

THE MEETINGS & EVENTS NEWS BRIEF

REACH

4,500

MEETING PLANNERS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows an email newsletter from HSMAT Marketplace. The layout includes a header with navigation links and a date of November 30, 2009. The main content area features several articles and advertisements. Ad placement A is a banner at the top for 'Successful Meetings & Conventions of Miami-Caribbean Tropical'. Ad placement B is a vertical skyscraper ad for 'Meet on The Racing Side of Charlotte'. Ad placement C is a banner for 'better create an event experience... conference 2010'. Ad placement C/1 is a banner for 'Meetings The magazine for meeting professionals'. Ad placement D is a product showcase for Doubletree Hotel San Diego Downtown. Ad placement E is a callout text ad for Doubletree Hotel San Diego Downtown. Ad placement F is a traditional text ad for Doubletree Hotel San Diego Downtown.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 4,500 Meeting Planners (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$1750/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1250

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi. **More**

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



Callout Text Ad
\$1000

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis. **More**

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



Traditional Text Ad
\$500

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. **More**

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

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THE MEETINGS & EVENTS NEWS BRIEF, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO MEETING AND EVENT PLANNERS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of association planners, conference managers and planners, corporate and government planners, trade show managers and special event planners, The Meetings & Events News Brief keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

THE MEETINGS & EVENTS NEWS BRIEF
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN THE MEETINGS & EVENTS NEWS BRIEF:



CREDIBLE SOURCE

For 20 years, our members have turned to HSMAI's Affordable Meetings® as the informational authority of the industry. Advertising in The Meetings & Events News Brief solidifies your place among weekly information provided to HSMAI members.



TARGETED DISTRIBUTION

Advertising in The Meetings & Events News Brief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to The Meetings & Events News Brief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, The Meetings & Events News Brief ensures your ad will be seen every week by our 4,500 subscribers.



AFFORDABLE

Advertising in The Meetings & Events News Brief is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of The Meetings & Events News Brief has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in The Meetings & Events News Brief.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.