

# EMEDIA CHANNEL MARKETING



## WEBSITE

Web Units  
& Rich Media

Listings

Online Display  
Remarketing

Digital Edition

## ENEWSLETTERS

Hot Topic  
Newsletter

New &  
Renovated  
Newsletter

Demographic  
Newsletters

Custom  
Newsletters

## VIDEO

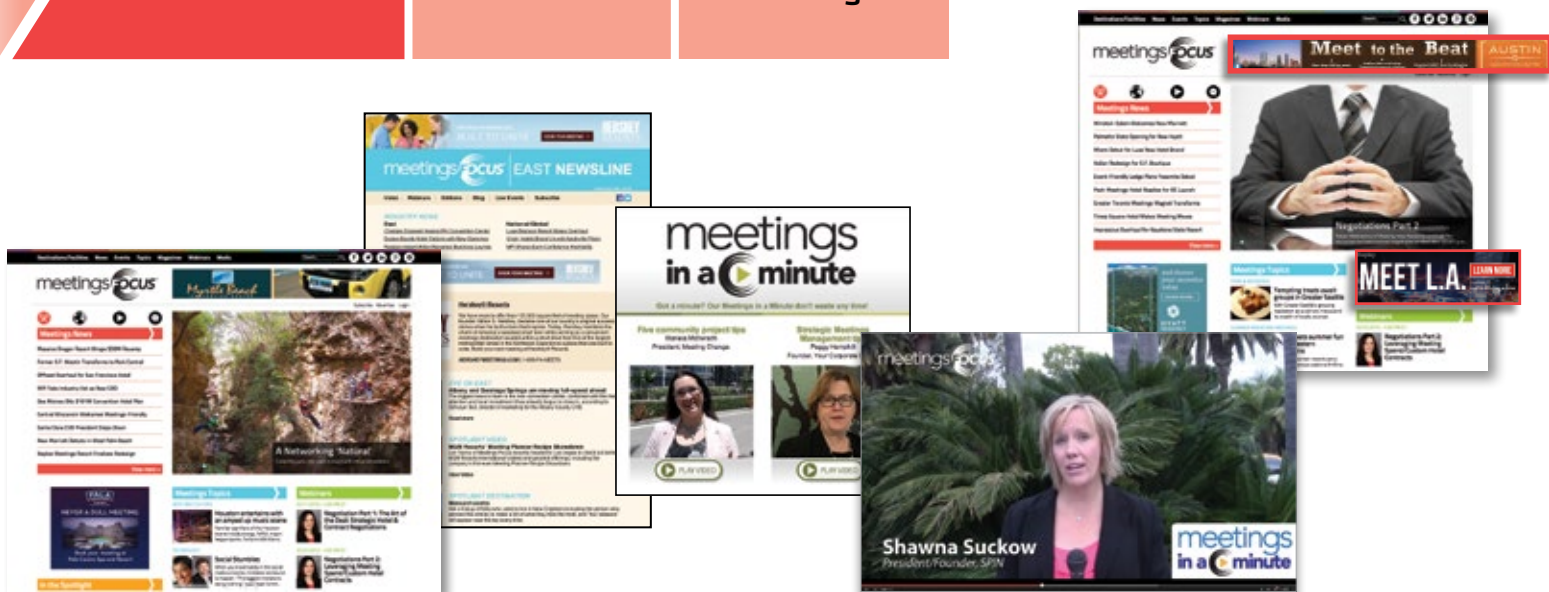
Meetings in  
a Minute

Custom Video

## MARKETING SERVICES

E-List Rental

Programs  
& Packages



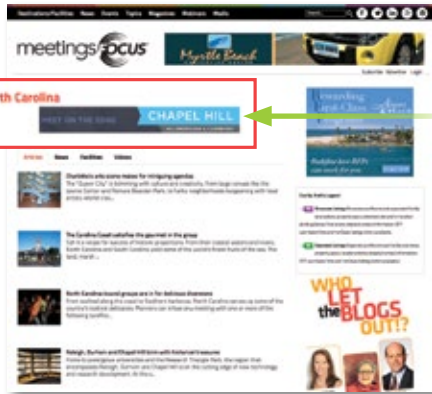
SERVICE

SOLUTIONS



# THE ONLINE SOLUTION is WWW.MEETINGSFOCUS.COM

**Web units:** Meetings Focus delivers guaranteed impressions, the only website in our market with minimum 8,000\* impressions guaranteed monthly. Choose from all IAB approved web units, and be sure to ask your representative for what's new this month!



**Search engine deliverables,** from expanded listings to destination sponsorships, call more attention to YOU on the pages of MeetingsFocus.com. Easy to implement and calling attention to your area, our Destination Sponsorships use standard IAB 468x60 leaderboards.

**Rich Media High Impact Units:** Get the most from your creative with a number of rich media options: Catfish, Peelbacks, Expanded Leaderboards and Bellybands. Be sure to ask your representative what's new this month!



**Mobile Sponsorships:** Log into MeetingsFocus.com and view a site designed especially for smartphone viewing, and take your message to an average of 4,000 mobile users every month. This is an exclusive opportunity, meaning only 1 sponsor each month!



**Programs & Packages:** What are you offering in the market this week, this month, or this year! Meetings Focus has created a special section online for planners to resource these key opportunities by region.

**Online Display Remarketing:** We can remarket your banner ad to people who have previously visited MeetingsFocus.com as they browse the Google Ad Network. It is your way to extend your online display to our audience beyond our website, and increase your frequency.

## Ad Unit Sizes

- 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 Bellyband:** 600 x 250
- Destination Sponsorship:** 468 x 60
- Super Leader Board:** 970 x 90
- Rising Star Pushdown:** 970 x 90 - 970 x 415

\* Publisher's Own Data

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