

THE FOCUS NEWSLETTER SOLUTION

Meetings Focus Newsletters proactively reach planners at their desk. Choose to reach a specific demographic audience with our weekly Newslines (East, West, South, MidAmerica), a monthly International Newsline, OR, reach our entire audience with monthly National Newsletters (Hot Topic, New & Renovated, Meetings in a Minute).

Demographic Options

Meetings Focus Newslines provide a quick and easy way for planners to find out what is new and important in the industry, in the areas they book!

- Meetings Focus East Newsline
Net Send: 40,000*
- Meetings Focus West Newsline
Net Send: 40,000*
- Meetings Focus MidAmerica Newsline
Net Send: 34,000*
- Meetings Focus International Newsline
Net Send: 10,000*
- Meetings Focus South Newsline
Net Send: 36,000*

Available Ad Units: Top Leaderboard: 728 x 90 • Banner: 468 x 60
Evertorial: 75 words + logo • Bottom Leaderboard: 728 x 90



National Options

All of our national newsletters reach our entire audience of 100,000*



Meetings Focus Hot Topic hones in on key industry topics of the moment.



Meetings Focus New & Renovated highlights, by demographic region, what's going on with the properties and facilities in various stages of renovation.



Meetings in a Minute are our semi-monthly video programs offering planner tips. With this product, enjoy monthly sponsorships including your video commercial in both efforts.

Available Ad Units: Leaderboard: 728 x 90 • Banner: 468 x 60 • Medium Rectangle: 300 x 250
Evertorial/Spotlight: 75 words + logo • Exclusive: includes your choice of 2 of the following 3 options (Leaderboard/Medium Rectangle/Evertorial)

Contact your sales representative today for more information.

* Publisher's Own Data

SERVICE

SOLUTIONS

meetings **FOCUS**