

2015 PRINT SPECIFICATIONS

PUBLICATION & GUIDE Mechanical Requirements

AD SIZE	NON-BLEED (W X H)	BLEED (W X H)
Full Page	8" x 9 7/8"	9 1/4" x 11 1/8"
1/2 Page (Island)	5 1/2" x 7 5/8"	N/A
1/2 Page (Horizontal)	8" x 4 3/4"	9 1/8" x 5 3/8"
1/2 Page (Vertical)	4" x 10"	4 1/2" x 11 1/8"
1/3 Page (Square)	5 3/8" x 4 7/8"	5 3/4" x 5 1/2"
1/3 Page (Vertical)	2 3/4" x 10"	3 1/8" x 11 1/8"
1/6 Page (Horizontal)	5 3/8" x 2 1/2"	N/A
1/6 Page (Vertical)	2 1/2" x 5 3/8"	N/A
Small/Special Meeting Sites	4" x 2 3/4"	N/A
2 Page Spread*	Two 8 1/2" x 9 7/8"	Two 9 1/4" x 11 1/8"
1/2 Page Spread	Two 8 1/2" x 4 7/8"	Two 9 1/4" x 5 3/8"

SPECS

- **Trim Size:** 9" x 10 7/8"
- **Binding:** Perfect
- **Printing:** 4-color offset web

FREQUENCY

- 12 issues distributed per year
- *Meetings Focus Guide:* Annually

Bleed trim: 1/8" on all sides

Live area: 1/2" on all sides
(equal to non-bleed dimensions)

* Supply as two single facing pages, set to the trim size (9" x 10 7/8"), with 1/8" bleed on all outside edges. No gutter bleed is required.

PUBLICATION & GUIDE Ad Sizes



FILE TRANSMISSION

1. Click on <http://transfer.meetingsfocus.com>
2. The username is **Meetings** and the password is **Transfer** (case sensitive)
3. Choose publication folder (East, MidAmerica, South, West)
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@meetingsfocus.com or megan.kommess@meetingsfocus.com, once the transfer is complete. Please include the name of your files.

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2015 PRINT SPECIFICATIONS

CONTACTS FOR PRINT ADVERTISING SUBMISSIONS

South and West Demographic,

International and National submissions

Candy Holub, Brand Production Manager
319.861.5025
candy.holub@meetingsfocus.com

East and MidAmerica Demographic,

International and National submissions

Megan Kommes, Brand Production Manager
319.861.5062
megan.komm@meetingsfocus.com

FILE REQUIREMENTS

Our production department is Mac-based and uses computer-to-plate technology. **We prefer press-ready PDF-X1a files** (file must include bleed, trim marks and exact trim size: 9" x 10 7/8").

Images: Photographic images must meet the following guidelines:

Resolution: 300dpi

Color mode: CMYK or Grayscale (convert all RGB images to CMYK). Pantone (PMS) colors will be converted to CMYK and we will not be held responsible for color shifts due to conversion.

We also accept native files created with the following:

- Adobe InDesign CC
- Adobe Photoshop CC
- Adobe Illustrator CC

Trapping: All items in the document must be trapped to fit. We DO NOT provide trapping, and will not be responsible for undesirable results due to improper trapping.

Proofs: A color proof of your ad is recommended. Publisher cannot guarantee reproduction of ads without a SWOP industry standard proof. Proofs should be output at 100%. Digital proofs and laser prints are not considered accurate in color and will be treated as "content verification only" proofs. A digital proof must accompany all ad files uploaded to our file transfer site. A SWOP standard proof should also be sent in the mail. A list of SWOP-certified proofing systems can be found at www.swop.org.

Material Storage: Printing material will be stored for 12 months and then destroyed unless advised otherwise.

PRESS INFORMATION

Printing: Web Offset

Binding: Perfect (Glued)

Color: Black and White, 2-Color and 4-Color Screen: 200 lpi (stochastic)

4-color Density: Maximum 300%. Provided only one color is solid

Inking: Use Specifications for Web Offset on 60 lb. Machine Coated

Rotation of Colors: Black, cyan, magenta, yellow – Web

Production Charges: Advertising rates are based on receipt of finished, press-ready artwork. The production department will contact the responsible party if additional preparation of the files is required. Every effort will be made to contact the responsible party within a reasonable amount of time to resubmit the artwork before our deadlines. Additional preparation of the ad by our Production Department will be billed to the responsible party.

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2015 EMEDIA SPECIFICATIONS

NEWSLETTER SPECIFICATIONS

- **Leaderboard:** 728 x 90 pixels, 72 dpi, 30K
- **Evertorial:** 150 x 150 pixels, 72 dpi, 30K
Logo, Text, 75 words
- **Banner:** 468 x 60 pixels, 72 dpi, 30K

Accepted formats: JPG or GIF format
No flash, javascript or animated GIF

Exclusive sponsorship:

- Includes leaderboard, 1-3 evertorial(s), and skyscraper

CUSTOM NEWSLETTER SPECIFICATIONS

Please choose one of the three options:

Step 1: View a template from the two provided

Link A: <http://mediakit.meetingsfocus.com/CustomTemplateA.pdf>

Link B: <http://mediakit.meetingsfocus.com/CustomTemplateB.pdf>

Step 2: Contact Meetings Focus Editorial about content

- Tyler Davidson at 319.861.5097 or
tyler.davidson@meetingsfocus.com

Step 3: Send necessary images and materials to

- Morgan Thenhaus at 319.861.5169 or
morgan.thenhaus@staamats.com
- Please see complete materials check list below

Step 4: Test launch Custom Enewsletter two days prior to launch date.

Step 5: All changes/approvals must be submitted within 24 hours after test launch

Step 6: Final test launch for approval from the final contact

Step 7: Launch Custom Enewsletter

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
- mail test list (max. 3 addresses) for test launches and proofing
- Final contact to receive final test launch and for the ultimate approval

MEETINGS IN A MINUTE NEWSLETTER SPECIFICATIONS

- 728 x 90 banner ad. Static only no animation
- High quality logo. 150 x 150 or close to it
- URL
- 15 second video - .mov format

NEW & RENOVATED NEWSLETTER 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 Top Leaderboard
- 728 x 90 Bottom Leaderboard

HOT TOPIC NEWSLETTER SPECIFICATIONS

Sponsorship options:

Please choose one of the three options:

- **Leaderboard:** 728 x 90 pixel static banner, 72 dpi, 30K
- **Medium Rectangle:** 300 x 250 pixel static banner, 72 dpi, 30K
- **Banner:** 468 x 60 pixels, 72 dpi, 30K

Accepted formats: JPG or GIF format
No flash, javascript or animated GIF

Evertorial:

- No Animated GIF
- 150 x 150 logo (JPG or GIF)
- 75 words of copy
- URL link to advertisers website
- Sponsorship name

Exclusive sponsorship:

- Contains two of the three options above

Material Checklist

Medium Rectangle/Leaderboard

- Banner File
- URL link

Evertorial

- Sponsorship Name
- Logo
- Text
- URL Link(s)

STATE SPONSOR SPECIFICATIONS

- Creative Size: 468 x 60 banner
- File Formats: GIF, Animated GIF, JPEG, Flash w/ClickTag
(Version 10.1 or below), Third Party Tags (i.e. Eyeblaster, Pointroll)
- Looping Restrictions: 3 loops max, 15 seconds max
- File Size: 60K

MOBILE AD SPECIFICATIONS

- Creative Size: 320 x 50 banner
- File Formats: GIF, Animated GIF, JPEG, PNG
- File Size: 60K

2015 EMEDIA SPECIFICATIONS

DIGITAL ADVERTISING SPECIFICATIONS

Leaderboard Ads

(Top of Page)

- Image size: 2000 x 60 pixels (see note below)
- Image type: JPG or animated SWF
- Link to advertiser
- Maximum file size 1 MB

Left of Cover:

- Pixel size is adjustable up to 300 pixels square
- Accepted formats: JPEG, SWF
- URL link to advertiser

Slideshow:

- Image size: Maximum width 500 pixels. Maximum height 300 pixels
- Image type: JPG, animated SWF
- Link to advertiser
- Up to 10 images

Overlay Video:

- Files accepted: flv (other types can be acceptable but will be converted on our end to flv files)
- Compressed size not to exceed 15 MB
- Maximum length: 2:00 minutes

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 test list (maximum 3 addresses) for test launches and proofing
 - Contact to receive final test launch and to 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 Focus 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

SHOWCASE LISTINGS SPECIFICATIONS

Artwork (Photos and Logo)

- One 150 x 100 pixel .jpg or .gif logo
- Up to 28 additional 300 x 300 pixel .jpg photos with captions (optional)
- Up to 4 300 x 300 pixel .jpg or .gif images of property floor plans

Text

- Property/CVB name, address, phone, fax, toll free number
- Website URL link and email address
- RFP URL link to your RFP (if applicable)
- Property specs: total rooms, suites, square feet of meeting space, largest space, # of meeting rooms, maximum theater, maximum banquet, maximum classroom, square feet of exhibit space
- One overview paragraph: 250 words max
- Three descriptive paragraphs: 250 words max per paragraph
Sample paragraph topics: *accommodations; meetings space; amenities; entertainment; local flavor.*

EXPANDED LISTINGS SPECIFICATIONS

Artwork (Photos and Logo)

- One 150 x 100 pixel .jpg or .gif logo
- Up to 4 additional 300 x 300 pixel .jpg photos with captions

Text

- Property/CVB name, address, phone, fax, toll free number
- Website URL link and email address
- RFP URL link to your RFP (if applicable)
- Property specs: total rooms, suites, square feet of meeting space, largest space, # of meeting rooms, maximum theater, maximum banquet, maximum classroom, square feet of exhibit space
- One overview paragraph-100 words max

EMEDIA CONTACT

Morgan Thenhaus, Production Coordinator
319.861.5169
morgan.thenhaus@meetingsfocus.com

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2. The username is **Meetings** and the password is **Transfer** (case sensitive)
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5. E-mail morgan.thenhaus@meetingsfocus.com, once the transfer is complete. Please include the name of your files.

2015 EMEDIA SPECIFICATIONS

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. Eyeblaster, 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
Leaderboard	728 x 90	60K	3 loops max, 15 seconds max	GIF, Animated GIF, JPEG, Flash, Third Party Tags (i.e. Eyeblaster, Pointroll)
Small Rectangle	300 x 100	60K		
Medium Rectangle	300 x 250	60K		
Half Page Ad	300 x 600	60K		
Catfish	955 x 75	60K		
Super Leaderboard	970 x 90	40K	NA	GIF, Animated GIF, JPEG, Flash w/ClickTag (Version 10.1 or below), Third Party Tags (i.e. Eyeblaster, Pointroll)

Flash Creative:

- The ad file should not contain the click-through URL imbedded in the file
- References to files and click-through URLs must be in quotes
- Please be sure to advise us of the click-through URL for each creative when sending
- All click-through URLs must spawn a new window when clicked
- Flash files must include a ClickTag, for more information visit: www.flashclicktag.com
- Back-up image is required (gif, jpeg)
- Must be Flash 10.1 or below

EMEDIA CONTACT

Morgan Thenhaus, Production Coordinator
319.861.5169
morgan.thenhaus@meetingsfocus.com

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 SWF 728 x 180 SWF with ClickTag* 728 x 90 Backup JPG	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 jpg or gif			
Rising Star Pushdown	Starts at 970 x 90 & Expands to 970 x 415				GIF, Animated GIF, JPEG, Flash w/ClickTag (Version 10.1 or below), Third Party Tags (i.e. Eyeblaster, Pointroll)			

*For more information on how to add a Flash ClickTag, please follow the guidelines here: <http://www.flashclicktag.com>

Ad Unit	Creative Size (in pixels)	File Size	Looping Restrictions	File Formats
Video	320 x 240	100MB	3 minute limit	QuickTime MOV or Windows WMV

Lead Time All creative must be received ten days prior to scheduled start date

Production Contact Please send materials to morgan.thenhaus@meetingsfocus.com
All advertisements are subject to Meetings Focus approval

Direct Upload Creative can also be uploaded directly at the following address:
transfer.meetingsfocus.com
user name: Meetings (case sensitive)
password: Transfer (case sensitive)

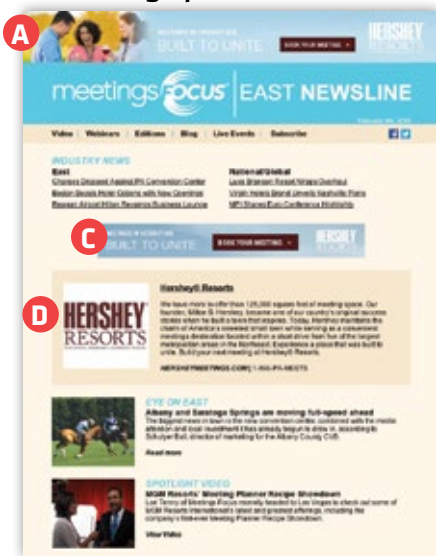
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2015 EMEDIA ADVERTISING SAMPLES

Meetings Focus Demographic Newsletters



- A** Leaderboard
728 x 90
- B** Medium Rectangle
300 x 250
- C** Banner
468 x 60
- D** Evertorial
150 x 150 logo + 75 words

- E** Expanded Bellyband
300 x 100
- F** Catfish
955 x 75
- G** Sponsor logos

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Meetings In a Minute



Meetings Focus National Newsletters



Meetings Focus Webinars



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