

The Only Publication That Delivers a Proven Audience of End-Users Who Book More than 2,500,000 Room Nights Annually



# Meeting Mentor

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

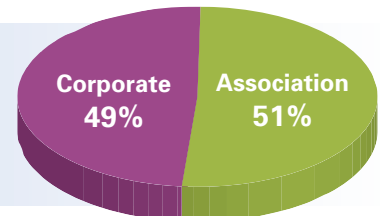


Third-party Intermediaries account for an estimated **50%** of national group business from Associations and Corporations.

Industry leader ConferenceDirect booked more than **2,500,000** room nights for its clients in 2010, and is on pace to exceed that number for 2011.

You can reach this growing, proven audience of 14,000 decision-makers in **Meeting Mentor...** with no increase in rates!

ConferenceDirect Clients by Market Segment



Your Target Audience...Timely Content and Analysis... Affordable Cost. *Meeting Mentor: The Intersection of Face-to-Face Meetings and Social Media.*



## ConferenceDirect Annual Room Nights Booked



\*Projected



Brian Stevens, President and CEO

## About ConferenceDirect®

### A leading global provider of outsourced meeting planning services

ConferenceDirect was formed in 1998 with four employees. Thirteen years later, more than 350 ConferenceDirect "Associates" booked more than **2.5 million room nights**, accounting for revenue in excess of **\$437 million**.

The company offers site selection and contract negotiation; conference management; registration and housing services; and strategic meeting management services.

"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 membership in the meeting industry's foremost professional associations.

"Every organization aspires to 'thought leadership,'" said Stevens. "We are constantly looking for the next big idea, the latest cutting-edge technology, the system-wide process that will enable delivery of even better customer service at lower cost."

The mission of **Meeting Mentor** is to provide creative solutions and best practices in support of that effort.

## ConferenceDirect Booking Pace

Year-over-Year

	2009	2010	% Change
<b>Total Bookings</b>	<b>4,970</b>	<b>6,814</b>	<b>+38%</b>
<b>Total Room Nights</b>	<b>1,682,701</b>	<b>2,525,434</b>	<b>+50.1%</b>
<b>Total Room Revenue</b>	<b>\$286,859,449</b>	<b>\$437,257,970</b>	<b>+52.4%</b>

For more information contact Peter Shure, Publisher, 914-478-0269.  
pshure@responsepub.com

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Mr. Peter Shure  
Publisher and Editorial Director  
Meeting Mentor

Dear Pete:

The verdict is unanimous. Our more than 350 sales associates report that **ConferenceDirect Meeting Mentor** and its companion **Meeting Mentor Online** have quickly become their most valuable tools for marketing to new prospects.

Similarly, our existing clients have high praise for timely content that “breaks through the clutter.” Kudos to Editor Maxine Golding and to ConferenceDirect Meeting Mentor’s Editorial Advisory Council, which recently concluded its second meeting.

We are very pleased that Roy Evans, Michael Golding, Diane Griffin and Sherry Webster contribute their industry knowledge and best efforts to the publication’s success.

While a recent article stated, “the jury is still out” on whether the current economic recovery can be sustained, ConferenceDirect recorded a record year in 2010 and has shown continued growth in 2011.

ConferenceDirect’s core marketing strategy is to cast a wider net to promote client acquisition. The circulation of *Meeting Mentor*, now at 14,000 will certainly help us achieve that objective.

Congratulations and thanks to you and the entire Meeting Mentor team.

Sincerely,



Brian D. Stevens  
President and CEO

## Print Advertising Sizes and Specifications

### 2012 Publishing Dates

**Spring Edition mails: March 15**

**Regional Focus: The South**

**Bonus Distribution:**

**ConferenceDirect Annual Meeting**

Ad Closing: February 6

Materials Deadline: February 14

**Summer Edition mails: June 19**

**Regional Focus: The West**

**Convention Bureau Customer Solutions**

Ad Closing: May 7

Materials Deadline: May 15

**Fall Edition mails: August 24**

**Regional Focus: The Northeast**

**Supplement: The Resort Experience**

Ad Closing: July 11

Materials Deadline: July 19

**Winter Edition mails: November 19**

**Regional Focus: The Midwest**

**Citywide Conventions**

Ad Closing: October 8

Materials Deadline: October 16

### For more information, contact:

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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: 60 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) to more than 35,000 qualified decision-makers. The June 2011 e-newsletter received 5,285 unique visitors, including clients, prospects, and sales associates of ConferenceDirect. Ads on the Meeting Mentor Web site remain in position 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

### 2012 Deadline Dates

Reservation	Materials	Distribution
January 23	January 30	February 13
March 23	March 30	April 16
May 22	May 29	June 11
July 23	July 30	August 13
September 24	October 1	October 15
November 20	November 27	December 10

**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

**A** Leaderboard  
728 x 90 pixels

**B** Button  
120 x 90 pixels

ConferenceDirect® August 2011  
**Meeting Mentor Online**

Cover Story  
**What Do Audiences Really Want From Virtual Events?**  
Two just-released studies show how fast the behaviors of prospective attendees are changing relative to face-to-face and virtual events. Resources and revenue remain big concerns, while technology allows attendees to become more easily distracted. MORE

ConferenceDirect Solutions  
**Take a Proactive Approach In 'Uncertain' Times**  
Despite an improving climate for meetings, uncertainty — especially around attendance — still rules the day for many corporations and associations. Melissa Ronacher, though, has a room block workaround for her concerned clients. The operative word for the ConferenceDirect vice president of global accounts is "proactive." MORE

**C** Box  
180 x 150 pixels

**D** Box  
180 x 150 pixels

Advisory Council Roundtable  
**Meetings Under Pressure to Perform**  
Rising rates, hotel fees, social media demands, the mobile app explosion, return on investment. More than ever, meetings and the professionals who manage them are under pressure to perform. reported ConferenceDirect Meeting Mentor's Editorial Advisory Council. MORE

**F** Text Ad  
35 Characters

Meetings Technology  
**Peeves and Needs From a Business Traveler**  
As a professional speaker and consultant on events technology, Corbin Ball stays in hotels about 130 nights each year. Consequently, he has strong feelings about how technology is implemented. His article offers a host of technology suggestions — from the check-in/lobby/public space to the room desk to Wi-Fi, and even the bathroom. Find the article at [www.corbinball.com](http://www.corbinball.com).

**E** Box  
180 x 150 pixels

**G** Banner Strip  
402 x 95 pixels

Who's New at ConferenceDirect  
Meet the new associates who have joined ConferenceDirect. MORE

Where You Can Meet with ConferenceDirect  
Plan your 2011 travels so that you can visit with ConferenceDirect at these upcoming events. MORE

About ConferenceDirect  
ConferenceDirect is a full-service meeting solutions company specializing in site selection/contract negotiation, conference management, housing and registration. It provides expertise to 1,100 corporations and associations worldwide through 350 Associates and regional offices.  
[www.conferencedirect.com](http://www.conferencedirect.com)

About Meeting Mentor  
Meeting Mentor, the leading publication for senior meeting planners, is circulated to the clients, prospects and sales associates of ConferenceDirect, which booked more than 2.5 million room nights last year.