MEETINGS TODAY AUDIENCE

100% DIRECT REQUEST*

→ More than 55,000* publication recipients are 100% direct request
→ Total Readership = 98,601 (pass-along)
→ 80,000+ unique enewsletter recipients
→ Hundreds of live event attendees
→ Over 39,500** visits per month

Type of Planners:
Corporate: 43,520*
Association: 11,554*
Independent: 6,691*

Activities
Planners continue to add to their meetings with great activities.

TEAMBUILDING 52.6%
LOCAL TOURS 49.2%
GOLF 38.1%

Activities
CSR 33.3%
SPORTING EVENTS 26.9%
SPA 31%
SPOUSAL PROGRAMS 27.6%
ATTRACTIONS/THEME PARKS 26%
WELLNESS 30.7%

20.8% Meetings Today users’ budgets continue to rise!

88.1% Of Meeting Planners say Meetings Today is useful to their job.

Budgets of $300K-$499K 12.6%
Budgets of $500K-$999K 12.2%
Budgets of $1M-$4.9M 21%
Budgets of $5M+ 6.4%

Typical single meeting budgets run the gamut: 29.1% spend $50k or more per meeting, 2-, 2.5- and 3-day meetings remain most common, and 91.4% of planners report no change in the length of their meetings.

Meetings Today users are experienced

88.1% Of Meeting Planners say Meetings Today is useful to their job.

35.9% In the industry 20+ years
30.1% In the industry 11-20 years
13.4% In the industry 7-10 years
12.5% In the industry 4-6 years

Meetings Today users are experienced

We are always qualifying new planners, with 8.1% of our users in the industry for 3 years or less!

20.8% subscribers report increases in budgets

* Publisher’s Own Data – May 2019
** Google Analytics – June 2019
Unless otherwise indicated, all data on this page is publisher’s own data
Meetings Today has the largest circulation of any publication... reaching an audience of more than 55,000*!

Meetings Today has the most subscribers with the title of convention and/or meeting planner.*

Meetings Today continues to be the leader in providing quality education with more than 25,000* webinar registrants per year and numerous video broadcasts from top industry events.

# Of Offsite Meetings Planned Annually

<table>
<thead>
<tr>
<th># OF MEETINGS</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
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<td>22,536</td>
<td>41%</td>
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<tr>
<td>6-15</td>
<td>14,398</td>
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<td>16-30</td>
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<td>31-50</td>
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<tr>
<td>More than 100</td>
<td>3,979</td>
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<tr>
<td>None of the above</td>
<td>1,416</td>
<td>2.6%</td>
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* Publisher’s Own Data – May 2019
Meetings Today delivers the content planners want in the way they want it.

We have the industry’s largest audience of any media brand in the meetings and events planning market.*

- More than 55,000* subscribers
- Qualified and engaged live event attendees
- Thousands of possible leads
- **More solutions** to meet your needs
  - Print publications
  - Website opportunities
  - Enewsletter options
  - Premiere live events
  - Lead generation
  - Cutting edge Research & Marketing services

* Publisher’s Own Data – May 2019
<table>
<thead>
<tr>
<th>WEB</th>
<th>PRINT</th>
<th>EMAIL</th>
<th>LIVE</th>
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<td>Web Units &amp; Rich Media</td>
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<td>E-List Rental</td>
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<td>Programs &amp; Packages</td>
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<td>Meetings In a Minute</td>
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<td>Research</td>
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<td>Friday With Joan</td>
<td>Custom Fams</td>
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<tr>
<td>Online Display Remarketing</td>
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<td>New &amp; Renovated</td>
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<tr>
<td>Mobile</td>
<td></td>
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</table>
WHY PRINT?

➔ Print media is a backbone to any brand. Our publications introduce meeting planners to your destinations or properties. This information tells our audience what you want them to understand and how to better handle their business.
➔ Print is a reminder of who, where and what your business is.
➔ Our educational publications will enhance any work you do.

Let the Meetings Today publications reach wide amounts of planners for you.

Our Print Options Include:

➔ 10 monthly magazines
➔ 5 annual supplements

Custom Print Options built for you!

➔ Gatefold Cover (with or without die cut)
➔ Reverse Gatefold Cover
➔ Tip Cover
➔ 2-page Gatefold
➔ 3-page Gatefold
➔ Cover Wrap
➔ French Door
➔ Belly Band
➔ Tab Divider (with or without die cut)
➔ Insert
➔ Label Aire Post-it
➔ Business Reply Cards
➔ Custom

MEETINGSTODAY.COM

PROVIDENCE, RI // LAKE GENEVA, WI // BILOXI, MS AREA // ANAHEIM/ORANGE COUNTY

MEETINGSTODAY.COM

THE ESSENTIAL PLANNERS RESOURCE
CVBs & DMOs

2019 / 2020
## FEATURES
- **Best Practices:** Budget Tips
- **Drive-To Meetings**
- In Balance: Wellness
- Meetings Today Trends
- Resort Meetings*
- Pharma/Medical Meetings
- Technology in Meetings

## WEBINARS
- **01.08:** On-Location Broadcast: PCMA
- **01.29:** Cost-Saving Strategies: How to Maximize Your Meetings Budget
- **02.26:** In Balance: Wellness Options That Enrich Attendees and Create Engagement

## DESTINATIONS
### EAST
- Drive-To Meetings* • Connecticut
- Philadelphia/Valley Forge/Eastern, PA
- Monterey/Santa Cruz, CA • Mountain Meetings • San Diego
- Miami/Fort Lauderdale
- Baltimore Metro • Toronto

### MIDAMERICA
- Drive-To Meetings* • Milwaukee Area • Eastern Iowa Cities • Kansas • Chicago Suburbs
- Madison, WI • Michigan • Ohio

### SOUTH
- Coastal Carolina • Dallas/Fort Worth Metroplex • Drive-To Meetings* • Nashville • Houston
- San Francisco Bay Area • Arizona • Las Vegas

### WEST
- Drive-To Meetings* • Pacific Northwest • San Francisco Bay Area • Arizona • Las Vegas
- Monterey/Santa Cruz, CA • Mountain Meetings • San Diego

### GLOBAL
- Venues & Destinations
- Bermuda

## ADS
- **Sales Close:** 12.20.19
- **Advertorials:** 01.03.20
- **Materials:** 01.10.20

## MEETINGS TODAY NEWSWIRE
- **01.02:** Post-Holiday, No Newsletter
- **01.07:** Connecticut
- **01.08:** Milwaukee Area
- **01.09:** Coastal Carolina
- **01.14:** Pacific Northwest
- **01.15:** Dallas/Fort Worth
- **01.16:** N/A
- **01.21:** San Francisco Bay Area
- **01.22:** Kansas
- **01.23:** N/A
- **01.28:** Eastern PA
- **01.29:** Arizona
- **01.30:** N/A
- **02.04:** Houston
- **02.05:** Las Vegas
- **02.06:** N/A

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## MARCH FEATURES
- **Best Practices:** Risk Management/Security
- Corporate Meetings
- In Balance: Wellness Resorts & Spa Meetings*

## WEBINARS
- **03.25:** Risk Management Primer: How to Protect Your Attendees and Organization From Disaster

## DESTINATIONS
### EAST
- Baltimore Metro • Toronto
- Destination Value Dates* • Madison, WI • Michigan • Ohio

### MIDAMERICA
- Chicago • Destination Value Dates* • Madison, WI • Michigan • Ohio

### SOUTH
- Arkansas • Birmingham, AL • Charlotte • Destination Value Dates* • Tampa/St. Pete/Clearwater

### WEST
- Colorado • Destination Value Dates* • Greater Palm Springs, CA • Metro Seattle • Western Canada

### GLOBAL
- Bermuda

## ADS
- **Sales Close:** 01.24
- **Advertorials:** 01.31
- **Materials:** 02.07

## MEETINGS TODAY NEWSWIRE
- **03.03:** Toronto
- **03.04:** Arkansas
- **03.05:** Chicago
- **03.10:** Greater Palm Springs, CA
- **03.11:** Metro Seattle, Western Canada
- **03.12:** Tampa/St. Pete/Clearwater
- **03.17:** Madison, WI
- **03.18:** Baltimore Metro
- **03.19:** Charlotte, Birmingham, AL

---

## DISTRIBUTION:
JAN/FEB: MPI NCC
### FEATURES

**APRIL**
- Best of Nominations
- Best Practices: Site Selection Convention Centers*
- In Balance: Wellness
- Native American Gaming

**WEBINARS**
- 04.29: What to Ask Meeting Facilities Onsite and When You Can’t Travel for a Site Inspection

**FLORIDA SUPPLEMENT // SALES CLOSE: 02.14 // MATERIALS: 03.06**

**MAY**
- Best Practices: Event Tech Conference Centers*
- In Balance: Wellness
- International Meetings

**WEBINARS**
- 05.27: Going Global: Your Guide to Planning International Meetings

**FLORIDA SUPPLEMENT // SALES CLOSE: 02.14 // MATERIALS: 03.06**

**JUNE**
- Best Practices: Negotiating F&B: Trending Now
- In Balance: Wellness
- Special Venues SMERF

**WEBINARS**
- 06.10: On-Location Broadcast: MPI WEC
- 06.24: Hotel Sales Cycles: Understanding Hotel Revenue Needs to Get the Best Deal for Your Meeting

**FLORIDA SUPPLEMENT // SALES CLOSE: 04.10 // MATERIALS: 04.24**

### PRINT

**DESTINATIONS**

**EAST:** Convention Centers* ■ New York State ■ Greater Boston  
**MIDAMERICA:** Agricultural Meetings ■ Convention Centers* ■ Central Illinois ■ Minneapolis/St. Paul Metro  
**SOUTH:** Convention Centers* ■ Galveston ■ Georgia ■ Louisiana ■ Raleigh, NC ■ Tennessee  
**WEST:** Convention Centers* ■ Inland Empire ■ Reno/Lake Tahoe ■ Hawaii (Insert) ■ Utah  
**GLOBAL:** Venues & Destinations

**NEWSLETTERS**

**MEETINGS TODAY NEWSWIRE**

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<td>04.08</td>
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<tr>
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<td>Minneapolis/St. Paul Metro</td>
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<tr>
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<tr>
<td>04.21</td>
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**MEETINGS IN A MINUTE**

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<td>Lake Geneva, WI</td>
</tr>
<tr>
<td>05.13</td>
<td>Central/West Texas</td>
</tr>
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<td>05.14</td>
<td>Portland, OR Metro</td>
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<tr>
<td>05.19</td>
<td>Providence, RI; Missouri</td>
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<tr>
<td>05.20</td>
<td>Omaha, NE/Council Bluffs, IA</td>
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*Advertorials available with minimum ½ page ads

**DISTRIBUTION:** JUN: MPI WEC
## FEATURES

**Meetings Trendsetters**
- Resorts & Incentives*
- Association Meetings
- Best Practices: F&B
- Preferences and Allergies
- Coastal Meetings
- Contracts: Advice From the Pros
- In Balance: Wellness*

**WEBINARS**

- **07.29:** F&B 101: Managing Attendee Food Preferences and Dietary Requirements From A to Z
- **08.26:** Key Contract Clauses: A Meeting Planners’ Guide to Covering Your Legal Bases

## DESTINATIONS

### EAST
- Newport, RI
- Washington, D.C. Metro
- Resorts & Incentives*

### MIDAMERICA
- Nebraska
- North Dakota
- Columbus, OH
- Southwest Michigan
- Detroit Metro
- Resorts & Incentives*

### SOUTH
- Caribbean/Cancun
- Central/West Tennessee
- Georgia Coast
- New Orleans
- Resorts & Incentives*
- South Texas

### WEST
- Beverly Hills/West Hollywood/Westside/Beach Cities, CA
- Idaho
- Resorts & Incentives*
- Washington
- Wyoming

### GLOBAL
- Venues & Destinations

## ADS

**Sales Close:** 06.19
**Advertorials:** 06.26
**Materials:** 07.03

## NEWSLETTERS

### Meetings Today Newswire

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<td>07.07</td>
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<td>07.08</td>
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<td>07.09</td>
<td>Idaho</td>
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<td>07.21</td>
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<td>South Texas</td>
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<td>07.28</td>
<td>New Orleans</td>
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<td>07.29</td>
<td>Wyoming</td>
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<tr>
<td>08.04</td>
<td>Southwest Michigan</td>
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<tr>
<td>08.05</td>
<td>Georgia Coast</td>
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<tr>
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<td>08.11</td>
<td>Washington, D.C. Metro</td>
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<tr>
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### Meetings In a Minute

- 07.24
- 08.28

### Friday With Joan

- 07.10
- 08.07

### New & Renovated

- 07.18
- 08.21

### CVBS & DMOS GUIDE

**SALES CLOSE:** 06.12 // **ADVERTORIALS:** 06.19 // **MATERIALS:** 06.26

### TEXAS SUPPLEMENT

**SALES CLOSE:** 07.17 // **MATERIALS:** 07.31

---

*Advertorials available with minimum ½ page ads

**DISTRIBUTION:** JUL/AUG: Destinations International; ASAE  ■  SEPT: IMEX America
### OCTOBER

**FEATURES**
- All-Inclusive Meetings*
- Attractions
- Best Practices: CSR
- Gaming Properties & Destinations
- In Balance: Wellness

**WEBINARS**
- 10.28: Inspiring CSR Programs: Discover Engaging Corporate Social Responsibility Programs That Will Engage Your Attendees

**DESTINATIONS**
- **EAST**: Delaware ■ Maryland ■ Poconos, PA
- **MIDAMERICA**: Greater Cleveland ■ Illinois ■ Lake Meetings
- **SOUTH**: North Carolina ■ Jacksonville/NW Florida ■ San Antonio/The Hill Country ■ Savannah, GA ■ Virginia
- **WEST**: New Mexico ■ Family-Friendly Meetings* ■ Hawaii’s Big Island ■ Oregon ■ Tucson, AZ
- **GLOBAL**: Venues & Destinations

**NEWSLETTERS**

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<td>Illinois</td>
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<td>Hawaii’s Big Island</td>
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<td>Poconos, PA</td>
</tr>
<tr>
<td>10.21</td>
<td>San Antonio/The Hill Country</td>
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**Meetings Today Newswire**

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<th>Date</th>
<th>Title</th>
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<tbody>
<tr>
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<td>Oregon</td>
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**Michael Cerbelli’s: The Hot List™**

<table>
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<tbody>
<tr>
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**Friday With Joan**

<table>
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<tr>
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<tbody>
<tr>
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**New & Renovated**

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>10.16</td>
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</tr>
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### NOVEMBER

**FEATURES**
- Best Practices: F&B Design
- CVB Update*
- Executive Retreats/Small Meetings
- In Balance: Wellness
- Sports Venues

**WEBINARS**
- 11.18: Leveraging Your CVB Relationship: Tapping Into Free Services From CVBs/DMOs

**DESTINATIONS**
- **EAST**: CVB Update* ■ Massachusetts ■ Portland, ME
- **MIDAMERICA**: Central Iowa ■ CVB Update* ■ Grand Rapids, MI ■ St. Louis
- **SOUTH**: CVB Update* ■ Mississippi ■ Hilton Head ■ Atlanta
- **WEST**: Across The Borders ■ CVB Update* ■ Desert Meetings ■ Napa/Sonoma, CA ■ Downtown/ Mid-City/Downtown Los Angeles, CA
- **GLOBAL**: Venues & Destinations

**NEWSLETTERS**

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<td>Atlanta</td>
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<td>Downtown/Mid-City/West Hollywood, CA</td>
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<td>11.18</td>
<td>Hilton Head; Portland, ME</td>
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<td>11.19</td>
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**Meetings Today Newswire**

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**Michael Cerbelli’s: The Hot List™**

<table>
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**Friday With Joan**

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**New & Renovated**

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</thead>
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</table>

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### DECEMBER

**FEATURES**
- Best Practices: Social Media
- Golf Resort Meetings*
- In Balance: Wellness
- New & Renovated Properties*

**WEBINARS**
- 12.16: Exciting New Meetings Technology: How the Latest Tech Tools Can Create Efficiencies and WOW Attendees

**DESTINATIONS**
- **EAST**: Atlantic City, NJ ■ New & Renovated Properties* ■ Rhode Island
- **MIDAMERICA**: Indiana ■ Kansas City Area ■ New & Renovated Properties* ■ Wisconsin
- **SOUTH**: Alabama ■ New & Renovated Properties* ■ Puerto Rico ■ Shreveport/Baton Rouge, LA ■ Naples/ SW Florida
- **WEST**: Nevada ■ New & Renovated Properties* ■ Sacramento/Central Valley/High Sierras, CA
- **GLOBAL**: Venues & Destinations

**NEWSLETTERS**

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<td>12.08</td>
<td>Sacramento/Central Valley/ High Sierras, CA</td>
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<td>Montgomery County, MD</td>
</tr>
<tr>
<td>12.10</td>
<td>Shreveport/Baton Rouge, LA</td>
</tr>
<tr>
<td>12.15</td>
<td>Puerto Rico</td>
</tr>
<tr>
<td>12.16</td>
<td>Nevada; Wisconsin</td>
</tr>
<tr>
<td>12.17</td>
<td>Rhode Island</td>
</tr>
</tbody>
</table>

**Meetings Today Newswire**

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.22</td>
<td>N/A</td>
</tr>
<tr>
<td>12.23</td>
<td>N/A</td>
</tr>
<tr>
<td>12.24</td>
<td>Pre-Holiday, No Newsletter</td>
</tr>
<tr>
<td>12.29</td>
<td>Indiana</td>
</tr>
<tr>
<td>12.30</td>
<td>Alabama</td>
</tr>
<tr>
<td>12.31</td>
<td>Pre-Holiday, No Newsletter</td>
</tr>
</tbody>
</table>

**Michael Cerbelli’s: The Hot List™**

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.07</td>
<td></td>
</tr>
<tr>
<td>12.21</td>
<td></td>
</tr>
</tbody>
</table>

**Friday With Joan**

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.04</td>
<td></td>
</tr>
</tbody>
</table>

**New & Renovated**

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.18</td>
<td></td>
</tr>
</tbody>
</table>

---

*Advertorials available with minimum ½ page ads*
**LET LIVE! CONNECT YOU**

**Active & Engaging Networking Opportunities**

Come and join us for the opportunity to meet face-to-face in locations planners want to see. Being a part of Meetings Today LIVE! means you will enjoy many prospecting experiences.

➔ Guaranteed one-on-one appointments with qualified meeting planners looking to book in your area.
➔ Numerous networking opportunities throughout each day of the event.
➔ Highly selective attendance at each and every event with a maximum of 40 suppliers.
➔ EIC-accredited educational sessions at nearly every event.
➔ Corporate Social Responsibility programs to support the community.

For more information on how you can be a part of these events, please contact us at mtlive@meetingstoday.com or call your Meetings Today sales representative.

Love the format... mixing one-on-ones with activities. Hosts offer “wow” factor as much as possible.

Krista Rupp, Sales & Marketing Manager, Santa Cruz County CVC
ONLINE INFORMATION

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 Belly Bands.

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 you 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 Belly Band**: 600 x 250
**Destination Sponsorship**: 468 x 60
**Super Leaderboard**: 970 x 90
**Rising Star Pushdown**: 970 x 90 - 970 x 415
ENewsletters

Reach Our Audience!
Get your message out to our subscribers with the following:

➔ Meetings Today Newswire (Tuesday through Thursday)
➔ Friday With Joan (monthly)
➔ Meetings in a Minute (monthly)
➔ New & Renovated (monthly)
➔ Michael Cerbelli’s: The Hot List™ (bi-monthly)

Daily Option

Available Ad Units:
Spotlights: 250 x 200 image; URL, Headline, 75 words
Medium Rectangle: 300 x 250
Leaderboard: 728 x 90

Weekly (Tues. through Thurs.) Options

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

Monthly/Bi-Monthly Options

Available Ad Units:
Leaderboard: 728 x 90
Spotlights: 250 x 200 image; URL, Headline, 75 words
Exclusive Sponsorship: includes Leaderboard and Evertorial

Bi-Monthly

Meetings Today Newswire
Podcasts are one of the fastest growing content formats today. The Meetings Today audience can listen on their computers while at work or on the go using their mobile device.

We host the content on our servers so subscribers can listen with just one click, or they can download the file and take it with them to listen without an Internet connection.

In addition to hosting your Podcast, we will drive our audience to your content with a link from one of our newsletters as well as a social media post.

Choose the option that is right for you:

<table>
<thead>
<tr>
<th>EXPRESSION LISTEN</th>
<th>$1,500 Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>An Express Listen is 3-5 minutes and is a quick Q&amp;A with a VIP at a customer account.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PODCAST</th>
<th>$3,000 Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Podcast is 15-30 minutes and includes a more in-depth interview with a predetermined list of questions.</td>
<td></td>
</tr>
</tbody>
</table>

**What’s included:**

- Posting of your Podcast or Express Listen on MeetingsToday.com, iTunes, Google Play and Pocket Casts
- Push in a daily newsletter
- One social media post
- Posted on MeetingsToday.com
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 meeting planning professional.

The options are limitless to get your message in the hands of an audience of more than 55,000*. 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.

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.

<table>
<thead>
<tr>
<th>CONTENT CREATION</th>
<th>A LA CARTE RATE</th>
<th>BUNDLE RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>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</td>
<td>$4,200</td>
<td>$14,900</td>
</tr>
<tr>
<td>2-page article published in Meetings Today magazine</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>5 social media posts</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>3 editorial mentions in Meetings Today Newswire</td>
<td>$4,500</td>
<td></td>
</tr>
<tr>
<td>3 related content links from other MeetingsToday.com content</td>
<td>$1,500</td>
<td></td>
</tr>
<tr>
<td>Placement in our CMS and publication on MeetingsToday.com</td>
<td>$800</td>
<td></td>
</tr>
</tbody>
</table>

If you have created your own content in-house or through an agency, we offer a special content syndication package to ensure you reach your target audience.

<table>
<thead>
<tr>
<th>CONTENT SYNDICATION</th>
<th>A LA CARTE RATE</th>
<th>BUNDLE RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review and feedback of submitted content by our experts against current best practices</td>
<td>$1,000</td>
<td>$14,900</td>
</tr>
<tr>
<td>Enhanced homepage listing</td>
<td>$1,000/ two weeks</td>
<td></td>
</tr>
<tr>
<td>30-minute podcast</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td>2-page article published in Meetings Today magazine</td>
<td>$8,000</td>
<td></td>
</tr>
<tr>
<td>5 social media posts</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>3 editorial mentions in Meetings Today Newswire</td>
<td>$6,600</td>
<td></td>
</tr>
<tr>
<td>3 related content links from other MeetingsToday.com content</td>
<td>$1,500</td>
<td></td>
</tr>
<tr>
<td>Placement in our CMS and publication on MeetingsToday.com</td>
<td>$800</td>
<td></td>
</tr>
</tbody>
</table>

* Publisher’s Own Data – Nov 2018
3-Tier Lead Nurturing Drip Campaign

This is a three-step lead nurture program that utilizes a series of emails and a landing page designed to guide potential customers along the sales journey, from awareness to consideration and ultimately, to purchase.

**Pre-Program**
Starts with a 30-minute conference call to help identify your content goals and KPI’s.

**Targeted List**
Choose from our database to create a custom list of your target prospects.

**Custom Content**
Each program includes three mobile-responsive emails and a landing page. Work with our content marketing team to create engaging content that clicks with readers.

**Superior Results**
This program significantly outperforms standard e-blasts, often yielding open rates and CTRs that are three to five times higher.
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 multi-fold. Increase click-throughs, as well as your overall group meetings business!

<table>
<thead>
<tr>
<th>WEB UNIT</th>
<th>PIXEL SIZE</th>
<th>PER THOUSAND IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard*</td>
<td>728 x 90</td>
<td>$40</td>
</tr>
<tr>
<td>Medium Rectangle*</td>
<td>300 x 250</td>
<td>$40</td>
</tr>
<tr>
<td>1/2 Page Ad*</td>
<td>300 x 600</td>
<td>$50</td>
</tr>
</tbody>
</table>

* 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 52,000* 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 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.

* Publisher’s Own Data – July 2019
### Image Ad
An image ad on Facebook or Instagram is a great way to increase awareness of who you are and what you do. An image ad gives you a clean, simple format to use with inspiring imagery and engaging copy.

### Carousel Ad
The carousel format allows you to showcase 2-10 images within a single ad, each with its own link. With more creative space, you can highlight different products or tell a story about your brand that develops across each carousel card.

### Video Ad
Capture short bursts of attention with video ads. Your brand message or product comes to life with video and garners extra attention.

<table>
<thead>
<tr>
<th>IMAGE AD</th>
<th>CAROUSEL AD</th>
<th>VIDEO AD</th>
</tr>
</thead>
<tbody>
<tr>
<td>File type</td>
<td>jpg or png</td>
<td>jpg or png</td>
</tr>
<tr>
<td>Resolution</td>
<td>Recommend 1,200px x 628px</td>
<td>Recommend 1,080px x 1,080px</td>
</tr>
<tr>
<td>Size</td>
<td>Minimum 600px x 600px; less than 20% text on image</td>
<td>Minimum 600px x 600px; less than 20% text on image</td>
</tr>
<tr>
<td>Ratio</td>
<td>9:16 to 16:9</td>
<td>1:1</td>
</tr>
<tr>
<td>Headline/text</td>
<td>30-character headline 125-character write-up</td>
<td>40-character headline 125-character write-up</td>
</tr>
<tr>
<td>Link description</td>
<td>30 characters</td>
<td>20 characters</td>
</tr>
<tr>
<td>Per 1,000 Impressions</td>
<td>$40</td>
<td>$40</td>
</tr>
</tbody>
</table>
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-through URL and pre/post-roll video.

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 2019, Meetings Today will continue to offer a full line-up of education for our planners in 2020. 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 Location broadcasts are taped and customized to each show. They feature a panel of experts discussing industry topics. These are created and executed by Meetings Today’s veteran content team.

Exclusive Sponsorships are available!

* Publisher’s Own Data – May 2019
<table>
<thead>
<tr>
<th>Event Date</th>
<th>Title/Topic</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.08.20</td>
<td><strong>ON-LOCATION BROADCAST:</strong> PCMA Convening Leaders (Jan. 5-Jan 9)</td>
<td>Panel of Industry Leaders</td>
</tr>
<tr>
<td>1.29.20</td>
<td>Cost-Saving Strategies: How to Maximize Your Meetings Budget</td>
<td>Top Industry Leader(s)</td>
</tr>
<tr>
<td>2.26.20</td>
<td>In Balance: Wellness Options That Enrich Attendees and Create Engagement</td>
<td>Top Industry Leader(s)</td>
</tr>
<tr>
<td>3.25.20</td>
<td>Risk Management Primer: How to Protect Your Attendees and Organization From Disaster</td>
<td>Top Industry Leader(s)</td>
</tr>
<tr>
<td>4.29.20</td>
<td>Essential Site Selection Questions: What to Ask Meeting Facilities Onsite and When You Can’t Travel for a Site Inspection</td>
<td>Top Industry Leader(s)</td>
</tr>
<tr>
<td>5.27.20</td>
<td>Going Global: Your Guide to Planning International Meetings</td>
<td>Top Industry Leader(s)</td>
</tr>
<tr>
<td>6.10.20</td>
<td><strong>ON-LOCATION BROADCAST:</strong> MPI WEC (June 6-9)</td>
<td>Panel of Industry Leaders</td>
</tr>
<tr>
<td>6.24.20</td>
<td>Hotel Sales Cycles: Understanding Hotel Revenue Needs to Get the Best Deal for Your Meeting</td>
<td>Top Industry Leader(s)</td>
</tr>
<tr>
<td>7.29.20</td>
<td>F&amp;B 101: Managing Attendee Food Preferences and Dietary Requirements From A to Z</td>
<td>Top Industry Leader(s)</td>
</tr>
<tr>
<td>9.17.20</td>
<td><strong>ON-LOCATION BROADCAST:</strong> IMEX America (Sept 15-17)</td>
<td>Panel of Industry Leaders</td>
</tr>
<tr>
<td>9.30.20</td>
<td>Sustainability and Beyond: How to Create a Greener Meeting and Foster Positive Social Impact</td>
<td>Top Industry Leader(s)</td>
</tr>
<tr>
<td>10.28.20</td>
<td>Inspiring CSR Programs: Discover Engaging Corporate Social Responsibility Programs That Will Engage Your Attendees</td>
<td>Top Industry Leader(s)</td>
</tr>
<tr>
<td>11.23.20</td>
<td>Leveraging Your CVB Relationship: Tapping Into Free Services From CVBs/DMOs</td>
<td>Top Industry Leader(s)</td>
</tr>
<tr>
<td>12.16.20</td>
<td>Exciting New Meetings Technology: How the Latest Tech Tools Can Create Efficiencies and WOW Attendees</td>
<td>Top Industry Leader(s)</td>
</tr>
</tbody>
</table>

**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
Make the “Return” in ROI a reality with Lead Generation

Opportunities exist in basic lead generation, appointment setting, special event registration, tradeshow follow-up and data cleansing.

GROW your sales pipeline and increase lead volume quickly

TAP into new verticals and emerging markets quickly

IDENTIFY true decision makers within an organization

TARGET specific feeder cities

Benefits of Lead Generation

Create new revenue from new sources

Update contact information and add new contacts to your database

Avoid wasting valuable time calling contacts that don’t have the budget or need your product
Your Partners

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