

Meetings Focus[®]

MEETINGSFOCUS.COM

Web Advertising Profile

Targeted e-media is powerful. It sends an exact message directly to consumers and can be accessed at any time. Advertising using a Meetings Focus e-media product is one of the best ways to ensure that your message is getting to the right audience. With our innovative e-media products, Meetings Focus delivers a variety of creative and effective ways to reach meeting planners, generate sales, and book more group business.

Meetings Focus has many e-media vehicles to help your business reach the professional meeting planner—MeetingsFocus.com, MeetingsFocus e-Newsletters and live webinars.

MeetingsFocus.com

MeetingsFocus.com is used by a nationwide audience of corporate, association, and independent planners and provides important information meeting planners need every day. News, Blogs, Discussion Forums, Property/Destination Listings, Educational Opportunities, and more.

We use the most current and accurate third party validation measure and reporting tools in the market, Double-Click and Google Analytics, the industry's gold standard for accurate campaign measurements. All ad units on our site are guaranteed at least 8,000 impressions/month.

Ad units available:

Leaderboard: 728 X 90

Small Rectangle: 300 x 100

Medium Rectangle: 300 x 250

Double Wide Skyscraper: 300 x 600

Catfish: 955 x 75

Rich Media Expandable Unit: 300 x 50 / 300 x 250



In addition to traditional ad units, MeetingsFocus.com also offers creative and highly promoted Listing Programs and State/Regional Sponsorships on the site. Promote with top of mind visibility in your area with Showcase and Expanded Listings, or go right to the top with Annual State Sponsorship opportunities.

Meetings Focus Contact:

Jim Krotz, e-Media Brand Solutions Director
800.553.8878 x5079
jim.krotz@meetingsfocus.com

