



Web units: Guaranteed impressions. Choose from all IAB web units

Rich Media High Impact Units: Get the most from your creative with a number of rich media options. Choose from Catfish, Pushdown, Peelbacks, Expandable Leaderboards and Bellybands.

Search engine deliverables: From expanded listings to destination sponsorships. Call more attention to YOU on MeetingsToday.com. Target a specific group of planners who plan in your area. Our Destination Sponsorships use standard IAB 468 x 60 banners.

Online Display Remarketing: We can remarket your banner ad to people who have visited MeetingsToday.com as they browse Google Ad Network. Extend your online display to our audience beyond our website.

Mobile Sponsorships: Planners live on their smartphones. Our website is designed for that purpose. Take your message to our mobile users every month with an exclusive monthly sponsor!

Programs & Packages: Highlight what you are offering in the market this week, this month, or this year with our special section for planners dedicated to key regions planners are likely to visit.



Ad Units

Leaderboard: 728 x 90

Catfish: 955 x 75

Medium Rectangle: 300 x 250

Half Page Ad: 300 x 600

Small Rectangle: 300 x 100

Expandable Leaderboard: 728 x 180

Expandable Bellyband: 600 x 250

Destination Sponsorship: 468 x 60

Super Leaderboard: 970 x 90

Rising Star Pushdown: 970 x 90 - 970 x 415

Reach our audience!

Get your message out to our subscribers with our daily newsletter Meetings Today Newswire, sent Tuesday through Thursday, or Friday With Joan, Meetings in a Minute, and New & Renovated, sent once each per month on Fridays.

Daily Option

Available Ad Units:
 Spotlights: 75 words + logo
 Medium Rectangle: 300 x 250
 Leaderboard: 728 x 90

Weekly (Tues-Wed-Thurs) Options

Available Ad Units:
 Medium Rectangle: 300 x 250
 Leaderboard: 728 x 90



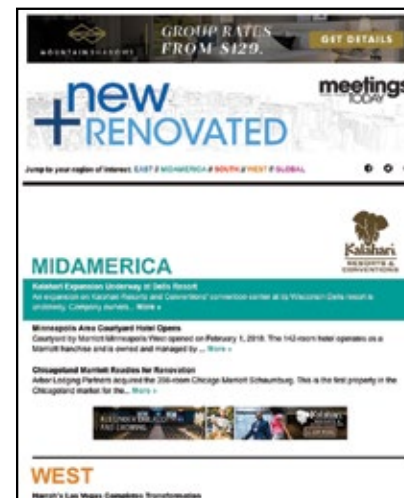
Meetings Today Newswire

Monthly Options

Available Ad Units:
 Leaderboard: 728 x 90
 Sponsored Content: 75 words + logo
 Exclusive Sponsorship: includes Leaderboard and Evertorial



Friday With Joan



New & Renovated



Meetings in a Minute

Give your content a voice with Meetings Today

Sharing your story with those who are most interested has never been easier. Get your custom content on the pages of *Meetings Today* and MeetingsToday.com, extending your reach to the meetings planning professional.

Meetings Today can help you create your story and then deliver your message to the meeting planner marketplace. We have an exceptional staff of content creators ready to put a voice to your story.

The options are limitless to get your message in the hands of more than 55,000* meeting planners. We can work with you to customize your content so your specific, targeted message reaches those which are most important to you. Or bring your already produced content to us and use our select options to get your story seen.



BEST VALUE

	A LA CARTE RATE	BUNDLE RATE
CONTENT CREATION		
Strategy session teleconference (1 hour); 1 or 2 phone interviews with experts; 500-800 word article created in first person by expert; Click-through optimization and links; Designed into useable PDF document; Hosted on MeetingsToday.com (CMS) for up to one year	\$4,200	\$14,500
CONTENT SYNDICATION		
Article published in <i>Meetings Today</i> Magazine	\$14,000	
5 social media posts	\$2,000	
3 editorial mentions in <i>Meetings Today</i> push emails	\$7,500	
3 related content links from other MeetingsToday.com content	\$1,500	

* BPA Worldwide Brand Report, June 2018

Planners who visit MeetingsToday.com are your customers. They come to us for the most up-to-date news, destinations, and topical information in the market. This is the most cost efficient way to extend your online display and to increase your impressions multifold. Increase click-throughs, as well as your overall group meetings business!

- 1. Meeting Planner visits MeetingsToday.com**
- 2. Planner is tracked**
- 3. Planner leaves MeetingsToday.com**
- 4. Your ad follows them on the web**



Extend your online display and increase your impressions multifold. Increase click-throughs, as well as your overall group meetings business!

WEB UNIT	PIXEL SIZE	PER THOUSAND IMPRESSIONS
Leaderboard*	728 x 90	\$40
Medium Rectangle*	300 x 250	\$40
1/2 Page Ad*	300 x 600	\$50

* To purchase web remarketing, there has to be a campaign running on MeetingsToday.com

Audience Matching (Facebook/Instagram)

Reach our audience beyond our website

Audience matching works very similarly to ad remarketing on Google. In addition to using a cookie to track our visitors when they log onto Facebook and Instagram, we have also uploaded all of our subscriber emails to Facebook/Instagram and can reach 36,000* of our highly qualified audience when they are logged onto the sites. Facebook/Instagram Matching is another way to stay engaged with the Meetings Today audience.

Reasons to use remarketing

- Reach our BPA audited Audience on Facebook and Instagram
- Drive sales activity and generate leads
- Increase registrations
- Promote your brand and build awareness
- Large scale reach to potential customers where they are on the web
- Measure response and engagement with your current ad creative
- Multiple options for ad creative, including an image ad, a multi-image carousel ad or video ad



Please note: There will still be other standard banner advertisers on the page that are not targeted.



Meetings in a Minute: Meetings Today continues to bring video meeting planner tips on a monthly basis. These can be custom-designed for your property or destination. Meeting Planners share their tips, you sponsor with a logo, click-thru URL and pre/post roll video.

meetings
in a **MINUTE**

Destination/Property Videos: In 3 minutes or less, showcase your property/destination when planners are doing their research. There's a special section on our website housing these by region or you can attach them to your listing for a minimal, annual cost.



Other video options:

- **Video Marketing:** Have a big announcement? Make it a video announcement!
- **Digital:** Include a video with your online ads!
- **Custom Video Webinars**



CEU Accredited Education

With more than 25,000* registrants in 2018, Meetings Today will continue to offer a full line-up of education for our planners in 2019. Our webinars are a creative and effective way for you to stand up, display your brand, and **generate hundreds of leads**.

These monthly webinars allow you to be recognized and thanked to all of our viewers. After the program concludes, you will enjoy the leads from planners who book in your demographic, or the full list of those who registered.

Ask us for special webinar packages while they are available.



ON LOCATION BROADCASTS

From Industry Shows



We produce our On-Location video broadcasts from the top industry shows, including MPI & IMEX America. These broadcasts allow planners who were unable to attend the ability to be engaged in the event. Our shows give them the opportunity to gain valuable insight from what they may have missed.

All of our On Locations broadcasts are taped and customized to each show. They feature a panel of experts discussing industry topics. These are created and executed by our Meetings Today's veteran content team.

Exclusive Sponsors are available!

* Publisher's Own Data

Industry Leader in Planner Education

Event Date	Title/Topic	Speaker
1.09.19	ON-LOCATION BROADCAST: PCMA	Panel of Industry Leaders
1.23.19	#MeetingsToo: How to Prevent and Manage Sexual Harassment at Events	Top Industry Leader(s)
1.30.19	Ways to Save: Maximizing Your Meetings Budget	Top Industry Leader(s)
2.27.19	In Balance: The Latest & Greatest Trends in Wellness for Meetings	Top Industry Leader(s)
3.27.19	Your Risk Management Playbook: Mitigating Meetings Security Risks	Top Industry Leader(s)
4.24.19	Infrastructure and more: Critical Destination & Site Selection Considerations	Top Industry Leader(s)
5.29.19	Know Before You Go: International Meetings and Security Tips	Top Industry Leader(s)
6.19.19	ON-LOCATION BROADCAST: MPI	Panel of Industry Leaders
6.26.19	Best-in-Class: Big League F&B Trends from Caesars' Michele Polci	Top Industry Leader(s)
7.10.19	Beyond the Feel-Good Get-Together: The Many Aspects of CSR	Top Industry Leader(s)
7.31.19	All or Nothing: Actionable Tips for More Diverse and Inclusive Events	Panel of Industry Leaders
8.28.19	Don't Get Skinned: Critical Clauses and Other Meetings Contract Tips	Top Industry Leader(s)
9.12.19	ON-LOCATION BROADCAST: IMEX America	Panel of Industry Leaders
9.25.19	Getting What You Want: Mastering the Art of Meetings Negotiation	Top Industry Leader(s)
10.30.19	Engage Me: Tips, Tricks and Trends to Motivate Attendees to Get Involved at Events	Top Industry Leader(s)
11.20.19	At Your Service: Free Ways CVBs Can Assist Your Meeting	Top Industry Leader(s)
12.11.19	Tech Trendwatch: What's New, and Important, in Meetings Tech	Top Industry Leader(s)

Webinar sponsors receive:

- Logo and click-through URL on all eblasts promoting the event
- Logo on registration page
- Logo on screen during the event
- All registration data from planners who plan in your region

On Location Video Broadcast sponsors receive:

- 728 x 90 leaderboard on registration eblasts
- Logo and click-through URL on registration eblasts
- 5-minute interview with your representative included in the program
- Logo and click-through URL on the registration page
- Logo and click-through URL on the web page during the event
- Audio mention during the event as an exclusive sponsor
- Your video commercial can end out the program
- Complete registration data