

## eNewsletter Specifications (The Hot List, Newswire, Fridays With Joan)

- **Leaderboard:** 728 x 90 pixels, 72 dpi, 30K
- **Med Rec:** 300 x 250 pixels, 72 dpi, 30K
- **Spotlight:** 250 x 200 pixels, 72 dpi, 30K, Click thru URL, Headline, 75 words of copy

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

### Exclusive sponsorship:

- Includes leaderboard and 1-3 spotlight(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:

Matt Schrafel at 319.861.5161 or

**matt.schrafel@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, Third Party Tags (i.e. Eyeblander, 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 Spotlight:

- 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

Matt Schrafel, Sales Support Specialist  
319.861.5161

**matt.schrafel@meetingstoday.com**

## FILE TRANSMISSION

1. Click on **<http://transfer.meetingstoday.com>**
2. Username: **Meetings** | Password: **Transfer** (case sensitive)
3. Upload to Meetings\_Upload folder
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 **matt.schrafel@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"
- PDF (print ready at 300dpi)
- URL link to advertiser

### Mobile Banner Ads:

- JPG or PNG file saved for web.
- Three sizes needed. Small 320x50, Medium 728x90, Large 960x90
- URL link to advertiser

### Slideshow:

- Image size: At least 500 pixels wide and tall.
- Image type: JPG
- Link to advertiser
- Min. 2 images, maximum 50

### Overlay Video:

- Videos are hosted through YouTube and we accept YouTube links. If you have a video file please follow specs below.
- Files accepted: mov and mp4 (other types can be accepted but will be converted)
- 1920x1080 frame size, H.264 format, 30fps is a good target number.
- Please aim for less than 2:00 minutes on the video. (longer video files can be accepted)

## 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

## Social Media

### Facebook

#### COPY

- Text: 500 characters max; shorter copy is preferred
- All URLs will be shortened via Bit.ly
- Username (for tagging)

#### PHOTO

- High resolution image
- Dimensions: 1200 x 630, square images (min. 1080 x 1080) work too
- One (1) image per standard post
- Maximum of four (4) images for carousel and album style posts

#### VIDEO

- Resolution: 4k or under, 1080p minimum
- Format: MP4
- Audio: Stereo AAC audio compression with 128kbps, or more, preferred
- Length: 4 minutes or under is preferred

#### OTHER

- Username (for tagging)

### YouTube Matching Specs

#### Video Specs

- Video File
- Must be uploaded to YouTube (we will do this for the client)
- Video Codec: H.264, MPEG-2, MPEG-4
- Audio Codec: AAC, MP3
- Resolution: 1920 x1080 or 1280x720
- Frame Rate: 30 FPS
- File Size: Max. 1 GB
- Length: 12 seconds to 3 minutes (>30 seconds recommended)

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319.861.5161

[matt.schrafel@meetingstoday.com](mailto:matt.schrafel@meetingstoday.com)

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## 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, 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, 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 JPEG or GIF	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, Third Party Tags (i.e. Eyeblander, Pointroll)				

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

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319.861.5161  
[matt.schrafel@meetingstoday.com](mailto:matt.schrafel@meetingstoday.com)

# EMEDIA REMARKETING

## SPECIFICATIONS

[meetings today 2020]

### 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

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# EMEDIA SAMPLES

[meetings today 2020]

## Meetings Today Newswire Newsletter

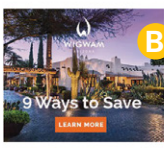
**A**  Enjoy YOURSELF KALISPELL, MONTANA


**newsWIRE** meetings TODAY


**Lululemon's Deb Gee Shares Her Summer Toolkit for Imaginative Events**  
Read More >>

**Today's News**  
Lululemon's Deb Gee Shares Tips for Designing Imaginative Summer-Themed Events  
Summer is a wonderful time to add refreshing, relaxing and whimsical touches to events inspired by the season. Lululemon's Deb Gee shares some of her favorite tips for summer-themed events.  
Deb Gee's 4 Daily Self-Care Rituals for Summer  
With summer and all the joyful activities it brings, it's easy to jump into the happiness of the season yet forget to focus on self-care. Here's some inspiration.  
10 Ways Meeting Planners Can 'Slay the Stress Dragon'  
We checked in with mindfulness and stress-reduction experts Lee Papa and Holly Duckworth to get their perspectives on innovative ways to slay—or at least tame—the stress dragon in every planner.

**Trending Now**  
New Convention Center and Hotel in Riviera Maya, Mexico, Hope to Fulfill Event Planner Demand  
A new convention center and adult-only hotel are being constructed at the Barcelo Maya Grand Resort in Riviera Maya.  
A Look at Hilton's New Approach to Meeting Space Design  
Meeting planners today want to create experiences for attendees. Hilton has taken that to heart in its new and renovated meeting spaces.

**B**  9 Ways to Save

**C** **SPONSORED CONTENT**  
 **A Natural Place to Meet**  
Kaliispell is perfectly located for your attendees to meet and explore Northwest Montana's incredible natural beauty. Enjoy a teambuilding event on the river, or explore via foot or bike more than 700 miles of trails in Glacier National Park. After the meeting, discover a welcoming community full of art, history, shopping, and dining. Where you can relax at three downtown breweries while sipping a Montana craft beverage and chatting with our friendly locals.  
**LEARN MORE**

**SPONSORED CONTENT**  
 **Experience the New Horseshoe Bay Resort**  
If you're hosting a meeting in 2019, then Horseshoe Bay Resort is the place for you. Located outside of Austin, our recently renovated resort has everything needed to make your event extraordinary. And with our Pick Your Perk promotion, you can personalize it to your needs. Plus when you submit an RFP for your 2019 meeting, you will be entered to win a \$500 Visa gift card. Visit [www.HSBResort.com](http://www.HSBResort.com) to learn more today!  
**LEARN MORE**

## Meetings In a Minute

**A**  meet the extraordinary **LEARN MORE**

**meetings in a MINUTE**

**Maintain your personal brand**  
Judith Heller | Improv Evangelist

**Be aware of your hidden biases**  
Tracy Stuckath | Travel Meetings & Events

Judith Heller and Tracy Stuckath were videotaped at MPI World Education Congress (WEC), held June 19-22 in Las Vegas ([www.mpiworld.org/Events/WEC-2017/home](http://www.mpiworld.org/Events/WEC-2017/home)). MPI's 2018 WEC will be held June 2-5 in Indianapolis.

**F**  **GAYLORD HOTELS**

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- A** **Leaderboard**  
728 x 90
- B** **Medium Rectangle**  
300 x 250
- C** **Spotlight**  
250 x 200 logo + 75 words
- D** **Expandable Bellyband**  
300 x 100

- E** **Catfish**  
955 x 75
- F** **Sponsor logos**
- G** **Small Rectangle**  
300 x 100

## Friday With Joan Newsletter

**A**  **1 Day Show** **Fun Fact #7** **Can Power 105** **3 Bedroom 2 Bathroom Homes** **You Have To See This!**

**FRIDAY with Joan**

Joan Eisenstoft is a Hospitality & Meetings Industry Trainer, Facilitator & Consultant for Eisenstoft Assoc., LLC

**#MeToo in Meetings and Hospitality: What's Next?**  
I remember receiving a call years ago from someone important in our industry threatening me and my business if I were to dare speak of something about which I knew nothing about until the call. This person was threatening me based on an incident about which it was believed I'd spoken.  
I remember the appointment with a new doctor whose exam of me seemed "not right" and the looks on the nurses' faces but I don't know what to... **MORE**

**Q&A: Sexual Harassment in the Meetings Industry**  
"Sexual harassment" as a term was not coined until 1975, as documented by Lin Farley in this Op-Ed piece for The New York Times. It was years later that the U.S. Equal Opportunity Commission (EEOC) added guidelines on sexual harassment.  
For those of you who live in other parts of the world, I encourage you to comment on this article with... **MORE**

**What's Your Take?**  
I have been (select one or as many as applicable)...  
• sexually harassed at work  
• bullied at work  
Take the survey | View the results!

**News for Thought**  
The Importance of Fostering Emotional Diversity in Boys (via Scientific American)  
What Makes Some Men Sexual Harassers? Science That Explains the Causes of the World (via The Washington Post)  
Sex or Power? Harassers Want Both, Science Says (via Bloomberg)  
Evidence That Little "Touches Do Mean So Much (via The New York Times)


**Recent Blogs**  
18 Questions to End One Year and Begin a New One  
What's your depecting predictions for the coming year? 2017 has been so tumultuous for the world and for our industry that it seems futile to try to... **MORE**  
4 Ways to Strengthen Your Negotiating Skills  
Unless you wake up in the morning with a script read to your bed and on that script is everything you'll say and do and... **MORE**

**A**  **PLAN YOUR MEETING**

## Meetings Today Webinars

**meetings TODAY WEBSINARS**

**Partnering with CVBs, DMOs & Tourism Offices for Outstanding Events**  
Wednesday, November 30, 2016 | 1pm ET

**F**  How can you support your staff and reduce your workload at an additional charge? Find out how to take advantage of myriad services provided by CVBs, DMOs, and Tourism Offices. Using a case study approach, discover how the CVB of your client may have benefited from unique services that might surprise you which are offered by CVBs, DMOs, and Tourism Offices. As a webinar participant, you will receive a comprehensive list of services that you can personally inquire for your next event while saving your client, your boss, or yourself time and money.  
Join Meetings Today and veteran meetings industry professional Bonnie Waffels, MA, CPM, CMM, chief strategist at Bonnie Waffels Associates, for this one-hour webinar as she shares her top and most popular for partnering with CVBs, DMOs, and Tourism Offices. Register & Learn More »

By attending this webinar, attendees will receive 1 CE hour in the Hospitality & Meetings Division of CMAA or CMI or CMI-DM and will learn the following:  
• How to boost your on-site staff at little or no charge  
• What specific services CVBs offer which are often free  
• Takeaway tips from your colleagues that have worked successfully with CVBs  
• Practical questions to ask CVBs to discover what benefits they provide

**REGISTER TODAY**

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BOSTON MA VISIT KC VISIT KC VISIT KC VISIT KC VISIT KC  
BOSTON MA VISIT KC VISIT KC VISIT KC VISIT KC VISIT KC

## MeetingsToday.com

**A**  **meetings TODAY**

**B**  **meetings TODAY PODCAST**  
Meetings Today Podcast: Washington D.C. Opens Up its Official Event Options  
For your next meeting, dare to dream bigger. This new show will feature...

**E**  **SPONSOR LOGOS**

**D**  **MEET L.A. THE RESOLVE EXTENSION**

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