

Connect

2019
MEDIA KIT

Connecting People, Places and Ideas

AUDIENCE



How Connect Meetings Can Help You

Provide access to high-level decision makers who are qualified by our in-house hosted-buyer team.

Position yourself as a thought leader among high-level industry professionals.

Cultivate authentic relationships with specific user groups that value quality over quantity.

Deliver business opportunities as a direct result of our Marketplace trade shows and events.

By The Numbers

	2018
Total Meeting Planners in Attendance	2845
Total Marketplace Appointments	113,000
Average Meeting Budget	\$813k
Number of Meetings Per Year	11-15

Our Reach

PRINT

Per Issue

123,000

Total Audience
(2.2 Readers per
Subscriber)

22,000

Association/Specialty

16,000

Corporate/Incentive

10,000

Faith-Based

5,100

Sports Tourism

100%

Decision Makers

DIGITAL

Quarterly

155,000

(pageviews)
Association/Specialty

122,000

Corporate/Incentive

130,000

Sports

50,000

Faith-Based

SOCIAL MEDIA

Followers



7,700



12,700



3,600



4,200

Digital Leaders

Our digital content revolves around helping meeting professionals do their jobs better. Visitors come to our websites often to get the latest industry news—from hotel developments to people appointments to legislation and more. We also mix in easy-to-digest pieces, such as clever new ideas for dessert buffets, the best shoes to wear to a conference and gadgets for tech-savvy travelers. Tied in closely with our websites are to-the-point, visually appealing newsletters as well as engaging social media accounts.

Newsletter

Choose from a leaderboard or client-provided advertorial content, based on availability.

Website

Homepage Takeover
Leaderboard
Medium Banner
Large Banner
Midway Banner

Sponsored Destination E-Blast

Client-produced copy (500 word limit) with one image, contact information and links posted on our website's home page; promoted with e-blast sent to our digital newsletter recipients and via a share on our social media networks.

Dedicated Email

Client-produced email is sent to subscribers based on target preferences.

Video

Ask about custom video sponsorship opportunities, ranging from issue previews, "How To" and profile interviews to destination profiles and our weekly "This Just Happened" news series curated by the editors.

Social Media

Connect has an active, engaged audience on Facebook, Twitter, LinkedIn and Instagram. Ask about unique opportunities for extending your coverage on each.

Webinars

Each month, we deliver an exclusive, interactive educational webinar led by industry leaders and trainers. Attendees earn continuing education credits toward their CMP designation. Ask about video capabilities.

You receive:

- > Leads from event professionals who register for the live presentations and view archived webinars on-demand.
- > Your representative introduces each 60-minute webinar.
- > Your logo appears on-screen and in webinar promotions (e-mail blasts, social media, etc.).
- > Add a lead-generation question to registration survey.

Packages

**Market specific*

Package A: \$7,500 (two-week run)

E-Blast (e-mail list rental or sponsored destination post)
E-Newsletter (leaderboard ad or advertorial story)*
Website Advertising (leaderboard or large banner ad)
Social Media Activation

Package B: \$4,500 (two-week run)

E-Newsletter (leaderboard ad)
Website Advertising (midway 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)

	Peak Time	Non-Peak Time
Association/Corporate/Sports	\$4,000	\$1,500
Faith	\$3,500	\$1,000

Premium pre-roll video options available for all

Marketplace Websites

Home Page Takeover

(two-week run)

	Peak Time	Non-Peak Time
Connect Marketplace	\$4,000	\$2,000
Connect Sports or Connect Faith	\$3,500	\$1,750
Connect Regional and State Sites	\$2,000	\$1,000

Leaderboard Medium Banner Ad

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

WHAT OTHERS ARE SAYING

"Thank you so much for the great coverage on our remarkable community. I thought you did a brilliant job. The article was very well-written and full of personality. Seriously, I can not recall when I enjoyed an article as much as I did yours."

—Jennifer Stilwill, Chief Marketing Officer, Greenville CVB

"I was so impressed with your content that I decided to binge on all of the on-demands that you offer! Can't wait to tell my colleagues (and clients!) about this great way to get CMP clock hours."

—Theresa McGraw, CMP, Convention Sales Manager, Omni Hotels & Resorts

Not Your Usual Meetings Magazine

In Connect's print magazines, our focus is on storytelling, not just on the ins and outs of meetings. Our talented editorial and design teams tell powerful, deep, reach-out-and-touch-your-soul stories that are complemented by beautiful visuals. We consider Connect a lifestyle magazine that happens to be read by meeting professionals, both on the planner and supplier side. A breath of fresh air in the industry, Connect provides content to enrich and enhance your travels and professional relationships.



Connect Corporate

Corporate 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

Connect Expo

For-profit and association trade show organizers

Half page	\$4,500
Full page	\$6,000
Spread	\$8,500
Premium position <i>(ask about availability)</i>	\$9,500

WHAT OTHERS ARE SAYING

"Just got through the Color Issue. Always love reading Connect—it's the best industry publication out there."

—Kavin Schieferdecker, Director of Sales & Marketing, Hilton Anatole

"The article was incredible. I cried. I had a hard time reading it out loud. How fun and well-written it was too. I'm getting so many emails about it. Even Corporate at HelmsBriscoe wrote us.

Thank you so much."
—Ann McQueen CASE, Director, Global Accounts, Helms Briscoe

ASK ABOUT OUR SPECIAL MEETING PLANNER GUIDE ISSUES:

- Texas
- Florida
- West Coast
- Southeast
- Midwest
- Louisiana

Editorial Calendar

*Matching Advertorial Special Section

	Spring	Fall
ASSOCIATION	*City Guides & Citywides Matching Edit	Marketplace Guide 40 Under 40
CORPORATE	40 Under 40 *City Guides & Citywides Matching Edit	Marketplace Guide
SPORTS	*Sports Facilities Guide one- or three-page Matching Edit	Marketplace Guide Game Changers
EXPO	*City Guides & Citywides Matching Edit	Marketplace Guide
FAITH	*City Guides & Citywides Matching Edit	Marketplace Guide People Profiles

City Guides

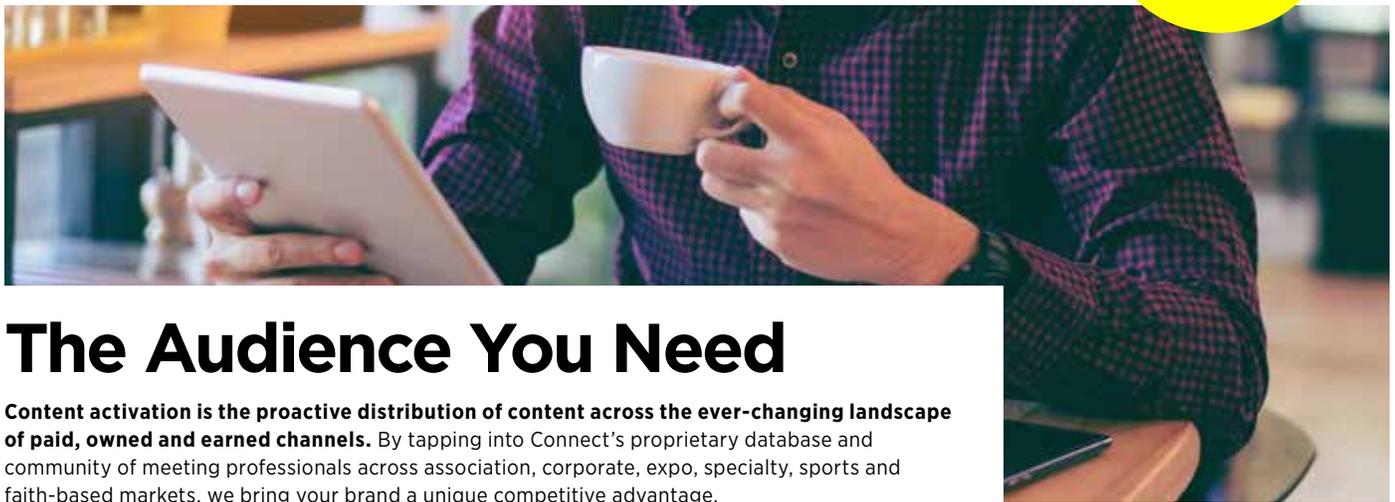
CVBs, convention centers, hotels and other venues provide, in their own words, details about why they are a perfect fit for meetings and events. Information includes number of hotel rooms, new developments and more. Full- or half-page advertorials accompany an adjacent advertisement, highlighting the destination.

Marketplace Guides

Connect's Marketplace 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. 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.

MEETINGS MARKET CONTENT ACTIVATION

**BEST SELLING
PRODUCT**



The Audience You Need

Content activation is the proactive distribution of content across the ever-changing landscape of paid, owned and earned channels. By tapping into Connect's proprietary database and community of meeting professionals across association, corporate, expo, specialty, sports and faith-based markets, we bring your brand a unique competitive advantage.

CAMPAIGNS:

Clicks	
500	\$7,500
1,000	\$10,000
2,000	\$15,000
4,000	\$25,000



Guaranteed Qualified Traffic

The Connect website targets meeting professionals. Connect will use its proprietary database and marketing tools to engage meeting professionals and drive them to content on the client's website with guaranteed clicks.

Retargeting From Connect Websites and Database

Traffic is driven to the client's site by retargeting from Connect's websites, Facebook pages and email lists.

Increase Organic Search Traffic

The client's content will live on their website for an infinite amount of time and can be shared with their partners, increasing link strategies, engagement and conversations. Content will drive organic search traffic throughout the year and helps to increase top-of-fold placement with the integration of SEO-rich keywords and time on a page that is two to three times higher than the site's average.

Custom Content Article

A custom content article that will engage and convey the goals of the destination is written by our team of award-winning editors, bloggers and social media experts. The client has final approval on all copy posted on its website.

Synergy Across Platforms

The client's article is written as an evergreen in a long-story format. Each snippet can be repurposed in their social media channels and e-newsletters, providing efficiency and synergy across platforms and channels.

CUSTOM OPPORTUNITIES

Connect's suite of marketing products offers destinations the ability to reach travelers from specific target groups through a combination of expertise, experience and technology.



Pre-Roll Video

Have high quality video and need to reach the right traffic?

Connect offers pricing based on COST PER COMPLETED VIEW. So you only pay when the entire video is watched.



Content Activation

Need good content and qualified traffic?

Our team of media experts drive paid traffic directly to custom content on your site, resulting in high visitor traffic, engagement and time on site.



Lead Generation

Need qualified names/email addresses to market to?

Leads are delivered based on behavioral and geographic targeting specifications made by you.



FAM Recruitment

We identify and build profiles of planners your destination is looking to capture.

Connect will recruit, invite and register up to 12 qualified planners. Travel costs included.



Video Sponsorships

Build brand awareness with the most engaged planners in the field.

One month of sponsor logo placement at the bottom of videos; up to 10,000 views.

DIGITAL SPECS

Website

Unit	Materials Needed	Media Accepted	File Size
Homepage Take-Over	Creative; click-through URL	GIF, JPG	550 x 480 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; 740 x 416 px

Social Media

Ask sales rep for specifications

Email

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
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	740 x 417 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

Web-resolution logo, click-through URL; two-minute live welcome by advertiser representative, visuals allowed

Action

Logo used on promotional emails and website description

Video

Materials Needed

1920 x 1080 px video

Pre-Roll

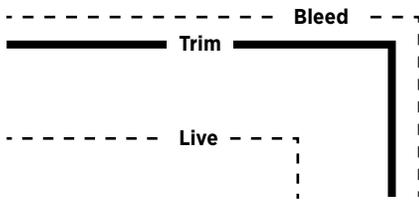
Video Ad Duration	Aspect Ratio	Frame Rate	Media Accepted	File Size
15-30-seconds preferred	4:3 or 16:9	≥24 frames per second	FLV, MPG, MP4, MOV, WMV	<200 MB

PRINT SPECS

Specifications and Submission Instructions

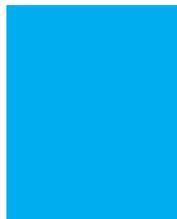
Our ad portal is an integral part of our system to ensure your ads are proofed precisely for our standards per program. Registration is quick and easy.

Trim size	9.25" x 11"
Live area	8.5" x 10.25"
Bleed	9.5" x 11.25" (.125" on all sides)

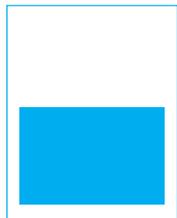


All ads must be:

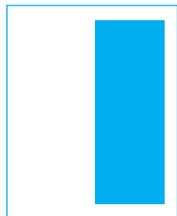
- > Press ready and high resolution, 300 DPI.
- > Built precisely to spec sizes listed below.
- > CMYK color profile with no spot colors or RGB colors.
- > Materials within the ad specification space must not contain extraneous marks. Bleed/crop marks are acceptable.



Full Page Bleed 9.25" x 11"



1/2 Horizontal 7" x 4.75"



1/2 Vertical 4.5" x 9.5"

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.

Note: If your ad has been designed with page size 9.5" x 11.25" to accommodate for bleed instead of using bleed marks, you may need to follow the steps indicated in the portal interface to center the ad and set the trim.

- 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 materials submission, please contact Orlon Daniels at: odaniels@connectmeetings.com or 678-987-9915.

DEADLINES FOR MAIN PRINT ISSUES:

Spring

Connect Association, Corporate, Expo: *March 1*

Connect Sports: *March 22*

Connect Faith: *May 15*

Fall

Connect Association, Corporate, Expo, Sports: *July 17*

Connect Faith: *Sept. 6*