

# Meetings Focus<sup>®</sup>

MEETINGSFOCUS.COM

*MEETINGS FOCUS & HSMIAI*  
are proud to introduce:

**MEETings Insights!** A new monthly e-Newsletter, produced in cooperation with HSMIAI.

Planners need better content, more education, and more opportunities to easily gain better insight and be better planners. MEETings Insight is the answer!

## Audience

- HSMIAI's MEET attendees (formerly Affordable Meetings), approximately 6,000.
- The complete Meetings Focus list, approximately 94,000\*.

## Content

- Monthly feature stories exploring various industry topics, including interviews with top educators in the industry, along with sidebar highlights, a resource center and topic checklists.
- A wrap-up consisting of the top news of the month, as recorded by Meetings Focus.

## Topics to include

- Virtual/hybrid meetings
- ROI
- Social media
- F&B
- Negotiation
- Contracts
- Budget
- RFP

## Cost/Ad Units available:

**Leaderboards:** 2 available/issue

**Skyscrapers:** 1 available/issue

**Medium Rectangles:** 1 available/issue

**Cost:** \$3,960/gross per unit

**“Supplier of the Month”:** An ‘evertorial’ opportunity with photo, logo, approx. 75 word description: \$3,295/gross

Limited space is available on each edition, so contact your sales representative today! Rates guaranteed through September, 2012.

all-inclusive group offers at Starwood Resorts in Mexico

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HSMIAI'S MEETINGS INSIGHTS

Produced by Meetings Focus

July 11, 2011

**This Is The Main Story Headline**  
Interview with top educator in the industry

More on this topic

A Guide To Lorem Ipsum  
Lorem Ipsum ReInvented  
Working with Lorem Ipsum on a Daily Basis  
6 reasons Lorem Ipsumed  
Lorem Ipsum's Website  
Munip Merit Rewind  
Loreming by Night

all-inclusive group offers at Starwood Resorts in Mexico

Issues published monthly beginning September, as follows. Materials due dates are 2 weeks prior to published date:

### 2011

September 14	November 9
October 12	December 14

### 2012

January 18	June 20
February 22	July 18
March 21	August 22
April 18	September 19
May 23	

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\*Publishers Own Data, August 2011

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