

# Hot Topic e-Newsletter Specifications

## Sponsorship options:

Please choose one of the three options.

### A **Leaderboard** (728x90)

- 728 x 90 pixel static banner, 72 dpi, 30K
- Accepted formats: JPG or GIF
- No Flash, Javascript or Animated GIF

### B **Medium Rectangle** (300x250)

- 300 x 250 pixel static banner, 72 dpi, 30K
- Accepted formats: JPG or GIF
- No Flash, Javascript or Animated GIF

### **E-vertorial**

- 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

### E-vertorial

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

## File Transmission

Please submit small non-zipped files to

**production@meetingsfocus.com**

To submit large files, please upload them to our file transfer site directly as compressed zip files.

**File transfer:** transfer.meetingsfocus.com

**user name:** Meetings (case sensitive)

**password:** Transfer (case sensitive)

Once connected to our file transfer site, place files in the **Meetings Focus** folder and identify them by company name, (i.e. company\_room2.jpg)

Please send a confirmation email to

**production@meetingsfocus.com** when completed.

### **E-Media Contact:**

Gail Utt  
Production Director  
800.553.8878 x5052  
**gail.utt@meetingsfocus.com**



The image shows a sample of a "Hot Topic" e-newsletter. At the top, it features a header with the text "MEMORABLE MEETINGS, LEGENDARY HOSPITALITY AND BONUS POINTS FOR YOU." and the InterContinental Hotels & Resorts logo. Below the header is a large banner with the title "Meetings Focus | hot topic" set against a blue and orange abstract background. The main content area is divided into several sections. On the left, there is a "Reving Them Up" article with a speedometer graphic and text about incentive planners. In the center, there is a "Get Your Opinion Heard!" section with a "Log On NOW!" button. On the right, there is a "Meetings Focus Education & Webinars" section listing various events. At the bottom, there is a "Incentives on the Rise" section with text about the outlook for the industry. The layout is clean and professional, with a mix of text, graphics, and buttons.

Sample Hot Topic

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