

The Only Publication That Delivers a Proven Audience of Meeting Planners
Who Book More than \$781,363,618 and 3,734,072 Room Nights Annually!



2018 UPDATE

MeetingMentor®

IndustryInsights for the Meetings Community

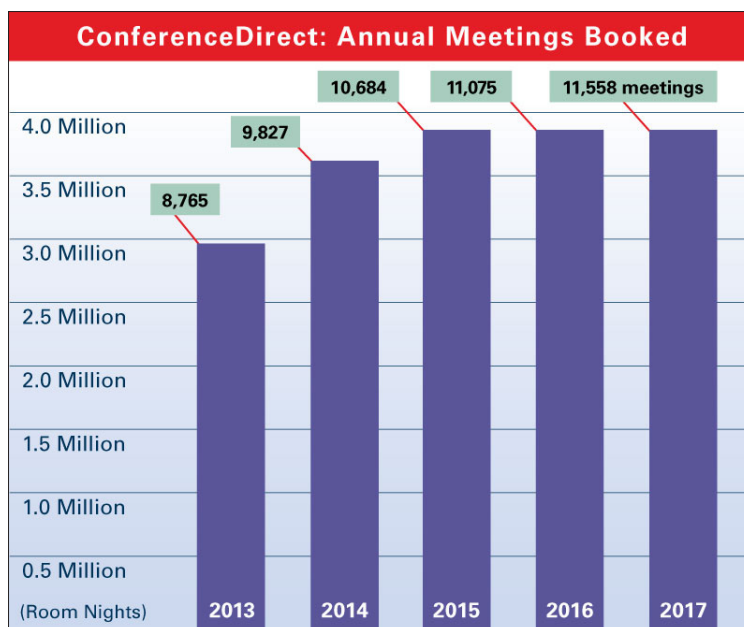


MeetingMentor magazine is read by over **14,000 clients and prospects of ConferenceDirect** – one of the leading third-party meeting planning intermediaries. These intermediaries handle the site selection and negotiation process for an estimated 50% of all national group meetings from trade and professional associations and corporations.

MeetingMentor's E-newsletter is sent to over 30,000 ConferenceDirect clients and meeting planner prospects ten times annually and is an outstanding way to **supplement your primary marketing messaging** in the pages of our quarterly business journal.

MeetingMentor is also sent to the **350+ Sales Associates of ConferenceDirect**, who work closely with every client and play an instrumental role in the site selection and negotiation process. In 2017, ConferenceDirect Associates booked an amazing **11,558 meetings and conventions worth 3,734,072 room nights and \$781,363,618** in room revenues worldwide.

MeetingMentor is the ONLY meetings publication that can tell its advertisers exactly how much definite business our core readers booked the previous year...and where!





Brian Stevens, CEO

About ConferenceDirect®

A leading global provider of outsourced meeting planning services, ConferenceDirect is a full-service meeting solutions company specializing in site selection/contract negotiation; conference management; housing and registration services; and strategic meeting management services. Since its formation in 1998, ConferenceDirect and its 350+ Sales Associates continue to book record-breaking numbers of events, even after 20 years of service.

"We are dedicated to saving our customers time and money by having the most professional Associates within the industry," said ConferenceDirect CEO Brian Stevens. "Our goal," he added, "is to exceed expectations at every point of contact."

ConferenceDirect Associates receive continuous training and education. Many hold memberships in the meeting industry's foremost professional associations. We also have developed our own internal certification process to ensure that our Associates provide the highest level of knowledge and expertise in serving our customers.

"The pressures placed on our clients today require us to play a larger, more consultative role than ever," said Stevens. "We are constantly working to ensure that our customers have the most timely, relevant information to assist them in saving time and money while being best-in-class within their organization and industry. MeetingMentor is a critical vehicle to deliver this knowledge to our customers – whether it is the latest in meeting destinations, cutting-edge technologies or best practices, or useful insights into hot-button issues."

About MeetingMentor®

Delivering creative solutions and best practices, MeetingMentor publishes a quarterly business journal, and e-newsletters ten times annually, that deliver timely editorial focusing on practical information to help our readers do their jobs more successfully in a rapidly changing environment. From the latest technology to social media trends and controlling food costs, MeetingMentor provides useful and meaningful content that ensures engaged readers for our advertisers to share their marketing messages with.

In 2016, we began a new partnership with Northstar Meetings Group – publisher of Meetings & Conventions, Successful Meetings, Incentive, and Meeting News – to help promote the only publication targeted at third-party meeting planners and their clients – MeetingMentor – to the convention industry.

To learn more about growing your share of third-party meetings business through our advertising platforms, please contact your **Northstar Business Development Director**, or **Chris Baum**, Senior Vice President and Publisher, MeetingMentor, at chris.baum@conferencedirect.com; (213) 379-3345.

See page five for Added Value Marketing Opportunities during ConferenceDirect's 20th Anniversary Year of 2018!

Print Advertising Sizes and Specifications

2018/Spring 2019 Publishing Dates

Summer Edition mails: June 6
Special Editorial Features:
CD Top 100 Awards and Convention Centers & Big Box Hotels
 Ad Closing: May 3
 Materials Deadline: May 10

Fall Edition mails: August 31
Special Editorial Features:
CD 20th Anniversary and Resorts & Gaming Destinations
 Ad Closing: July 31
 Materials Deadline: August 7

Winter Edition mails: November 21
Special Editorial Feature:
International Meetings & Incentives
 Ad Closing: October 19
 Materials Deadline: October 26

Spring Edition mails: March 7
Bonus Distribution: ConferenceDirect Annual Partner Meeting
Special Editorial Feature:
CD: By The Numbers
 Ad Closing: February 4
 Materials Deadline: February 11

PREMIUM POSITIONS

Inside Front Cover:

Full Page, 4-color plus \$1,500 net

Back Cover: (if no Belly Band is sold 21 days out)

Full Page, 4-color plus \$1,500 net

Inside Back Cover:

Full Page, 4-color plus \$1,000 net

Belly Band plus Back Cover:

\$17,000 net

Note: All issues have bonus distribution at ConferenceDirect's IndustryInsights series, CDX Spring and Fall, CD Forum, Annual Partner Meeting, or CEO Summit.

For more information, contact:

Your Northstar Meetings Group
 Business Development Director,
 or Chris Baum, Senior Vice
 President and Publisher,
 MeetingMentor, at 213-379-3345 or
 chris.baum@conferencedirect.com

Required Materials and Submission Methods

Please provide ad as a high resolution (300 dpi or higher) PDF/X-1a file saved in Adobe Acrobat at the size being printed.

Provide 0.125" bleed where appropriate and make sure all artwork, fonts, and graphics are embedded in the file.

It is preferred that ads be sent electronically via web submission using an ftp site like **www.YouSendIt.com**. Enter the email address listed below for notification.

Supplied inserts (18,000 required) are accepted on a limited basis; contact your advertising representative for a quote. Please note that Back Covers are accepted, at the stated premium, ONLY if NO Belly Band has been sold for the issue within 21 days of closing.

Please send high res files to:

Susan Kretchmer
 Traffic Manager, MeetingMentor
 suebenvenuto@optonline.net | (973) 993-5881

Ad Rates (Net)

	1x	2x	4x
Half Page, 4-color	\$4,000	\$3,750	\$3,500
Full Page, 4-color	\$6,000	\$5,500	\$5,000
Half Page Spread, 4-color	\$6,500	\$6,000	\$5,500
Full Page Spread, 4-color	\$8,500	\$8,000	\$7,500

Mechanical Specifications

Trim Size: 8 1/2" x 10 7/8"		Paper: 50 lb. coated stock	
Ad Size	Width	Depth	
Full Page	7 1/2"	9 7/8"	
Full Page Bleed	8 3/4"	11 1/8"	
Full Page Spread Bleed	17 1/4"	11 1/8"	
Half Page Vertical	4 3/4"	7 1/4"	
Half Page Horizontal	7 1/8"	4 3/4"	
Half Page Horizontal Bleed	8 3/4"	5 5/8"	
Half Page Spread	17"	5 1/2"	
Half Page Spread Bleed	17 1/4"	5 5/8"	

On bleed ads, **DO NOT** place any non-bleed imagery or text within **3/16"** of the trim. Position all crop marks **OUTSIDE** the **1/8"** bleed area.

E-Newsletter Advertising Sizes and Specifications

MeetingMentor Online is distributed ten times annually to over 30,000 meeting planners nationwide, including ConferenceDirect's 350+ associates and multiple business partners at their 2600+ corporate and association clients.

Rates (Net) and Sizes

Leaderboard (A)

\$4,000

728 x 90 pixels, Maximum file size: 40kb

Button (B)

\$2,000

120 x 90 pixels, Maximum file size: 20kb

Box (C, D, E)

\$3,500

180 x 150 pixels, Maximum file size: 30kb

Banner Strip (F, G)

\$3,000

402 x 95 pixels, Maximum file size: 35kb

Acceptable Ads:

- Image Ads (.jpg, .gif)
- Animated/Rotating Ads (.gif)

2018 Deadline Dates for MeetingMentor Online Advertising

Reservation	Materials	Distribution
January 26	February 2	February 12
February 23	March 2	March 12
March 23	March 30	April 9
April 27	May 4	May 14
May 25	June 1	June 11
July 27	August 3	August 13
August 24	August 31	September 10
September 28	October 5	October 15
October 26	November 2	November 12
November 21	November 28	December 10

NOTE: E-newsletter is not published in January or July

E-mail Web Ad Materials (JPG or GIF format) and URLs (to link ads to your Website) to:

Susan Kretchmer, Traffic Manager, MeetingMentor
suebenvenuto@optonline.net; (973) 993-5881

A
Leaderboard
728 x 90 pixels

B
Button
120 x 90 pixels

C
Box
180 x 150 pixels

D
Box
180 x 150 pixels

F
Banner Strip
402 x 95 pixels

G
Banner Strip
402 x 95 pixels

E
Box
180 x 150 pixels



MeetingMentor

2018 Added-Value Marketing Opportunities

YEARS

Spring Issue

"CD: By the Numbers" Special Feature

Run a Full Page, 4/C Advertisement (or larger) in this popular issue (bonus distribution at the CD Annual Partner Meeting) and in a minimum of one other 2018 issue (at least two pages total) and your senior executive, may submit a 50-100 word tribute, anecdote, or funny story (subject to editing for space and clarity) about partnering with Brian Stevens, Brian Richey, or anyone else you have had a memorable experience with over the first two decades of working with ConferenceDirect, in our "Photographs and Memories" section of the "CD: 20th Anniversary" Special Feature, for no additional charge. (Note: This issue also has a Special Feature on "Resorts and Gaming Destinations.")

CLOSED

Summer Issue

"CD Top 100 Awards" Special Feature

Run your Advertisement in this keepsake issue, with a Special Feature celebrating ConferenceDirect's Top 100 Performers, and you may submit a 50-100 word paragraph highlighting the latest news from your company or region for the "Talk of the Town" spread (subject to editing for space and clarity) for no additional charge. (Note: This issue also has a Special Feature on "Convention Centers and Big Box Hotels.")

Fall Issue

"CD 20th Anniversary" Special Feature

Run a Full Page, 4/C Advertisement (or larger) in this milestone issue and in a minimum of one other 2018 issue (at least two pages total) and your senior executive may submit a 50-100 word tribute, anecdote, or funny story (subject to editing for space and clarity) about partnering with Brian Stevens, Brian Richey, or anyone else you have had a memorable experience with over the first two decades of working with ConferenceDirect, in our "Photographs and Memories" section of the "CD: 20th Anniversary" Special Feature, for no additional charge. (Note: This issue also has a Special Feature on "Resorts and Gaming Destinations.")

Winter Issue

"CD International Meetings" Special Feature

Run your Advertisement in this annual issue, which includes a Special Feature on "International Meetings", and you may submit a 50-100 word paragraph highlighting the latest news from your company or region for the "Talk of the Town" spread (subject to editing for space and clarity) for no additional charge.

For more information about our 20th Anniversary Year offers, or digital advertising opportunities in MeetingMentor's ten E-newsletters, please contact your **Northstar Meetings Group Business Development Director**, or **Chris Baum, Senior VP & Publisher of MeetingMentor**, at (213) 379-3345 / chris.baum@conferencedirect.com.

Space is limited, so don't delay!



ConferenceDirect® | Celebrating 20 Years