

SUCCESSFUL MEETINGS OFFERS AT LEAST ONE WEBCAST PER MONTH WHICH ARE DYNAMIC AND EDUCATIONAL FORUMS THAT BRING TOGETHER ELITE EDITORS, EXECUTIVES, ANALYSTS, AND GUEST SPEAKERS.

Webcast Sponsorship Packages

EXCLUSIVE BENEFITS TO SPONSORING A SUCCESSFUL MEETINGS WEBCAST: \$20,000

- > Leverage the strength of the Successful Meetings brand and editorial topics
- > Dedicated micro-site for the webcast – used for registration, viewing live, and viewing on-demand for up to 3 months. Sponsor logo appears on site, as well as headshot of speaker
- > Turnkey production
- > Ability to poll the attendees and gather research during webcast or as a qualifying question on the registration form
- > Seven-minute speaking opportunity by an executive representing your brand
- > Complete registrant contact information



AS A SPONSOR OF A SUCCESSFUL MEETINGS WEBCAST, YOUR BRAND RECEIVES INCLUSION IN THE FOLLOWING MARKETING AND PROMOTION EFFORTS:

Over 500,000 direct impression achieved through*:

- > Customized HTML email transmissions sent to qualified Successful Meetings subscribers. Head shot of speaker as well as logo included.
- > Banners on Successful Meetings' e-newsletters
- > Editorial mentions in Successful Meetings' weekly e-newsletters
- > Print ad(s) in Successful Meetings encouraging audience to register. Ads also run in digital editions of the issue. Head shot of speaker as well as logo included.

* Publisher's own data.

DOWN TO THE WIRE

ADVERTISE ALONGSIDE THE LATEST NEWS, TOOLS, TIPS, HOT DEALS & ESSENTIAL INFORMATION FOR THE PROFESSIONAL MEETING PLANNER.

National Newsletters

REACH OUT TO OUR SUBSCRIBERS WEEKLY:

- Drive over 50,000* subscribers to your website.
- Advertise on the timely newsletters that are emailed weekly:*
 - > 26,400 Successful Meetings
 - > 25,400 MeetingNews

ADDITIONAL NEWSLETTER SPONSORSHIP

opportunities are also available. Please contact Jared Smith at 646-654-7326 or jared.smith@nielsen.com for more information.

Regional Newsletters

THE SUCCESSFUL MEETINGS | MEETINGNEWS REGIONAL E-NEWSLETTERS OFFER IN-DEPTH COVERAGE OF THE HOSPITALITY AND MEETINGS INDUSTRY THAT CANNOT BE FOUND ANYWHERE ELSE.

Read the latest news about hotel developments, city infrastructure development and unique services provided by CVB's in the North, South, West, or the Midwest.

At least twice a month each regional newsletter reaches*:

- > North - 42,000
- > South - 29,000
- > West - 36,500
- > Mid-America - 37,700



Advertising Opportunities: National and Regional

	LEADERBOARD	PREMIUM SQUARE	STANDARD SQUARE
Rates	\$4,160	\$3,640	\$3,120
Dimension	728 X 90 or 468 X 60	300 X 250	300 X 250

* Publisher's own data.

SUCCESSFULMEETINGS.COM IS THE **ONLINE** HOME OF *SUCCESSFUL MEETINGS* MAGAZINE. BRINGING YOU *SUCCESSFUL MEETINGS*' FREQUENCY AND THE **EXPERTISE** TO GET OF-THE-MOMENT INFORMATION TO INFLUENTIAL PLANNERS IN ALL **INDUSTRY SEGMENTS**: CORPORATE, ASSOCIATION, AND INDEPENDENT

Run of Site Sponsorships

Leader Board (728x90)	\$3,500
Premium Square (300x250)	\$3,300
Standard Square (300x250)	\$3,100
Interstitial/Prestital (600x400)	\$6,500
Anchor Banner (468 x 60)	\$2,000

Targeted Sponsorship

- > Regional Page (i.e. North, South, International)
- > Destination Page (i.e. Florida, New York, New England)
- > Resources (i.e. RFP Wizard, Planning Tools, Research)
- > Articles by Topic (i.e. Golf, Resorts)
- > Community (i.e. MiSoapbox, MiGuru, MiForum)

Custom Web Solutions

Ranging from online research sponsorships, webcast sponsorships to mini-sites, SM's custom web solutions are designed to deliver your message with maximum impact.

- > Prestital/Interstitals
- > Home-Page Take Over
- > Online Advertorials
- > Micro-Sites
- > Custom Digital Brochures



FOR RUN OF SITE ADVERTISING OPPORTUNITIES PLEASE CONTACT
Jared Smith at (646) 654-7326