

MeetingMentor Media Kit

Print Advertising Sizes & Specifications

Mid 2021-2022 Publishing Dates

Fall 2021 Issue mails: Sept. 3, 2021
 Ad Closing: August 6, 2021
 Materials Deadline: August 13, 2021

Spring 2022 Issue mails: March 17, 2022
 Ad Closing: February 11, 2022
 Materials Deadline: February 18, 2022

Fall 2022 Issue mails: September 2, 2022
 Ad Closing: August 5, 2022
 Materials Deadline: August 12, 2022

Note: Dates subject to minor changes, based upon production schedules closer in.

PREMIUM POSITIONS

Inside Front Cover:

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

Back Cover: (if no Belly Band is sold)

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

For more information, contact:

Chris Baum
 Senior Vice President & Publisher
 MeetingMentor

213-379-3345 or
chris.baum@conferencedirect.com

Required Materials & 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.

Please send high res files to:

Traffic Manager,
MMTraffic@conferencedirect.com

Ad Rates (Net)

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

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"

Note: 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 & Specifications

MeetingMentor Online is distributed ten times annually to approximately 25,000 meeting planners, including ConferenceDirect's 400+ associates and multiple partners at their 4,400+ corporate, association, and other clients.

Rates (Net) & Sizes

Leaderboard (A)

\$4,000
728 x 90 pixels, Maximum file size: 40kb

Button (B)

\$1,500
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, H)

\$3,000
402 x 95 pixels, Maximum file size: 35kb

Acceptable Ads:

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

Mid 2021-2022 Deadline Dates for MeetingMentor Online Advertising

	Reservation	Materials	Distribution
2021	July 27	August 3	August 10
	August 31	September 7	September 14
	September 28	October 5	October 12
	October 26	November 2	November 9
	November 30	December 7	December 14
2022	February 1	February 8	February 15
	February 22	March 1	March 8
	March 29	April 5	April 12
	April 26	May 3	May 10
	May 31	June 7	June 14
	July 26	August 2	August 9
	August 30	September 6	September 13
	September 27	October 4	October 11
	October 25	November 1	November 8
	November 29	December 6	December 13

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:

Traffic Manager, MeetingMentor, at
MMTraffic@conferencedirect.com

The mockup shows the following ad placements:

- A:** Leaderboard (728 x 90 pixels) at the top.
- B:** Button (120 x 90 pixels) at the top right.
- C:** Box (180 x 150 pixels) on the right side, containing a cover story about California's COVID-19 restrictions.
- D:** Box (180 x 150 pixels) on the right side, containing a resource link for COVID-19 info.
- E:** Box (180 x 150 pixels) on the right side, containing information about ConferenceDirect.
- F:** Banner Strip (402 x 95 pixels) on the left side, containing a risk management article.
- G:** Banner Strip (402 x 95 pixels) on the left side, containing a legal update about COVID-19 contracts.
- H:** Banner Strip (402 x 95 pixels) at the bottom, containing a CD News article about new associates.