



Connect

2017 Media Kit

Connecting People, Places and Ideas

At Connect, we collaborate with our clients, listening and learning from them to develop solutions that lead to results. Our mission is to connect people, places and ideas. With our award-winning content and full complement of digital services, we work with you to fill your group business goals. Together, we are moving meetings and events forward.

For inquiries, contact Vice President of Sales Matt Johnson at mjohnson@connectmeetings.com or 678-987-9925 or your region's Director of Sales.

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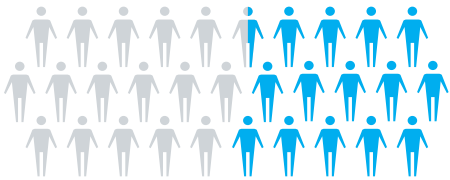
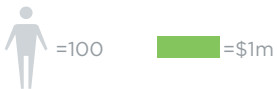


Connect Audience

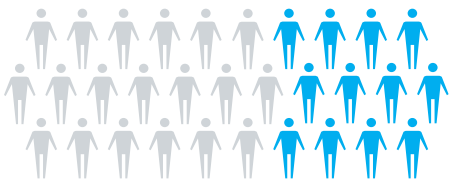
Why Connect Meetings?

- Access to high-level decision-makers qualified by our in-house hosted-buyer team.
- Connect builds authentic relationships with specific user groups valuing quality over quantity.
- We align our live events, as well as print, digital and social media, against market segments to connect our advertising partners with their target audience.
- Our innovative matchmaking services that are a hallmark of our Marketplace trade shows and events.
- Our advertising partners consistently book business with the planner communities we serve.

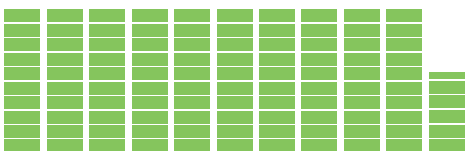
At our large events you can expect to see this level of attendee:



46%
plan to make a purchasing decision within the next 15 months



39%
are senior executives within organizations



\$105,630,000

value of business to be signed within next 15 months

Our Reach

PRINT - Per Issue

123,000
Total Planner Audience
(2.2 Readers per Subscriber)

21,000
Association and Specialty Meetings Professionals

15,000
Corporate and Incentive Meeting Professionals

10,000
Faith-Based Meeting Professionals

6,000+
Marketplace Attendees

4,100
Sports Tourism Professionals

100%
Decision Makers

DIGITAL - Quarterly

155,000
Association/Specialty pageviews

122,000
Corporate/Incentive pageviews

130,000
Sports pageviews

50,000
Faith pageviews

SOCIAL MEDIA - Quarterly



7,500
Association/Specialty followers

5,100
Corporate/Incentive followers

4,000
Faith followers

2,000
Sports followers



2017 Marketing & Advertising Opportunities

Print

- **Connect Corporate**
(corporate, expo and incentive meeting planners)
- **Connect Association**
(association and specialty meeting planners)
- **Connect Sports**
(competitive event organizers and sports event planners)
- **Connect Faith**
(faith-based organizers and planners)

Full page: \$6,000

Half page: \$4,500

Spread: \$8,500

Premium position: \$9,500 (ask about availability)

Ask about co-op advertising, advertorial special sections, sponsored content opportunities, polybag inserts and other special advertising treatments, including new print options. Provide your own creative or request a quote for Connect creative.

Marketplace Show Guides

Connect's individual show and state program Marketplace Show Guides influence the people making decisions for millions of dollars worth of destination business surrounding conventions, conferences, sports events and meetings in every segment of group business.

Whether a state showguide or specialty market segment, you're guaranteed the same quality and results that have earned our Marketplace events and award-winning print magazines, online products and services recognition throughout the industry.

See the 2017 Events Kit for details.

Marketplace Websites

▪ Home Page Takeover (two-week run)

- Connect Marketplace:
\$4,000 peak time \$1,500 non-peak time
- Connect Sports or Connect Faith:
\$3,500 peak time \$1,000 non-peak time
- Connect Regional and State sites:
\$1,750 peak time \$750 non-peak time

▪ Leaderboard

▪ Medium Banner Ad

▪ Custom E-blast

Ask your regional sales representative about site options, pricing and availability

Digital Advertising

▪ Content Activation: \$7,500-\$20,000 (per campaign)

- Guaranteed Qualified Traffic
- Retargeting from Connect Website
- Custom Content Article
- Increase Organic Search Traffic
- Synergy Across Platforms



▪ Package A: \$7,500 (two-week run)

- E-blast
(choice of custom e-mail blast or sponsored destination post)
- E-Newsletter
(leaderboard ad or advertorial story)*
- Website Advertising
(option of leaderboard or large banner ad)
- Social Media Activation

▪ Package B: \$4,500 (two-week run)

- E-Newsletter
(leaderboard ad)
- Website Advertising
(midway banner ad or medium banner ad)
- Social Media Activation

▪ Package C: \$3,000 (two-week run)

- E-Newsletter
(advertorial story)
- Website Advertising
(medium banner or strip ad)*
- Social Media Activation

**This choice is based on inventory*

▪ Home Page Takeover (one-week run)

- Association/Corporate/Sports:
\$4,000 peak time \$1,500 non-peak time
- Faith:
\$3,500 peak time \$1,000 non-peak time

Premium pre-roll video options available for all



Customer Acquisition Programs

Webinars & Lead Gen

■ Webinars: \$7,000 (limited availability)

Connect delivers an educational series to meeting professionals eager to learn from industry experts. Attendees also can earn continuing education credits toward CMP designation. Topics can include professional development, event programming, F&B, leadership, marketing, diversity and much more. Receive:

- Leads from a combined audience of corporate, association, sports and faith-based meeting professionals who register or view archived webinars
- Your representative introduces each 60-minute webinar
- Your brand logo appears on-screen and in webinar promotions (e-mail blasts, social media, etc.)
- Add a lead-generation question to registration survey

Planner Profile Generation

Connect will prepare 30 detailed meeting and event planner profiles for you to fill your pipeline with prospects who will be sourcing their events 3 to 12 months out from the date that the profiles are delivered to you.

■ Planner Profile Generation: starts at \$15,000

■ Program Includes up to 3 of the following:

- Month of program
- Program space requirements
- Market segment
- Booking window (3 mo, 6 mo, 9 mo, 12+ mo)
- Peak room nights of program/total room nights
- Add-on options available, ask your rep for details
- Limited availability

Customer Experiences

We recruit a minimum of 12 targeted, qualified planners to attend your destination experience (FAM). Additional planners may be recruited, for an additional fee.

■ Customer Experiences: starts at \$15,000

■ Program Includes:

- Full coordination with the host to recruit, qualify, and build profiles ready for distribution to your hospitality community
- Includes up to 3 of the following options:
 - Month of program
 - Program space requirements
 - Market segment
 - Booking window (3 mo, 6 mo, 9 mo, 12+ mo)
 - Peak room nights of program/total room nights
- Travel and flights booked by Connect for additional fee
- Limited availability

2017 Editorial Calendars

Most articles are also posted on our websites, along with our major newsletter stories, and shared on our social media sites. This calendar includes only major features and special reports, and is subject to change.



Connect Association

Spring

Focus Features
Marketing, branding, defining yourself, what is your event?

Identity Issue

Special Sections
*City Guides & Citywides
1-page fact sheet



Summer

Focus Features
40 Under 40
Design, decor, F&B

Color Issue

Special Sections
*CVB/hotel matching edit

Fall

Focus Features
Industry issues, career,
#PlannerProbs, attendance

Very Serious Issue

Special Sections
Marketplace Guide
South and Midwest

Winter

Focus Features
Tech, mobile, must-haves,
speedy Wi-Fi, food tech

On-Demand Issue

Special Sections
West, Northeast and Canada



Connect Corporate

Spring

Focus Features
40 Under 40
Branding, marketing, career

Identity Issue

Special Sections
*City Guides & Citywides
1-page fact sheet



Summer

Focus Features
Design, decor, teambuilding,
colorful characters

Color Issue

Special Sections
*CVB/hotel matching edit

Fall

Focus Features
Incentives, culture, Canada,
int'l planners, F&B abroad

International Issue

Special Sections
Marketplace Guide
South and Midwest

Winter

Focus Features
Best of tech, trends, ideas,
best in the biz, marketing

Best Of Issue

Special Sections
West, Northeast and Canada



Connect Sports

Spring

Sports Facilities Guide

Special Sections
*Sports Facilities Guide
1- or 3-page fact sheet

Fall

Focus Features
2017 Game Changers, legends
baseball card tear-out

Legends Issue

Special Sections
Marketplace Guide



Connect Faith

Spring

Focus Features
Branding, marketing,
storytelling

Identity Issue

Special Sections
*City Guides & Citywides
1-page fact sheet



Summer

Focus Features
Giveback, events that do
good, orgs to partner with

Make It Better Issue

Special Sections
*CVB/hotel matching edit

Fall

Focus Features
40 Under 40
music, design, AV production

Sights and Sounds Issue

Special Sections
South and Midwest

Winter

Focus Features
Planning youth events,
trends, Gen Z

Next-Gen Issue

Special Sections
Marketplace Guide
West, Northeast and Canada

Ask about co-op advertising, advertorial special sections, sponsored content opportunities, belly bands, perforated tear sheets, polybag inserts and other special advertising treatments, including new print options. Provide your own creative or request a quote for Connect creative.

Specifications and more information about advertising are available from your Connect regional sales director.

*Matching Advertorial Special Section

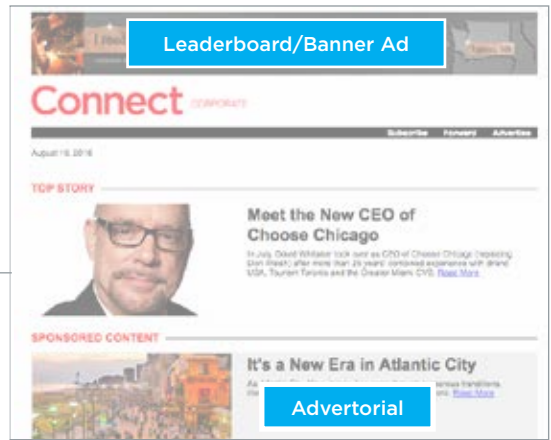
2017 Digital Descriptions

NEW All four websites are completely refreshed and revamped!

E-Newsletter

Choose from a horizontal banner ad or client provided advertorial content, based on inventory availability. Ads run one time in one or more of our newsletters once a week that are emailed to targeted subscribers.

- Leaderboard/Banner ad will be your advertisement linking back to your site of choice
- Advertorials are sponsored content that link back to the Connect website for the full story

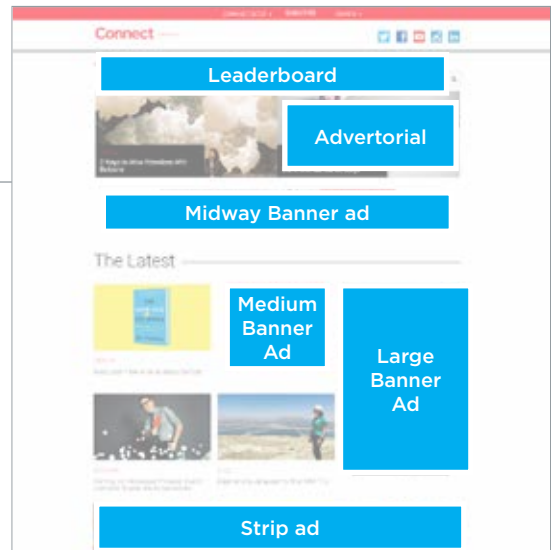


Website Advertising

Reach your desired customers by choosing specific market segments. Average page views are 114,000 quarterly.

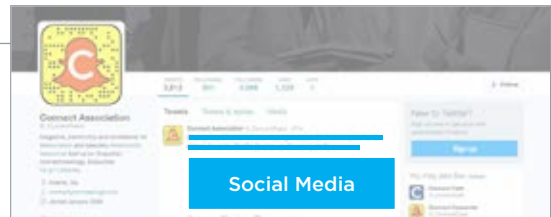
Options include:

- Leaderboard: Top-of-site banner ad
- Medium Banner Ad: Run-of-site banner ad
- Large Banner Ad: Run-of-site banner ad
- Midway Banner Ad: Run-of-site banner ad
- Strip Ad: Run-of-site banner ad



Social Media

We'll share Destination Reports, videos or graphics twice across Connect's social network (Facebook, Twitter, LinkedIn, Snapchat and Instagram) with links to the site of your choice.



Email Blast

Reach your desired customers by choosing specific market segments.

Options include:

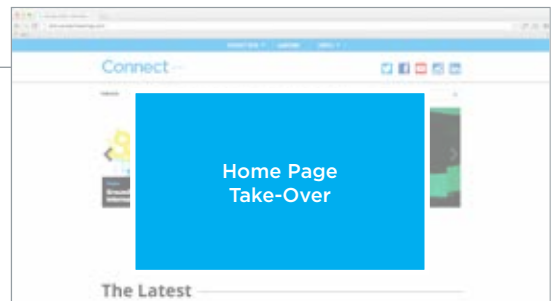
- Sponsored Destination E-Blast: Client-produced copy (500-word limit) with one image, contact information and links posted on our website home page; promoted with e-blast sent to our digital newsletter recipients and via a share on our social media networks.
- Custom E-Blast: Client-produced email is sent to subscribers based on target preferences.



Home Page Takeover

Your static or video advertisement will be the first thing visitors see on our website, literally taking over the home page of your selected market segment. Link the ad back to your website, use creative "call to action" messaging for more dynamic ROI.

- Your "takeover" pop-up ad or B-roll video will run for one full week (7 days)



2017 Digital Specs

Website Advertising

- **Sponsored Destination Post** - Advertorial copy (500 word limit) with one image, contact information and links, provided by the advertiser and edited by our staff, is posted on our website home page, based on the targeted segments desired. The post is promoted through a share on our social media networks and an e-blast to e-newsletter recipients. It is labeled as sponsored content (one month purchase).

Unit	Materials Needed	Media Accepted	File Size
Homepage Take-Over	Creative; click-through URL	GIF, JPG	550x480 px; 30 KB
Leaderboard/Midway/Strip	Creative; click-through URL	JPG, PNG, GIF, SWF, DoubleClick tag	728 x 90 px online; 300 x 250 mobile; 468 x 60 px tablet; 45KB
Medium Rectangle Banner	Creative; click-through URL	JPG, PNG, GIF, SWF, DoubleClick tag	300 x 250 px online/mobile; 228 x 190 px tablet; 45 KB
Large Vertical Banner	Creative; click-through URL	JPG, PNG, GIF, SWF, DoubleClick tag	300 x 600 px
Sponsored Destination Post	Embedded links; advertorial copy and image	Embedded video code, PNG, JPG, PSD, EPS	500 words; Web-ready images

Social Media

Link to client site; Destination Report, Videos and Webinars shared twice on Connect's social network (Facebook, Twitter and Instagram).

Materials Needed	Action	Media Accepted
Social media handles for Facebook, Twitter & Instagram; 3 high resolution images; copy/message for post, maximum of 107 characters for Twitter (with image), 130 characters (without image) ; url's to be linked	Social media post on Connect's publication social sites: Facebook, Twitter &/or Instagram	JPG

Email Advertising

Advertisers can participate across market segments or target specific segments. The options include:

- **E-newsletter** - Ads run one time in one of our newsletters and are sent to targeted subscribers. Cross-market purchases available (one-time purchase).
- **Sponsored Destination E-blast** - Client-produced copy, image and links posted on our website and e-blast sent to promote the post.
- **Custom E-blast** - Client-produced email is sent to subscribers based on target preferences (one-time purchase).

Unit	Materials Needed	Media Accepted	File Size
Leaderboard	Creative, click-through URL	GIF, JPG	728 x 90 px; 30 KB
Banner	Creative, click-through URL	GIF, JPG	728 x 90 px; 30 KB
Custom E-blast	HTML creative, click-through URLs, subject line	HTML	600 or 728 px wide
E-newsletter Advertorial	Creative, copy, click-through URL	GIF, JPG	288 x 162 px; 30 KB
Sponsored Destination E-blast	See Sponsored Destination Posts (above)	Images and logo: PNG, JPG, PSD, EPS; embedded video code	36-word excerpt, 72 DPI logo and images

Webinars

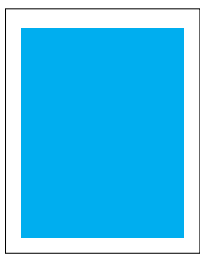
Materials Needed	Action	Receive
Web-resolution logo, click-through URL; 2-minute live welcome by advertiser representative, visuals allowed	Logo used on promotional emails and website description	Full list of registered attendees

2017 Print Specs

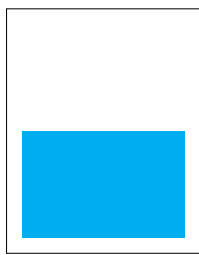
Specifications and Submission Instructions

Our ad portal is an integral part of our system to ensure your ads are proofed precisely for our standards per program. Registration is quick and easy. Magazine trim size for all publications = 9" x 10.75".

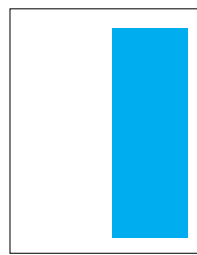
Specifications	
Full Page	8.5" x 10.25" (Trim size is 9" x 10.75")
Full Page Bleed	9.25" x 11" (Area for live matter 8.5" x 10.25"; Bleed area is .125")
1/2 Horizontal	7" x 4.75"
1/2 Horizontal Bleed	9.25" x 4.75" (Area for live matter 8.5" x 4.5"; Bleed area is .125")
1/2 Vertical	4.5" x 9.5"



Full- page



Half-page (horizontal)



Half-page (vertical)

How to Upload Print Materials:

1. At connect.sendmyad.com, go to "Send Files" (on left side of screen under "Actions").
2. Choose "Print Ad" in the "Sending" dropdown, then choose the correct publication.
3. Type in the advertiser, choose the ad size you're submitting and the issue(s).
4. Click "Choose Files" at the bottom of the screen, then "Browse for File" and choose your press-ready PDF.
5. Select "Upload" for your ad to be proofed. During proofing, if your ad receives an "Other Warnings" message, it is for your information only and is NOT detrimental to printing your ad. If there are "Serious Errors" with your ad, the portal will reject the ad. In this case, refer to the right side of your screen for a detailed explanation of the errors. Then revise and re-upload your submission.
6. Once proofed, approve your ad. Click "Approve Ad" using the green thumbs-up button on the right side of your screen. We will receive an email confirming your materials are ready for us. Please do not request additional confirmation of your submission. If there are any questions regarding your materials, we will notify you.

PICKUPS: Click on the original uploaded ad and go to "Pickup Ad" (on right side of screen), choose the appropriate publications/issues and go from there.

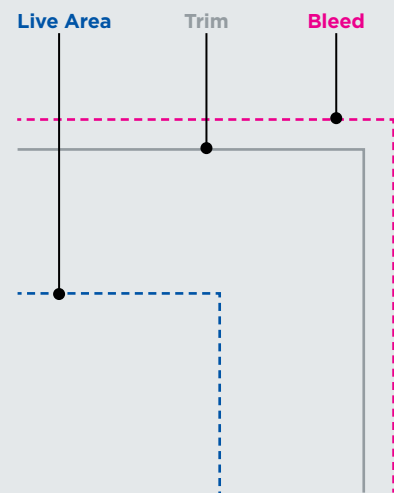
SPECIAL CONTENT MATERIALS: To submit matching content forms, photos and all other special content materials, follow the steps above for uploading a print ad. Instead of choosing the ad size, select "Content Materials." Continue as normal but upload a ZIP file, rather than a PDF. Once you've chosen the ZIP file, click "Upload" and approve. You can ZIP files by highlighting all of your files, right-clicking your selection and then clicking "Compress Items."

For further assistance, please contact Integrated Traffic Manager Monique Thomas at: mthomas@connectmeetings.com or 678-987-9938.

What You Need to Know

All ads must be:

- Press ready and high-resolution, 300 DPI
- Built precisely to spec sizes specified below
- CMYK color profile with no spot colors or RGB colors
- Full and half-page horizontal ads can be designed with or without bleed at your discretion for no additional charge.



Page trim is 9" wide x 10.75" high. Materials within the ad specification space must not contain extraneous marks of any kind. This includes, but is not limited to, crop marks and color bars.