

MeetingMentor® Media Kit

ConferenceDirect MeetingMentor is the **ONLY** meetings publication that can guarantee how much definite business our core readers book... by dates, city, hotel(s), room nights, and room revenues!

MeetingMentor is a controlled circulation (12,000) business journal published every Spring (March) and Fall (September) for the 400+ associates of ConferenceDirect- one of the world's premier meeting and convention site selection and negotiation companies- and multiple representatives of the 4,400+ corporate, association, sports, and government organizations that we place 13,000+ meetings, conventions, and sporting events for annually.

ConferenceDirect's clients tell us that they strongly prefer our print format over digital alternatives, and our no-nonsense editorial content- aimed at tackling the challenges of 21st century meeting planning- means that they look forward to every issue... and read it cover to cover. Isn't that the type of platform that you want your marketing messages to appear in? It's no wonder that each issue of MeetingMentor carries more national advertising than ANY other magazine in the meetings segment today!

We also publish monthly MeetingMentor E-newsletters (except January and July) with timely, shorter form content to keep our audience informed on industry trends and developments throughout the year. Space is limited (just 8 ad slots per issue), so be sure to reserve your media buy as soon as possible in order to supplement your main print advertising campaign in MeetingMentor's Spring and Fall business journals.



ConferenceDirect®
MeetingMentor®
IndustryInsights for the Meetings Community Volume 13 Issue 2 Fall 2022

Meetings 2022: Back to Business
What today's headlines mean for tomorrow's meetings and what you can do to prepare
By Sue Pelletier

Rebound Reports
See Page 64

"Our partnerships are critical to our success. We make sure that everyone who is a stakeholder understands, values and respects any decision CIAA makes. Communication and transparency, regardless of what it feels like, has to happen with our partners."
— Jackie McWilliams, commissioner, CIAA

"Creativity is key to helping us navigate the new normal and new challenges. We keep asking ourselves, 'How can we reimagine the guest experience by thinking differently?'"
— Chris Finelli, vice president, sales and marketing, Hyatt Hotels Corp.

"There will, at some point, be a new normal — we just don't know exactly what that recalibration is going to look like yet."
— Melvin Tennant, CAE, president and CEO, Meet Minneapolis

"Communication has been key. Throughout the last two-and-a-half years, we have been committed to being an essential resource for our local tourism and hospitality industry and meeting planners."
— Jerry Cito, executive vice president, Convention Development, NYC & Co.

Today's Top Legal Challenges
While many legal and contractual issues have not changed, these should be on your radar screen now. Page 20

DEI By Design
Diversity, equity and inclusion needs to be incorporated into every aspect of the meeting, from registration through evaluation. Page 50

Experience Design
How to create a truly remarkable experience that will stay with participants long after the event itself is a memory Page 56

APM22: Success Spotlight
Find out who took the list of ConferenceDirect's highest-achieving associates and supplier partners. Page 92

For more information, please contact:

Chris Baum, CHME, Senior Vice President & Publisher, MeetingMentor
chris.baum@conferencedirect.com or (775) 750-4055

MeetingMentor® Media Kit

Added Value Opportunities in MeetingMentor for Spring/Fall 2023 & 2024

Advertisers in MeetingMentor business journal are invited to submit informative paragraphs detailing their latest news for meeting, convention, and event planners as no-cost Added Value. We will reach out with details on how to submit your paragraph, and headshot of the attributed writer, approximately one month before publication date of each issue. Upcoming special themes are as follows:

- **Spring 2023** - The annual "**CD: By the Numbers**" Special Section recaps ConferenceDirect's production for the previous year, including rankings of hotel brands and destinations by definite business booked. Advertisers are invited to submit "**Fearless Forecasts**" - with their latest news on facilities, services, promotions, and staffing- for inclusion in this popular feature.
 - **Fall 2023** - **ConferenceDirect's 25th Anniversary** will be cause for much celebration in this big issue, in addition to our regular columns and timely industry features. Advertisers will be invited to submit a photo of themselves with one or more of their favorite ConferenceDirect associates (encouraged, but not required), along with a paragraph sharing a funny anecdote, their heartfelt appreciation for the support, or a similar example of the close partnership they have built working together over the years.
 - **Spring 2024** - The popular annual "**CD: By the Numbers**" Special Section and "**Fearless Forecasts**" Added Value feature will repeat for 2024, as detailed in the Spring 2023 entry above.
 - **Fall 2024** - Exact details on the Added Value program for this future issue will be shared at the beginning of 2024, but will be similar to the above.
-

Additional Opportunities for Editorial Exposure:

Our editorial team makes it a policy to reach out to current advertisers for comment on upcoming topics, whenever possible, to ensure that our most loyal marketing partners are featured as industry experts throughout our in-depth articles and features in each issue.

MeetingMentor Media Kit

Print Advertising Sizes & Specifications

2023-2024 Publishing Dates

Spring 2023 Issue mails: March 16, 2023

Ad Closing: February 10, 2023

Materials Deadline: February 17, 2023

Fall 2023 Issue mails: September 1, 2023

Ad Closing: August 4, 2023

Materials Deadline: August 11, 2023

Spring 2024 Issue mails: March 15, 2024

Ad Closing: February 9, 2024

Materials Deadline: February 16, 2024

Fall 2024 Issue mails: August 31, 2024

Ad Closing: August 3, 2024

Materials Deadline: August 10, 2024

Note: Exact dates subject to change, based upon production schedules to be finalized closer to publication.

For more information, contact:

Chris Baum

Senior Vice President & Publisher

MeetingMentor

775-750-4055 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.

PREMIUM POSITIONS

Inside Front Cover: Full Page, 4-color plus \$1,500 net

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

Inside Back Cover: Full Page, 4-color plus \$1,000 net

Please send high res files to:

Traffic Manager,

MMTraffic@conferencedirect.com

Ad Rates (Net)

	1x	2x
Full Page, 4-color	\$6,500	\$6,000
Full Page Spread, 4-color	\$9,000	\$8,500
Half Page, 4-color	\$4,250	\$4,000
Half Page Spread, 4-color	\$7,000	\$6,500

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"	

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 24,000 meeting professionals, including ConferenceDirect's 400+ associates and multiple key contacts at our 4,400+ corporate, association, and sports 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)

2023-2024 Deadline Dates for MeetingMentor Online Advertising

	Ad Closing	Materials Deadline	Distribution
2023	January 31	February 7	February 14
	February 21	February 28	March 7
	March 28	April 4	April 11
	April 25	May 2	May 9
	May 30	June 6	June 13
	July 25	August 1	August 8
	August 29	September 5	September 12
	September 26	October 3	October 10
	October 24	October 31	November 7
	November 28	December 5	December 12
	January 30	February 6	February 13
2024	February 20	February 27	March 6
	March 27	April 3	April 10
	April 24	May 1	May 8
	May 29	June 5	June 12
	July 24	July 31	August 7
	August 28	September 4	September 11
	September 25	October 2	October 9
	October 23	October 30	November 6
	November 27	December 4	December 11

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

A Leaderboard
728 x 90 pixels

B Button
120 x 90 pixels

ConferenceDirect®
MeetingMentor Online
August 2022

Cover Story
Bookings — and Budgets — on the Rise
A lot more heated up this summer than just the temperatures. According to the latest Planner Pulse survey from AV and virtual/hybrid platform provider Encore, more planners are now booking and/or sourcing new events than at any time since ...
MORE

Risk Management
Coronavirus and Event Insurance: Answers to Your Burning Questions
How does communicable disease event insurance work? What do you need to know before making a go/no-go decision? Here are answers to these questions — and more — from an insurance expert. MORE

F Banner Strip
402 x 95 pixels

Resources
Where to Go for the Latest COVID-19 Info
Here is a roundup of essential resources meeting professionals can use to make informed decisions regarding their events during the novel coronavirus outbreak. MORE

G Banner Strip
402 x 95 pixels

Legal Update
4 Essential Coronavirus-Related Contract Tips You Probably Don't Know
There has been a lot of ink spilled over force majeure and cancellation clauses since COVID-19 became a household word. Here are insider insights that may just save your bacon should coronavirus threaten your event. MORE

CD News
Who's New at ConferenceDirect And Where to Meet ConferenceDirect
Here's a look at new associates at ConferenceDirect, plus upcoming meetings where you can meet ConferenceDirect personnel. MORE

H Banner Strip
402 x 95 pixels

C Box
180 x 150 pixels

D Box
180 x 150 pixels

E Box
180 x 150 pixels

About ConferenceDirect
ConferenceDirect is a global meetings solutions company offering site selection/contract negotiation, conference management, housing & registration services, mobile app technology and strategic meetings management solutions. It provides expertise to 2,500 corporations and associations through our 325 Associates globally.
www.conferencedirect.com

About MeetingMentor
MeetingMentor, the leading publication for senior meeting planners, is circulated to the clients, prospects and sales associates of ConferenceDirect, which books more than 3.75 million room nights.