

The Only Publication That Delivers a Proven Audience of End-Users Who Book More than 2,750,000 Room Nights Annually



Meeting Mentor

The Intersection of Face-To-Face Meetings and Social Media

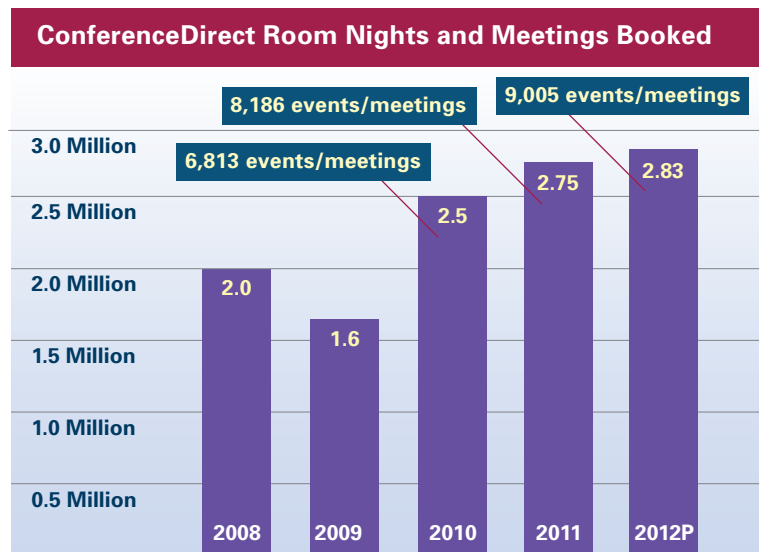
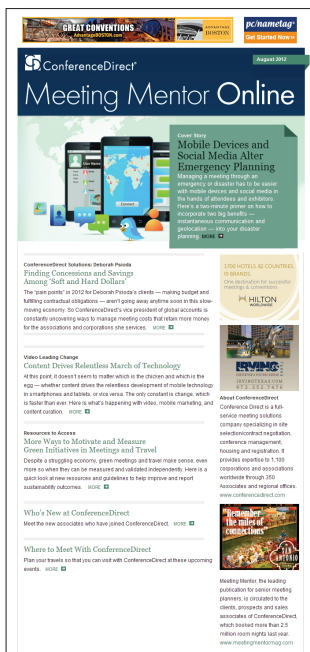


Meeting Mentor is sent to **14,000 clients and prospects** of ConferenceDirect — one of the leading third-party intermediaries. These intermediaries account for an estimated **50% of all national group meetings** from associations and corporations.

Meeting Mentor is also sent to the **350 Sales Associates** of ConferenceDirect, who work closely with their clients and are instrumental in the site selection process. All of the recipients of Meeting Mentor are **end-users or decision-makers**.

In 2011, ConferenceDirect had a record-breaking year booking **2,754,000 meeting room nights** and **8,186 events/meetings**. Year-to-date 2012, the trend continues with room nights up 3% and meetings booked up 10% through July compared to last year.

Meeting Mentor is the ONLY meetings publication that can tell advertisers exactly how many meeting room nights and events its readers book.



About ConferenceDirect®



Brian Stevens, President and CEO

A leading global provider of outsourced meeting planning services

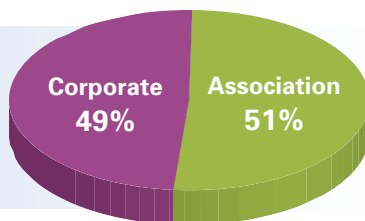
ConferenceDirect is a full-service meeting solutions company specializing in site selection/contract negotiation; conference management; housing and registration services; and strategic meeting management services. Since its formation in 1998, ConferenceDirect and its 350 "Sales Associates" continue to book record-breaking room nights and events, even after nearly 15 years of service.

Representing 1,600 corporations and associations worldwide, our Associates in 2011 booked 2,754,000 room nights and 8,186 events/meetings, accounting for revenues in excess of \$480 million. So far, 2012 is exceeding those numbers, with double-digit increases over 2011.

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

ConferenceDirect Associates, who have an average of 10 years' industry experience, 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.

ConferenceDirect Clients by Market Segment



"The pressures placed on our customers 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. **Meeting Mentor** is a critical vehicle to deliver this knowledge to our customers — whether it is the latest meeting destinations, cutting-edge technology, system or process best practices, or the latest hot topic."

About Meeting Mentor

Delivering creative solutions and best practices

Meeting Mentor delivers timely editorial focusing on information for the experienced meeting decision-maker. In addition, the print publication and online media bring the latest technology and social media news to the attention of readers.

For more information contact Lisa Messina, Chief Marketing Officer, 702-778-9924, Lisa.messina@conferencedirect.com

Print Advertising Sizes and Specifications

2013 Publishing Dates

Spring Edition mails: March 7

Regional Focus: The South

Bonus Distribution:

ConferenceDirect Annual Meeting

Ad Closing: February 1

Materials Deadline: February 8

Summer Edition mails: June 14

Regional Focus: The West

Convention Bureau Customer Solutions

Ad Closing: May 7

Materials Deadline: May 15

Fall Edition mails: August 26

Regional Focus: The Northeast

Supplement: The Resort Experience

Bonus Distribution:

CDX13–ConferenceDirect’s Premier

Customer Event

Ad Closing: July 19

Materials Deadline: July 26

Winter Edition mails: November 25

Regional Focus: The Midwest

Citywide Conventions

Ad Closing: October 18

Materials Deadline: October 25

For more information, contact:

Lisa Messina
Chief Marketing Officer
ConferenceDirect Meeting Mentor
11411 Southern Highlands Parkway,
Suite 350
Las Vegas, NV 89141
Phone (702) 778-9924
Fax (702) 534-7872
lisa.messina@conferencedirect.com
www.meetingmentormag.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. Please do not send ads via email attachment due to large file sizes and possible corruption.

If you would like to send a hard copy ad proof via mail it should be sent to the address below. Please do not duplicate ad submission via web and mail.

Dee Dee Bandy

Bandy & Associates
350 Poplar Avenue
Elmhurst, IL 60126
Phone (630) 359-4273 Fax (630) 359-4274
dbandy@bandyassociates.com

Ad Rate (Net)

	1x	2x	4x
Half Page, 4-color	\$2,900	\$2,730	\$2,470
Full Page, 4-color	\$4,260	\$4,000	\$3,700
Half Page Spread, 4-color	\$4,760	\$4,500	\$4,200
Full Page Spread, 4-color	\$6,390	\$6,000	\$5,550

Mechanical Specifications

Size: 8 1/2" x 10 7/8"	Paper: 50 lb. coated stock	
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"

All live matter on full bleed ads should be 3/16" in from the trim line and all crop marks should be outside the 1/8" bleed area.

Online Advertising Sizes and Specifications

Meeting Mentor Online is distributed six times a year (every other month). The e-newsletter reaches **37,678** qualified decision-makers. The total includes 14,000 clients and prospects, and 350 sales associates of ConferenceDirect. Ads on the Meeting Mentor website remain in rotation for two months.

Rates and Sizes

Leaderboard (A)

\$3,500
728 x 90 pixels
Maximum file size: 40kb

Button (B)

\$2,000
120 x 90 pixels
Maximum file size: 20kb

Box (C, D, E)

\$2,500
180 x 150 pixels
Maximum file size: 30kb

Text Ad (F)

\$1,500
Maximum of 35 characters

Banner Strip (G)

\$2,500
402 x 95 pixels
Maximum file size: 35kb

2013 Deadline Dates

Reservation	Materials	Distribution
January 21	January 28	February 11
March 22	March 29	April 15
May 21	May 28	June 10
July 22	July 29	August 12
September 23	September 30	October 14
November 18	November 25	December 9

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

Dee Dee Bandy
dbandy@bandyassociates.com
(630) 359-4273

The screenshot shows a newsletter layout for ConferenceDirect's Meeting Mentor Online. The header includes the logo and the date 'August'. The main content area features a cover story titled 'What Do Audiences Really Want From Virtual Events?' with a sub-headline 'Cover Story' and a brief summary. Below the cover story are several article teasers: 'Take a Proactive Approach In 'Uncertain' Times', 'Meetings Under Pressure to Perform', and 'Peeves and Needs From a Business Traveler'. The layout is annotated with red boxes and letters A through G, indicating the placement and specifications for various advertising formats: A (Leaderboard, 728 x 90 pixels), B (Button, 120 x 90 pixels), C (Box, 180 x 150 pixels), D (Box, 180 x 150 pixels), E (Box, 180 x 150 pixels), F (Text Ad, 35 characters), and G (Banner Strip, 402 x 95 pixels).