

## ConnectYourMeetings.com

Our online community provides a powerful tool for connecting online to association and specialty group meeting planners who are searching for information on destinations and resources that fit and enhance their events.

ConnectYourMeetings.com is a great way to add impact to your media plan. Get in front of meeting planners and influence their decisions. Sponsorable cross-media opportunities include a biweekly e-mail newsletter and custom-designed programs.

Additional opportunities to highlight your brand include hosting your video and audio webcasts on our site with web links, document download availability and promotion of an event.

### Online features:

- Guides to destinations across the country, featuring top venues, restaurants and attractions
- CVB listings for partner advertisers only
- Valuable educational articles and expert advice
- Blog posts include savvy experts and columnists

### WEBSITE PRICING (RATES ARE MONTHLY)

**Leaderboard Sponsor (728 x 90)**

**Medium Rectangle Sponsor (300 x 250)**  
(2 available)

*Banner ads can be rotated on specific landing pages.*

### SPECIFICATIONS

**Banners:** 728 x 90, 300 x 250

**File Type:** JPG, GIF or Flash

### DEADLINES

Website ads are due 10 days prior to first day of posting.

## Connect E-News

Our biweekly e-mail newsletter service provides current industry news and information of concern to meeting planners directly to subscribers, including hot deals and value offers. Sponsorship opportunities include Planner Tips and Destination Spotlights.

### CONNECT E-NEWS RATES (PER ISSUE)

#### Roadblock

#### Leaderboard Sponsor

- 728 x 90 banner
- Text ad: 30 words of text, logo and linking URL

#### Medium Rectangle Placement

- 300 x 250 banner
- Text ad: 30 words of text, logo and linking URL

#### Specifications:

**File Type:** JPG or GIF only

**Maximum File Size:** 20k, animation allowed

**Text Ads:** 30 words of copy, hyperlink and logo

**Deadlines:** Newsletter ads are due 10 days prior to issue date.



Connect  
MEETINGS INTELLIGENCE

collaborate  
CORPORATE MEETINGS INTELLIGENCE

Rejuvenate  
MEETINGS INSPIRATION

Groupaway  
GROUP TRAVEL INSIGHTS

## ONE-STOP SOLUTION

Increase the return on your travel marketing spend. Tap into our group and leisure resources with a combination package that matches your goals.

**With Collinson Media & Events, you can:**

- Maximize the impact of your over-stretched budget with our cross-media opportunities including custom-designed programs.
- Reach qualified meeting planners in every industry segment: association, corporate, faith-based, social, sports. Drive motor coach and tour business to your doorstep with our magazine dedicated to managers and organizers of small group travel.
- Reach leisure travelers at VacationPlanning.net or through our other custom products.
- Enjoy leads produced by our own in-house marketing team, not some generic list.
- Benefit from Collinson's 36+ years of destination marketing expertise, innovative customer solutions and multimedia network.

*"The magazine was very helpful. It really sparked my interest in the conference speakers and helped me to understand some core information as a new professional in the field."*

Macgregor Hill  
Beta Theta Pi

For more information on how to put the cross-media power of Collinson Media & Events to work for you, contact your Collinson sales representative or [REzelle@collinsonmedia.com](mailto:REzelle@collinsonmedia.com).

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& events

TRAVEL. MARKETING. RESULTS.