meetings + events media

MEDIA Information 2020

MN.MEETINGSMAGS.COM
TARGET YOUR AUDIENCE BY STATE/REGION

- Select one of our print and digital state/regional magazines that are mailed to 9,500–18,000+ local meeting planners. Through nine regional publications, we offer a nationwide circulation of 88,500, more than twice that of most other “national” publications produced for the meetings and events industry. We can connect you with almost 200,000 readers quarterly.
- Reach 50,000+ industry experts and planners via our enewsletters and the approximately 17,000 monthly unique visitors to our websites.
- Decision-makers with budgets to spend searching for vendors and venues
- Members of key industry associations and professional groups
- Hard-to-find personnel who make planning decisions for small and mid-sized companies

MULTIPLE WAYS TO DELIVER YOUR MESSAGE

- **PRINT AND DIGITAL MAGAZINES.** Build credibility for your brand to enhance awareness and drive revenue
- **WEBSITE.** Sponsored content and display ads
- **ENNEWSLETTER.** Weekly distribution of timely information and content to more than 50,000 industry professionals; multiple placement opportunities available
- **EVENTS.** Sponsorship opportunities that allow you to interact directly with your customer base

FAST FACTS

- Print and digital editions distributed quarterly
- Meetings + Events Media publishes nine regional titles across the country
- Edited and written locally, promoting local resources
- 80% of readers are corporate, association or meeting/event management meeting planners
- 45% of our readers have an annual budget in excess of $100,000 for meetings they plan
- 33% of our readers have an annual budget in excess of $200,000 for meetings they plan
- 57% of our readers plan meetings for 100 or more people
- 23% of our readers plan meetings for more than 1,000 people
- 55% of our readers have been planning meetings for more than 10 years
- 52% of our readers pass their magazine on to at least one other person to read
- Nationally, 44% of our readers select where out-of-state meetings are held
- 73% of our readers are involved in determining where meetings are held
NATIONAL Coverage

• Magazine Circulation: 9,500
• Enewsletter Distribution: 4,500
• Website Unique Visitors: 1,600+
• Includes: Washington
  Oregon
  Idaho

• Magazine Circulation: 9,500
• Enewsletter Distribution: 4,500
• Website Unique Visitors: 1,800+

• Magazine Circulation: 9,500
• Enewsletter Distribution: 5,000
• Website Unique Visitors: 2,800+

• Magazine Circulation: 9,500
• Enewsletter Distribution: 4,500
• Website Unique Visitors: 1,800+

• Magazine Circulation: 9,500
• Enewsletter Distribution: 4,500
• Website Unique Visitors: 2,800+

• Magazine Circulation: 9,500
• Enewsletter Distribution: 4,500
• Website Unique Visitors: 1,800+

• Magazine Circulation: 9,500
• Enewsletter Distribution: 4,500
• Website Unique Visitors: 2,800+

• Magazine Circulation: 9,500
• Enewsletter Distribution: 4,500
• Website Unique Visitors: 1,800+

• Magazine Circulation: 18,000
• Enewsletter Distribution: 10,500
• Website Unique Visitors: 1,500+
• Includes: New York
  New Jersey
  Connecticut
  Pennsylvania

PRINT (NATIONWIDE)
Total Quarterly
Circulation: 84,500

EN ENEWSLETTERS (NATIONWIDE)
Total Distribution: 50,000

WEBSITES (NATIONWIDE)
Average Monthly Unique Visitors: 17,000
Average Monthly Page Views: 51,000+

• Magazine Circulation: 9,500
• Enewsletter Distribution: 4,500
• Website Unique Visitors: 2,500+

• Magazine Circulation: 9,500
• Enewsletter Distribution: 5,000
• Website Unique Visitors: 2,400+

• Magazine Circulation: 9,500
• Enewsletter Distribution: 7,500
• Website Unique Visitors: 1,600+

• Magazine Circulation: 9,500
• Enewsletter Distribution: 10,500
• Website Unique Visitors: 1,500+
• Includes: New York
  New Jersey
  Connecticut
  Pennsylvania

• 2x annual distribution in CA, CO, IL, NW and TX
• Circulation: 50,000 copies
• Enewsletter Distribution: 34,000
• Exclusive mountain meetings and events content

MEETINGSMAGS.COM | 2020
REV. 7/2019
We’re the best resource for reaching your region’s meetings and events community. Why? Our award-winning editorial focuses exclusively on the Minnesota market for meetings and event business four times a year. Through the industry’s largest circulation (9,500) in the state, your message is reaching key decision-makers. We fill the need for immediate news through our website and weekly enewsletters that provide exclusive content and current event updates, all sent directly to subscribers. Simply put, we’re a premier resource for meeting and event planners in Minnesota. Here’s how you can get your message in front of them.

MN.MEETINGSMAGS.COM

### Advertising Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>PRINT &amp; DIGITAL MAGAZINES</th>
<th>ENEWSLETTER</th>
<th>WEB ADS</th>
<th>VENDOR GUIDE</th>
<th>CUSTOM EMAIL</th>
<th>UPGRADE/ADDED VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PLATINUM</strong></td>
<td>4x Full Page</td>
<td>24x</td>
<td>Annual</td>
<td>Vendor Listing on our website</td>
<td>2x</td>
<td>1x additional full page in any market</td>
</tr>
<tr>
<td>$26,500 (value: $37,580)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>GOLD</strong></td>
<td>4x Full Page</td>
<td>12x</td>
<td>Annual</td>
<td>Vendor Listing on our website</td>
<td>1x</td>
<td>1x additional full page in any market</td>
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<tr>
<td>$22,500 (value: $31,740)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>4x Full Page</td>
<td>6x</td>
<td>6 Months</td>
<td>Vendor Listing on our website</td>
<td></td>
<td>1x additional full page in any market</td>
</tr>
<tr>
<td>$18,000 (value: $25,645)</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td><strong>BRONZE</strong></td>
<td>4x 1/2 Page</td>
<td>6x</td>
<td>6 Months</td>
<td>Vendor Listing on our website</td>
<td></td>
<td>1x upgrade full page</td>
</tr>
<tr>
<td>$12,000 (value: $16,680)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>STARTER PACKAGE</strong></td>
<td>4x 1/3 Page</td>
<td>6x</td>
<td>6 Months</td>
<td></td>
<td></td>
<td>1x upgrade 1/2 page</td>
</tr>
<tr>
<td>$9,000 (value: $11,790)</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### DETAILED INFORMATION

**PRINT & DIGITAL EDITION ADS:**
One ad in each issue (4 per year) of Minnesota Meetings + Events magazine.

**ENEWSLETTER ADS:**
Leaderboard, display ad, or featured vendor ad (based on availability) in the Minnesota Meetings + Events enewsletter (4x per month).

**WEB ADS ON MEETINGSMAGS.COM:**
Annual ad rotation ROS (leaderboard or medium rectangle) on the Minnesota Meetings + Events website.

**VENDOR GUIDE:**
Your company listed as a preferred vendor on the Minnesota Meetings + Events website.

**CUSTOM EMAIL:**
Custom email setup and delivery to the Minnesota Meetings + Events subscriber database.

**UPGRADE/ADDED VALUE:**
One additional ad in one other regional Meetings + Events magazine of your choice.
MINNESOTA
Print Rates & Deadlines

REGIONAL PRINT RATES

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$5,245</td>
<td>$4,925</td>
<td>$4,575</td>
<td>$4,210</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>$4,350</td>
<td>$4,085</td>
<td>$3,800</td>
<td>$3,495</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$3,255</td>
<td>$3,065</td>
<td>$2,845</td>
<td>$2,625</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$2,185</td>
<td>$2,050</td>
<td>$1,910</td>
<td>$1,755</td>
</tr>
<tr>
<td>1/6 PAGE</td>
<td>$1,280</td>
<td>$1,208</td>
<td>$1,125</td>
<td>$1,030</td>
</tr>
</tbody>
</table>

PREMIUM PLACEMENT

<table>
<thead>
<tr>
<th></th>
<th>INSIDE FRONT</th>
<th>OPPOSITE TOC</th>
<th>BACK COVER</th>
<th>INSIDE BACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X</td>
<td>$7,075</td>
<td>$6,075</td>
<td>$7,130</td>
<td>$7,075</td>
</tr>
<tr>
<td>2X</td>
<td>$6,000</td>
<td>$5,605</td>
<td>$5,607</td>
<td>$6,000</td>
</tr>
<tr>
<td>3X</td>
<td>$5,410</td>
<td>$5,410</td>
<td>$5,410</td>
<td>$5,410</td>
</tr>
<tr>
<td>4X</td>
<td>$4,925</td>
<td>$4,925</td>
<td>$4,925</td>
<td>$4,925</td>
</tr>
</tbody>
</table>

SPREADS

<table>
<thead>
<tr>
<th></th>
<th>TWO PAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X</td>
<td>$9,180</td>
</tr>
<tr>
<td>2X</td>
<td>$8,620</td>
</tr>
<tr>
<td>3X</td>
<td>$8,020</td>
</tr>
<tr>
<td>4X</td>
<td>$7,380</td>
</tr>
</tbody>
</table>

PRINT DEADLINES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE RESERVATIONS</th>
<th>MATERIALS DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WINTER 2020</td>
<td>10/25/19</td>
<td>11/8/19</td>
</tr>
<tr>
<td>SPRING 2020</td>
<td>1/31/20</td>
<td>2/14/20</td>
</tr>
<tr>
<td>SUMMER 2020</td>
<td>4/24/20</td>
<td>5/14/20</td>
</tr>
<tr>
<td>FALL 2020</td>
<td>7/24/20</td>
<td>8/7/20</td>
</tr>
<tr>
<td>WINTER 2021</td>
<td>10/23/20</td>
<td>11/6/20</td>
</tr>
</tbody>
</table>

EDITORIAL CALENDAR

WINTER 2020: Feature 1: The Hotel Renaissance; Feature 2: Contingency Planning; Event Profile: ILEA Live 2019; Destination: Red Wing

SPRING 2020: Feature 1: Best of 2020; Feature 2: Hall of Fame; Venue Report: Breweries, Cideries & Distilleries; Destination: Minnetonka & Wayzata

SUMMER 2020: Feature 1: Emotional Intelligence (EQ): Mindfulness & Wellness; Feature 2: Brain-Friendly & Healthy Food; Trend Report: “Sweatworking”; Destination: Lakeville

FALL 2020: Feature 1: The Value of Sports Tourism to Minnesota; Feature 2: Work Spaces; Venue Report: Unorthodox Venues; Destination: Riverfront District of Minneapolis

*SPECIALTY PRODUCTS: Inserts, gatefolds, polybags, tip-ons, etc. are available at an additional cost per thousand. Contact your associate publisher regarding rates, specifications, availability and shipping instructions.

*editorial content subject to change
**NATIONAL Print Rates**

**National Advertising Packages**

<table>
<thead>
<tr>
<th>MAXIMUM EXPOSURE</th>
<th>PRINT &amp; DIGITAL MAGAZINES</th>
<th>ENEWSLETTER</th>
<th>WEB ADS</th>
<th>VENDOR GUIDE</th>
<th>CUSTOM EMAIL</th>
<th>SPONSORED CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>$90,000 (value: $124,820)</td>
<td>4x Full Page (in all markets)</td>
<td>48x (in all markets)</td>
<td>Annual (in all markets)</td>
<td>Vendor Listing on our website</td>
<td>4x</td>
<td>1x</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BIG EXPOSURE</th>
<th>PRINT &amp; DIGITAL MAGAZINES</th>
<th>ENEWSLETTER</th>
<th>WEB ADS</th>
<th>VENDOR GUIDE</th>
<th>CUSTOM EMAIL</th>
<th>SPONSORED CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>$60,000 (value: $83,130)</td>
<td>4x 1/2 Page (in all markets)</td>
<td>24x (in all markets)</td>
<td>Annual (in all markets)</td>
<td>Vendor Listing on our website</td>
<td>2x</td>
<td>1x</td>
</tr>
</tbody>
</table>

**DETAILED INFORMATION**

**PRINT & DIGITAL EDITION ADS:**
32 total ads in eight regional magazines with a total quarterly circulation of 88,500 printed copies, in addition to a significant number of quarterly digital edition readers.

**ENewsletter Ads:**
Leaderboard, display ad or featured vendor ad (based on availability) in all of our enewsletters (4x per month).

**Web Ads on MeetingsMags.com:**
Annual ad rotation ROS (leaderboard or medium rectangle) on our national website and all nine regional websites.

**Vendor Guide:**
Your company featured on our national website and all nine regional websites as a preferred vendor.

**Custom Email:**
Custom email setup and delivery to our national database of more than 59,500 subscribers.

**Sponsored Content:**
Development and distribution of custom web content on your behalf. The native content resides on our websites for twelve months, taking advantage of our SEO. We guarantee 500 views on each article.
PRINT Specs

**AD SIZES**

<table>
<thead>
<tr>
<th>TRIM/BOOK SIZE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL-PAGE BLEED</td>
<td>8.625&quot;</td>
<td>11.125&quot;</td>
</tr>
<tr>
<td>½ PAGE</td>
<td>4.625&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>½ PAGE HORIZONTAL</td>
<td>7&quot;</td>
<td>4.875&quot;</td>
</tr>
<tr>
<td>½ PAGE VERTICAL</td>
<td>4.625&quot;</td>
<td>7.375&quot;</td>
</tr>
<tr>
<td>½ PAGE SQUARE</td>
<td>4.625&quot;</td>
<td>4.875&quot;</td>
</tr>
<tr>
<td>½ PAGE VERTICAL</td>
<td>2.25&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>¼ PAGE VERTICAL</td>
<td>2.25&quot;</td>
<td>2.375&quot;</td>
</tr>
<tr>
<td>¼ PAGE HORIZONTAL</td>
<td>4.625&quot;</td>
<td>2.375&quot;</td>
</tr>
<tr>
<td>2-PAGE SPREAD</td>
<td>8.625&quot;</td>
<td>11.125&quot;</td>
</tr>
</tbody>
</table>

*(Supply as two separate full-page PDFs)*

**FILE REQUIREMENTS**

**PREFERRED FILE FORMAT: PDF/X-1A**

Do not flatten your PDF. Any web addresses in your ad will not link in the digital edition if the ad is flattened.

**IMAGE RESOLUTION/COLOR**

Images must have a resolution of 300 DPI placed at 100%. All Pantone and RGB colors must be converted to CMYK. Any ads with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.

**FULL PAGE REQUIREMENTS**

**LIVE AREA:** Keep non-bleed images and text .5" in from the trim size to guarantee those elements will not be trimmed off.

**BLEED:** Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

**EXPORT SETTINGS:** Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

**BINDING:** Perfect bound, jogs to foot

*We strive for the highest quality as does our printer. However, due to variable conditions in the four-color printing process, perfect reproduction cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.*

**FULL PAGE**

**LIVE AREA**

NON-BLEED ITEMS

TRIM/BOOK SIZE 8.375" x 10.875"

AD WITH BLEED 8.625" x 11.125"

**FILE SUBMISSION**

**EMAIL:** Max file size 5 MB. Include name of advertiser and issue of publication.

California Meetings + Events — cameads@tigeroak.com
Colorado Meetings + Events — comeads@tigeroak.com
Illinois Meetings + Events — ilmeads@tigeroak.com
Michigan Meetings + Events — mimeads@tigeroak.com
Minnesota Meetings + Events — mmmeads@tigeroak.com
Northeast Meetings + Events — nemeads@tigeroak.com
Northwest Meetings + Events — nwmeads@tigeroak.com
Texas Meetings + Events — txmeads@tigeroak.com

**UPLOAD:**

**WWW.WETRANSFER.COM**

- Click the “Take me to free” button
- Click “I agree” to the Terms and Conditions and follow the instructions to “Add files” and “emails”.
- Include advertiser name, issue of publication and a contact name/number in the message field.

**WWW.DROPBOX.COM:** You may also sign up for Dropbox free or use your existing account.

Receipt of ad materials will be acknowledged within two business days. For ad design services, please allow up to five working days for a proof to be sent to you.

*Mountain Meetings is a different size publication. Please see separate print specs.*
WEB

Rates, Deadlines & Specs

RATES & SIZES

LEADERBOARD
$500 monthly
728 x 90 pixels (desktop)
468 x 60 pixels (tablet)
320 x 50 pixels (mobile)
Submit all sizes

DISPLAY AD
$400 monthly
300 x 250 pixels

VENDOR LISTING
$900 Preferred+ listing
$695 Preferred listing
Featured on our Vendor Directory web page

FILE REQUIREMENTS
Static .JPG or animated .GIF
RGB color, 72 dpi, maximum file size 50k

SCHEDULE

ONLINE 1ST OF EACH MONTH

MONTH | ADS DUE | MONTH | ADS DUE
-------|---------|-------|---------
JANUARY 2020 | 12/13/19 | JULY 2020 | 6/12/20
FEBRUARY 2020 | 1/10/20 | AUGUST 2020 | 7/10/20
MARCH 2020 | 2/14/20 | SEPTEMBER 2020 | 8/14/20
MAY 2020 | 4/10/20 | NOVEMBER 2020 | 10/9/20

TO HAVE A WEB AD DESIGNED
Add $100 to the rate

SPONSORSHIP OPPORTUNITIES
Contact your associate publisher for details and pricing

AD SUBMISSION
Email to meetingswebads@tigeroak.com

CONTENT
>> Breaking news and features
>> Industry bloggers
>> Exclusive additions to print-edition articles

WEB STATISTICS (NATIONWIDE)
>> Average monthly unique visitors: 17,000+
>> Average monthly page views: 51,000+

PREFERRED VENDOR

INCLUDES
>> Thumbnail image on website with company name

RATES
$695 annually

SPECs
195 x 119 pixel thumbnail image

PREFERRED+ VENDOR

INCLUDES
>> Thumbnail image on website with company name
>> Profile Page with:
   - Header Image
   - “About Us” description (maximum of 350 words)
   - Map & Direction link
   - Hours & Location
   - Link to Website

RATES
$900 annually

SPECs
195 x 119 pixel thumbnail image
629 x 400 pixel header image

MATERIAL REQUIREMENTS
You provide your company name, website, phone number, photo, and business hours. We’ll include an embedded map with a pin at your business address.

A preferred vendor listing is included in all national and regional packages with the exception of our regional starter package. Our Preferred+ vendor listing is an optional upgrade to help your business maximize exposure with potential clients.

Contact your associate publisher to create the vendor listing that is right for you.
ENEWSLETTER
Rates, Deadlines & Specs

RATES & SIZES

LEADERBOARD AD
$350 for one time, $600 for two
728 x 90 pixels

DISPLAY AD
$250 for one time, $400 for two
300 x 250 pixels

FEATURED VENDOR LISTING
$200 for one time, $300 for two
300 x 200 pixels photo, up to 50 words & URL

SCHEDULE
PUBLISHED 4 TIMES MONTHLY*
Newsletters are published Thursdays, four times per month. Contact your associate publisher for exact dates.

*Mountain Meetings published once monthly.

NON-PUBLISH DATES

DISTRIBUTION
NATIONAL: 50,000
California Meetings + Events: 6,000
Colorado Meetings + Events: 7,500
Illinois Meetings + Events: 4,500
Michigan Meetings + Events: 4,500
Minnesota Meetings + Events: 5,000
Mountain Meetings: 34,000
Northeast Meetings + Events: 10,500
Northwest Meetings + Events: 4,500
Texas Meetings + Events: 4,500

FILE REQUIREMENTS
Static .JPG or animated .GIF
RGB color, 72 dpi, maximum file size 50k

TO HAVE AN ENEWSLETTER AD DESIGNED
Add $100 to the rate
(the there is no design charge for Featured Vendor Listings)

MATERIALS SUBMISSION
Ads and featured vendor materials are due one week prior to the publish date. Email to meetingswebads@tigeroak.com.
HOW IT WORKS

>> Choose the publish date (Tuesday or Wednesday is suggested).

>> You provide html and images OR we design an email for you. Choose from one of five responsive templates. These templates have been tested for proven deliverability across all platforms.

NOTE: If you provide html and images, we cannot guarantee results or troubleshoot coding issues.

>> We create the email and send you a test to make any changes before approving.

>> Your email is sent to our database of enewsletter subscribers.*

>> Activity tracking is available upon request for up to six months after the email blast is sent.

* All emails sent through our database are required to have Meetings + Events contact information in the footer.

MATERIAL REQUIREMENTS

CUSTOM BUILD
Photos: Up to 6 photos (650–700px wide at 72 dpi)
Logo: Supply as .JPG, .TIF, .PDF or .EPS
Message: Up to 300 words
Contact information: Phone, website, email
Links: Provide URLs for all hyperlinks
Subject Line: Include subject line

SUPPLIED HTML, JPG OR PDF *
HTML: 600–700px wide; include images if we are hosting the images on our server
JPG or PDF: 600–700px wide (provide one URL for hyperlink)
Subject Line: Include subject line

* Please do not include unsubscribe information or html which use iframes.

MATERIALS SUBMISSION
Materials are due one week prior to the publish date for email setup and proofing. If materials are not submitted in time, we cannot guarantee the publish date and may need to reschedule. Send all materials to custom.blasts@tigeroak.com.

RATES
For custom emails not included in a sponsorship package, the cost for a regional custom email is $2,195 and the cost for a national email is $4,195.
We assist you in developing an article/story to promote your business as native content which appears alongside our editorial features on meetingsmags.com or any of our regional websites.

Identify yourself as an industry leader using content similar to our own editorial. We insert the content into prominent editorial slots on meetingsmags.com and will also promote your content using social media and other methodologies to ensure your sponsored content is read.

**HOW IT WORKS**

- >> We help you develop a compelling headline and story about your business/offering.
- >> Our website helps brand your article to the Meetings + Events style, ensuring more exposure and making your content more appealing to our subscriber base.
- >> Your content will be viewed on meetingsmags.com, instilling credibility with our thousands of monthly visitors each month.
- >> Your content will be promoted on the website, through social media and also through content promotion platforms where we have made an investment.
- >> Actionable information—you will receive a report of who viewed your content, for how long, along with commentary on what the information means for your business. You can also capture leads at the end of your content.
- >> At the end of the article, your company’s information will be presented with a call to action for the reader to learn more about your business and services.

**BENEFITS**

- >> You’ll show market leadership and differentiate your business from your competitors.
- >> Studies show that sponsored content performs stronger than traditional digital media.
- >> The article will provide credibility to planners concerned about finding a reliable venue/vendor.
- >> Your brand will be marketed in an engaging, specific way to planners.

**STATS**

- >> Guarantee of 500 article views
- >> Stays live for an entire year

**COST**

$2,800
IF YOU ARE CREATING THE ARTICLE:
1. Optimal length 300-400 words
2. Please provide multiple photos (800 x 640 pixels)
3. Please provide the URL for links
4. Provide author name, title, company logo
5. One-sentence company description (e.g. Loews Hotels is a leading provider of flexible meeting space in all major markets.)

Policy on thought leadership content vs. advertorial and article performance:
>> The goal of sponsored thought leadership pieces is to establish your authority and credibility in your field, and to provide information and advice that’s so valuable readers won’t mind that it’s sponsored.

>> The less this reads like an ad, the more likely it is to get read and shared, so write the piece in the first-person and keep references to your products and services to a minimum throughout the piece (or alternately, keep them in for the print version and let us strip some of it for the online version). Unlike in print, readers are only one click away from learning more about your products online, so you don’t need to include as much self-promotion, and keep readers on the page longer by breaking up large blocks of text within the article itself.

>> We don’t have the same space constraints on the website as we do in print, so we prefer to use more photos if possible, since images are key to getting readers to click on the web article, they help significantly with social media promotion and keep readers on the page longer by breaking up large blocks of text within the article itself.

>> If you decide to include your logo in the piece, we recommend that you keep it small—just hyperlinking your name at the top (“Sponsored by Mercer”) and in the sentence at the bottom of the article piece (e.g. “Mercer is a global consulting leader in talent, health, retirement, and investments.”) is usually better for this type of article so it reads more like editorial content and less like an ad.

IF WE ARE CREATING THE CONTENT
1. Allow 2-4 weeks for article creation
2. Please provide three article headline choices based on article topic
3. Article topic can be suggested by our team or by you
4. Please provide photos or source where we can acquire photos
5. Please provide logos, one-sentence company description and URL links

EDITORIAL CONTACT:
Julianna Fazio
julianna.fazio@tigeroak.com
Terminology, local preferences and buying habits vary from city to city. By optimizing audiences to local needs and delivering customized creatives for different locations, we can deliver improved performance compared to platforms that use pre-packaged segments and target nationally. We can customize audiences to local needs, provide superior performance on high volumes of localized campaigns, and deliver efficiently to drive higher ROI. In addition, our completely transparent and highly granular analytics system provides deeper insights which enable brands to continually improve and evolve their marketing efforts.

Digital Marketing Fun Facts:
>> 86% of shoppers engage in ROBO (Research Online, Buy Offline).
>> ONE IN FIVE users who are exposed to display advertising conducts related searches for the advertised brands.
>> ONE IN THREE users exposed to display advertising visits the brand’s site.
>> 98% of first-time website visitors will not take action.
>> 76% of people who search on their smartphones for something nearby visit a business within a day; 28% of those searches result in a purchase.

GEO-OPTIMIZED TARGETING
Target users in specific locations such as region, zip code, city, county, state, country; marketing to those in your service area.

SITE RETARGETING
Target users who have already visited your site while they are visiting other sites across the web; marketing to those who are familiar with you.

KEYWORD SEARCH & CONTEXTUAL TARGETING
Target users who search for or read about the keywords related to your business; marketing to those who are interested in what you have to offer.

CATEGORY CONTEXTUAL TARGETING
Target users who visit sites that are categorically relevant to the product or service you provide; marketing on sites where your prospects are likely to be.

GEO-FENCING
Think “commercial.” Target users who visit a particular location (often a business, park, stadium, hall, or other non-residential place); marketing to those who visit your business, competitors, or other relevant locations.

ADDRESSABLE GEO-FENCING
Think “residential” or “work.” Target users who live or work at a particular address; marketing to Meetings + Events subscribers or your client database(s) (up to 1,000,000 addresses).

EVENT TARGETING
Target users who attend a particular event; marketing to attendees of events relevant to your business location or offerings.

Digital Solutions Rates*

<table>
<thead>
<tr>
<th></th>
<th>3–5 MONTHS</th>
<th>6–8 MONTHS</th>
<th>9–11 MONTHS</th>
<th>12+ MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$15 CPM</td>
<td>$12 CPM</td>
<td>$11 CPM</td>
<td>$10 CPM</td>
</tr>
<tr>
<td><strong>BE PRESENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50,000 impressions per month</td>
<td>$750 per month</td>
<td>$600 per month</td>
<td>$550 per month</td>
<td>$500 per month</td>
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<tr>
<td><strong>MAKE AN IMPACT</strong></td>
<td></td>
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</tr>
<tr>
<td>100,000 impressions per month</td>
<td>$1,500 per month</td>
<td>$1,200 per month</td>
<td>$1,100 per month</td>
<td>$1,000 per month</td>
</tr>
<tr>
<td><strong>ACCELERATE YOUR RESULTS</strong></td>
<td></td>
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</tr>
<tr>
<td>250,000+ impressions per month</td>
<td>starting at $3,750 per month</td>
<td>starting at $3,000 per month</td>
<td>starting at $2,750 per month</td>
<td>starting at $2,500 per month</td>
</tr>
</tbody>
</table>

*Three month minimum term.

meetings + events media