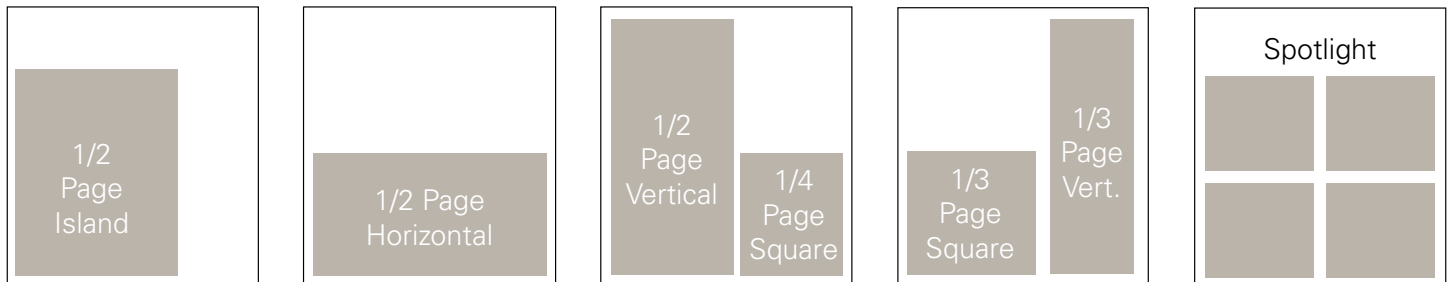
# PRINT SPECIFICATIONS

## Mechanical Requirements

AD SIZE	NON-BLEED (W x H)	BLEED (W x H)
Full Page	8" x 9 7/8"	9 1/4" x 11 1/8"
1/2 Page (Island)	5 1/2" x 7 5/8"	N/A
1/2 Page (Horizontal)	8" x 4 3/4"	9 1/4" x 5 3/8"
1/2 Page (Vertical)	4" x 10"	4 1/2" x 11 1/8"
1/4 Page (Square)	4" x 4 3/4"	N/A
1/3 Page (Square)	5 3/8" x 4 7/8"	5 3/4" x 5 1/2"
1/3 Page (Vertical)	2 3/4" x 10"	3 1/8" x 11 1/8"
1/6 Page (Horizontal)	5 3/8" x 2 1/2"	N/A
1/6 Page (Vertical)	2 1/2" x 5 3/8"	N/A
Meetings Marketplace	1 7/8" x 4 1/2"	N/A
2 Page Spread*	Two 8 1/2" x 9 7/8"	Two 9 1/4" x 11 1/8"
1/2 Page Spread	Two 8 1/2" x 4 7/8"	Two 9 1/4" x 5 3/8"

\* Supply as two single facing pages, set to the trim size (9" x 10 7/8"), with 1/8" bleed on all outside edges. No gutter bleed is required.

## Ad Sizes



### Contacts for Print Advertising Submissions

#### South and West Demographic, International and National submissions

Candy Holub  
Production Manager  
319.861.5025  
candy.holub@meetingstoday.com

#### East and MidAmerica Demographic, International and National submissions

Megan Kommes  
Production Manager  
319.861.5062  
megan.kommes@meetingstoday.com

### File Requirements

Our production department is Mac-based and uses computer-to-plate technology. **We prefer press-ready PDF-X1a files** (file must include bleed, trim marks and exact trim size: 9" x 10 7/8").

**Images:** Photographic images must meet the following guidelines:

**Resolution:** 300dpi

**Color mode:** CMYK or Grayscale (convert all RGB images to CMYK).

Pantone (PMS) colors will be converted to CMYK and we will not be held responsible for color shifts due to conversion.

We also accept native files created with the following:

- Adobe InDesign CC
- Adobe Photoshop CC
- Adobe Illustrator CC

**Trapping:** All items in the document must be trapped to fit. We DO NOT provide trapping, and will not be responsible for undesirable results due to improper trapping.

### SPECS:

- **Trim Size:** 9" x 10 7/8"
- **Binding:** Perfect
- **Printing:** 4-color offset web

### FREQUENCY:

- 12 issues distributed per year
- Supplements: 5 Annually

**Bleed trim:** 1/8" on all sides

**Live area:** 1/2" on all sides  
(equal to non-bleed dimensions)

### File Transmission

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4. Click on the **blue arrow** located at the top of the screen and follow the prompts to upload the file(s)
5. E-mail [candy.holub@meetingstoday.com](mailto:candy.holub@meetingstoday.com) or [megan.kommes@meetingstoday.com](mailto:megan.kommes@meetingstoday.com), once the transfer is complete. Please include the name of your files.

**Proofs:** A color proof of your ad is recommended. Publisher cannot guarantee reproduction of ads without a SWOP industry standard proof. Proofs should be output at 100%. Digital proofs and laser prints are not considered accurate in color and will be treated as "content verification only" proofs. A digital proof must accompany all ad files uploaded to our file transfer site. A SWOP standard proof should also be sent in the mail. A list of SWOP-certified proofing systems can be found at [www.swop.org](http://www.swop.org).

**Material Storage:** Printing material will be stored for 12 months and then destroyed unless advised otherwise.

### Press information

**Printing:** Web Offset

**Binding:** Perfect (Glued)

**Color:** Black and White, 2-Color and 4-Color Screen: 200 lpi (stochastic)

**4-color Density:** Maximum 300%. Provided only one color is solid.

**Inking:** Use Specifications for Web Offset on 60 lb. Machine Coated

**Rotation of Colors:** black, cyan, magenta, yellow – Web

**Production Charges:** Advertising rates are based on receipt of finished, press-ready artwork. The production department will contact the responsible party if additional preparation of the files is required. Every effort will be made to contact the responsible party within a reasonable amount of time to resubmit the artwork before our deadlines. Additional preparation of the ad by our Production Department will be billed to the responsible party.

### eNewsletter Specifications

- **Leaderboard:** 728 x 90 pixels, 72 dpi, 30K
  - **Evertorial:** 150 x 150 pixels, 72 dpi, 30K
- Logo/Image, Text: 75 words

Accepted formats: JPG or GIF format  
No Flash, Javascript or Animated GIF

#### Exclusive sponsorship:

- Includes leaderboard and 1-3 evertorial(s)

### Custom eNewsletter Specifications

**Step 1:** View a template from the two provided:

- <http://mediakit.meetingstoday.com/CustomTemplateA.pdf>
- <http://mediakit.meetingstoday.com/CustomTemplateB.pdf>

**Step 2:** Contact Meetings Today about content:

Tyler Davidson at 319.861.5097 or

**tyler.davidson@meetingstoday.com**

**Step 3:** Send necessary images and materials to:

Morgan Thenhaus at 319.861.5169 or

**morgan.thenhaus@stamats.com**

Please see complete materials check list below

**Step 4:** Test Custom Enewsletter two days prior to launch date.

**Step 5:** All changes/approvals must be submitted within 24 hours from test launch

**Step 6:** Final test launch for approval

**Step 7:** Launch Custom Enewsletter

#### Material Checklist:

- Template choice
- 7 images 600 x 400, 300 dpi with corresponding URLs
- 728 x 90 banner with corresponding URL  
Accepted format: JPG or GIF  
No Flash, Javascript or Animated GIF
- Logo with corresponding URL
- Subject line
- Physical address and phone number
- Website URL
- Email list (max. 3 addresses) for test launches and proofing
- Final contact to receive final test and the ultimate approval

### Meetings in a Minute eNewsletter Specifications

- 728 x 90 banner ad. Static only no animation
- 150 x 150
- URL
- 15 second video - .mov format

### New & Renovated eNewsletter Specifications

**Sponsor your Region (East, International, MidAmerica, South, West):**

- 150 x 150 Logo
- 468 x 60 Static Banner
- Press Release with current new and renovation news

#### Sponsor Top/Bottom:

- 728 x 90 Leaderboard for top and bottom

### State Sponsor Specifications

- 468 x 60 banner
- File Formats: GIF, Animated GIF, JPEG, Flash w/ClickTag (Version 10.1 or below), Third Party Tags (i.e. Eyeblaster, Pointroll)
- Looping Restrictions: 3 loops max, 15 seconds max
- File Size: 60K

### Mobile Ad Specifications

- 320 x 50 banner
- File Formats: GIF, Animated GIF, JPEG, PNG
- File Size: 60K

### Sponsored Content Specifications

Website posting:

- 300x250 pixel image, 72 dpi, 30K static JPG or GIF (no Flash, Javascript or Animation)
- Article length is up to client

eNewsletter evertorial:

- 150 x 150 pixel image, 72 dpi, 30K, static JPG or GIF (no Flash, Javascript or Animation)
- 75 words of copy

### Webinars

- Logo for registration page: 150 x 100
- Click thru URL

### Emedia Contact

Morgan Thenhaus, Production Coordinator

319.861.5169

**morgan.thenhaus@meetingstoday.com**

### File Transmission

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4. Click on the **blue arrow** located at the top of the screen and follow the prompts to upload the file(s)
5. E-mail **candy.holub@meetingstoday.com** or **megan.kommes@meetingstoday.com**, once the transfer is complete. Please include the name of your files.

### Digital Advertising Specifications

#### Left of Cover:

- Size: 9" x 10.875"
- Accepted formats: JPEG, SWF
- URL link to advertiser

#### Slideshow:

- Image size: Maximum width 500 pixels.  
Maximum height 300 pixels
- Image type: JPG, animated SWF
- Link to advertiser
- Min. 2 images, maximum 50

#### Overlay Video:

- Files accepted: flv (other types can be acceptable but will be converted on our end to flv files)
- Compressed size not to exceed 15 MB
- Maximum length: 2:00 minutes

### eBlast, ePostcard & eList Rental Specifications

#### Materials Needed:

- Complete HTML file (see requirements below)
  - Current opt-out list to be purged with our list
  - From name
  - Subject line
  - Email list (maximum 3 addresses) for test launches and proofing
  - Contact to receive final test launch and give final approval

#### Specific Requirements of the HTML file:

- HTML file should contain a title (<title>... </title>)
- HTML should be created as tables and nested tables, no background images
- Maximum width of the table should be 700 pixels
- All images to be hosted on Meetings Today server
- All images must include "alt tags"
- Image maps should not be used, as these will not be supported in all clients
- All HTML styles should be INLINE. Do not apply styles with <style>...</style> in the HEAD
- A Physical Address must be included on the HTML
- An opt-out clause and a functional opt-out link must be displayed on HTML
- Do not include Divs or Colspans

### Showcase Listings Specifications

#### Artwork (Photos and Logo)

- One 150 x 100 pixel JPG or GIF logo
- Up to 28 additional 300 x 300 pixel JPG photos with captions (optional)
- Up to 4,300 x 300 pixel JPG or GIF images of property floor plans

#### Text

- Property/CVB name, address, phone, fax, toll free number
- Website URL link and email address
- RFP URL link to your RFP (if applicable)
- Property specs: total rooms, suites, square feet of meeting space, largest space, # of meeting rooms, maximum theater, maximum banquet, maximum classroom, square feet of exhibit space
- One overview paragraph: 250 words max
- Three descriptive paragraphs: 250 words max per paragraph  
Sample paragraph topics: *accommodations; meetings space; amenities; entertainment; local flavor.*

### Expanded Listings Specifications

#### Artwork (Photos and Logo)

- One 150 x 100 pixel JPG or GIF logo
- Up to 4 additional 300 x 300 pixel JPG photos with captions

#### Text

- Property/CVB name, address, phone, fax, toll free number
- Website URL link and email address
- RFP URL link to your RFP (if applicable)
- Property specs: total rooms, suites, square feet of meeting space, largest space, # of meeting rooms, maximum theater, maximum banquet, maximum classroom, square feet of exhibit space
- One overview paragraph–100 words max

### Emedia Contact

Morgan Thenhaus, Production Coordinator  
319.861.5169

[morgan.thenhaus@meetingstoday.com](mailto:morgan.thenhaus@meetingstoday.com)

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# EMEDIA SPECIFICATIONS

## Web Advertising Specifications

### Guidelines

- The ad must be tested, debugged and work properly in all major browser versions
- Check for correct syntax of HTML, Javascript or any languages used
- File names may not include any special characters, as this may cause errors
- For third-party "tags" (ie. Eyeblander, Pointroll), the ad must close/end itself in 10 seconds, as well as provide a way to manually close/end it
- NO "close" button is necessary on non-expanding creative (applies to Catfish ads)

Interactive Marketing Unit	Creative Size (in pixels)	File Size	Looping Restrictions	File Formats
<b>Leaderboard</b>	728 x 90	60K	3 loops max, 15 seconds max	GIF, Animated GIF, JPEG, Flash, Third Party Tags (i.e. Eyeblander, Pointroll)
<b>Small Rectangle</b>	300 x 100	60K		
<b>Medium Rectangle</b>	300 x 250	60K		
<b>Half Page Ad</b>	300 x 600	60K		
<b>Catfish</b>	955 x 75	60K		
<b>Super Leaderboard</b>	970 x 90	40K	NA	GIF, Animated GIF, JPEG, Flash w/ClickTag (Version 10.1 or below), Third Party Tags (i.e. Eyeblander, Pointroll)

### HTML 5 Creative:

- File size limit of 75-100 KB, measured after compressing the ad (all code and assets) to a .zip file
- The .zip file must include all referenced code such as Javascript libraries
- Once the .zip file is uncompressed, the ad (an .html file) must be viewable without a network connection (all code and assets used in the ad is contained in the .zip file)
- Max Frame Rate: 24 fps
- Animation Duration: 15 seconds
- Loops: 3
- External JavaScript libraries and web fonts are allowed to be loaded from CDN
- Files loaded from CDN sources count against the maximum file size limit
- Polite loading of assets is allowed

Rich Media Units	Creative Size (in pixels)	Max Expanded Size	File Size	Looping Restrictions	File Formats	Expand Command	Expand Direction	Controls
Expandable Leaderboard*	728 x 90	728 x 180	60K	3 loops, 15 seconds max	728 x 90 SWF 728 x 180 SWF with ClickTag* 728 x 90 Backup JPG	Expand on mouse over, retract on mouse out or on click of "CLOSE X" Button	Down	"CLOSE X" Button
Expandable Bellyband	300 x 100	600 x 250		Flat JPEG or GIF				
Rising Star/ Pushdown	970 x 90	970 x 415		GIF, Animated GIF, JPEG, Flash w/ClickTag (Version 10.1 or below), Third Party Tags (i.e. Eyeblander, Pointroll)				

\*For more information on how to add a Flash ClickTag, please follow the guidelines here: <http://www.flashclicktag.com>

Ad Unit	Creative Size (in pixels)	File Size	Looping Restrictions	File Formats
Video (we require a 50-75 word description of your video, and a 150 x 100 logo)	320 x 240	100MB	3 minute limit	QuickTime MOV or Windows WMV

All creative must be received ten business days prior to scheduled start date

### Emedia Contact

Morgan Thenhaus, Production Coordinator  
319.861.5169

[morgan.thenhaus@meetingstoday.com](mailto:morgan.thenhaus@meetingstoday.com)

# EMEDIA REMARKETING SPECIFICATIONS

MEETINGS TODAY 2017

## Non-Animated Image ads:

- File Type: JPEG, JPG, PNG, GIF
- File Size: 150 KB or smaller

## Animated ads:

- File Type: .GIF, .SWF (Auto Pause on Chrome)
- File Size: 150KB or smaller
- Animation length & speed: Animation length must be 30 seconds or less.
- Animations can be looped, but the animations must stop after 30 seconds. Animated GIF ads must be slower than 5 FPS. Flash ads must be 24 fps or slower.
- Flash Version: AdWords currently supports only Adobe Flash Player versions 4 to 10.1.

Image Size	Creative Size (in pixels)	File Size
<b>Leaderboard</b>	728 x 90	150 KB or smaller
<b>Medium Rectangle</b>	300 x 250	150 KB or smaller
<b>Half Page Ad</b>	300 x 600	150 KB or smaller

## HTML5 Ads:

- Supported File Size: 150KB or smaller
- File Type: .zip
- The .zip file should contain the HTML for the ad as well as any of the other following file types:
  - .CSS
  - .JS
  - .HTML
  - .GIF
  - .PNG
  - .JPG
  - .JPEG
  - .SVG
- Upload Requirements: All code and assets must be referenced using a relative path to resources included in the .ZIP file. No external references are allowed except references to: Google Fonts, Google-hosted jQuery, Google-hosted Greensock, Google-hosted CreateJS

## Emedia Contact

Morgan Thenhaus, Production Coordinator  
319.861.5169  
[morgan.thenhaus@meetingstoday.com](mailto:morgan.thenhaus@meetingstoday.com)

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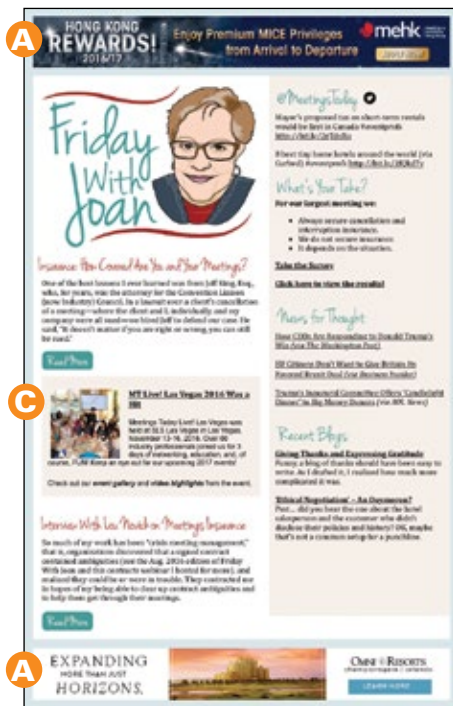


# EMEDIA SAMPLES

## Meetings Today Newsletter



## Friday With Joan Newsletter



## File Transmission

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## MEETINGS TODAY 2017

### A Leaderboard

728 x 90

### B Medium Rectangle

300 x 250

### C Evertorial

150 x 150 logo + 75 words

### D Expandable Bellyband

300 x 100

### E Catfish

955 x 75

### F Sponsor logos

### G Small Rectangle

300 x 100

## MeetingsToday.com



## Meetings In a Minute



## Meetings Today Webinars

