

Connect

2018
MEDIA KIT

Connecting People, Places and Ideas

We collaborate with our clients, listening to and learning from them to develop solutions that lead to results. Our mission is to connect people, places and ideas. With our award-winning print and digital content, we take an integrated approach to building solutions that help you fulfill your group business goals.

**Together, we are
moving meetings and
events forward.**

AUDIENCE



How Connect Meetings Can Help You

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

Position you as a thought leader among high-level content reaching top minds in the industry

Cultivate authentic relationships with specific user groups who value quality over quantity

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

By The Numbers

	2016	2017
Total Meeting Planners in Attendance	1,990	2,570
Average Meeting Budget	\$140,000	\$500,000
Number of Meetings Per Year	1 to 5	1 to 5

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



7,200



12,000



3,200



2,500

Digital Leaders

On Connect's websites, our focus is on service. Our digital content revolves around helping meeting professionals do their jobs better. Here, "How To" stories reign supreme. Visitors come to our websites often and regularly to get the latest industry news—from hotel developments to people appointments to legislation and more—that helps them participate in conversations in their day-to-day roles. 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 easy-to-digest, to-the-point, visually appealing newsletters, as well as engaging social media accounts. The content we present on Facebook is approached from a shareability factor—who doesn't want to know the most comfortable pair of flats, after all? Twitter is where we interact with and help to build relationships with friends both inside and outside the meetings industry. On Instagram, we present brilliant photos, with a focus on destinations and venues. As one of the only meetings companies on Snapchat, we use that platform to add a personal connection between our team of editors and our viewers, taking them on site visits, events and adventures right along with us.

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 home page; promoted with e-blast sent to our digital newsletter recipients and via a share on our social media networks.

E-Blast

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

Video

Ask about custom video sponsorship opportunities, ranging from issue previews, How Tos 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, Instagram and Snapchat. 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 meeting 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

NOT YOUR AVERAGE B2B MEETINGS MAG

"We loved the Frisco story! We have shared it internally and with our hotel partners. The social media has been great too!"

—Wesley Lucas, CTA,

Communications Manager, Visit Frisco

"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. You were a true journalist and it showed."

—Jennifer Stilwill, Chief Marketing Officer,
Greenville CVB

"Looking forward to reviewing more of your webinars. Very well organized, easy to find information and well delivered - I'm finding as I'm just getting into earning my initial CEU credits - so thank you!"

—Jessica Garrett, North American Event
Producer, Gordon Food Service

Thank you for the online sessions for the CMP exam. It is really helpful for me."

—Bo Hyun Kang, Assistant Manager,
INTERCOM Convention Services, Inc.
(Seoul, Korea)

"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

PRINT



An All-New, Redesigned and Revamped Print Magazine

In Connect's print magazines, our focus is on storytelling. Our talented editorial and design teams tell powerful, deep, reach-out-and-touch-your-soul stories that are complemented by beautiful visuals. Our hallmark is thinking beyond typical photos, presenting articles in unusual, eccentric and sometimes just plain crazy ways—with the hope that we inspire you to think outside the box to do your job better.

Our competition is not other B2B meetings industry magazines. The media world today is a very crowded place. We aim to stand out from the noise, competing for eyes with stunning travel publications such as Travel + Leisure, Food & Wine, Afar and others. Experiential travel is something nearly every traveler seeks; that's why our print books are not focused solely on the ins and outs of meetings. 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. In other words, it's an essential piece to stash in your carry-on. People read Connect because it is enjoyable, not because they have to.

Editorial Calendar

**Matching Advertorial Special Section*

	Spring	Summer	Fall	Winter
ASSOCIATION	*City Guides & Citywides 1-page fact sheet		Marketplace Guide 40 Under 40	
CORPORATE	40 Under 40 *City Guides & Citywides 1-page fact sheet		Marketplace Guide	
SPORTS	*Sports Facilities Guide 1- or 3-page fact sheet		Marketplace Guide Game Changers	
EXPO	Facilities Guide		Marketplace Guide	
FAITH		*City Guides & Citywides 1-page fact sheet		People Profiles Marketplace Guide

NOT YOUR AVERAGE B2B MEETINGS MAG

"I had a chance to read through the Ambition issue this weekend... what a great magazine! You and your team do great work!"

—Todd M. Mickey, Chief Operating Officer, Applied Meetings & Hospitality Solutions

"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, HelmsBriscoe

"I have intended to drop you a note about the extraordinary publications that are coming from Connect. What an impressive and upscale change you have made."

—Cathy Samaras, Synapses Sports

OPPORTUNITIES

Our print and digital offerings complement each other, working together to create a complete product that transcends the value each would have on its own. Connect's media programs inform, educate and inspire.

Digital

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** (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)

	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	\$1,500
Connect Sports or Connect Faith	\$3,500	\$1,000
Connect Regional and State sites	\$1,750	\$750

Leaderboard Medium Banner Ad

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

Print

Connect Corporate

Corporate, expo and incentive meeting planners
Published biannually

Connect Association

Association and specialty meeting planners
Published biannually

Connect Sports

Competitive event organizers and sports event planners
Published biannually

Connect Faith

Faith-based organizers and planners
Published biannually

Connect Expo

For-profit and association trade show organizers
Published biannually

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

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 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. 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 2018 Events Kit for details.

CUSTOMER ACQUISITION PROGRAMS

FAM Recruitment

Includes: 12 qualified planners. Travel and flights.

COST: \$15,000

Planner Profile Generation

Connect will conduct a survey to the audience of your choice and compile the following information:

Planner Contact Information

Organization Summary

Past Meeting History

Future Destination Interest

*50 planner profiles provided.

COST: \$9,995

MEETINGS MARKET CONTENT ACTIVATION

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 client's site by retargeting from Connect 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 integration of SEO-rich keywords and time on page that is 2-3x higher than site average.

Custom Content Article

Custom content article that will engage and convey the goals of the destination are written by our team of award-winning editors, bloggers and social media experts. Client has final approval on all copy posted to their website.

Synergy Across Platforms

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

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

EAST

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HYPER TARGETED PROSPECTING WITH CONNECT 360°

Connect 360* is a cross platform prospecting campaign that takes advantage of Connects Owned Media and 1st party data.



As the digital landscape continues to evolve one thing remains constant, direct messaging is the most effective way to communicate to potential clients. At Connect we utilize this strategy and provide 1st party data to help you prospect in the most beneficial way possible.

Three Step Process:

1. Engaging Message through email targeted to Connect's owned database.
2. Message Reinforcement through targeted social media ads on LinkedIn and Facebook.
3. Brand Reinforcement through targeted banner ads that will follow the potential buyer across their digital experience.

Pricing: \$25,000

Includes: 1 custom email campaign targeted at our 1st party email list of planners

Message reinforcement: Targeted ads on social media channels—2,500 guaranteed clicks (Facebook, Twitter, LinkedIn)

Brand reinforcement: Custom audience targeting on Google—400,000 guaranteed impressions

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VIDEO WEEKLY UPDATES

Connect’s weekly “This Just Happened” video series is a great resource for planners, offering crucial information about current events in the meetings industry. Sponsoring these videos is a unique opportunity to build brand awareness and stay top-of-mind with the most engaged planners in the field.

Connect’s weekly videos offer viewers updates about the latest news in events and hospitality. Produced in-house, these videos live on Facebook, where they reach a vast network of elite event professionals.

Pricing: \$3,000

Includes: One month of sponsor logo placement at the bottom of weekly update videos

Views: 10,000 views/one-month series



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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	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
Web-resolution logo, click-through URL; 2-minute live welcome by advertiser representative, visuals allowed	Logo used on promotional emails and website description

Video

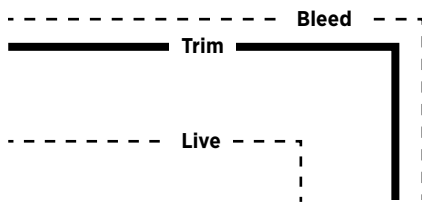
Materials Needed
1920 x 1080 px video

PRINT SPECS

Specifications and Submission Instructions

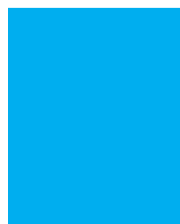
Our ad portal is an integral part of our system to ensure your ads are proofed precisely for our standards per program. Registration is quick and easy.

Trim size	9" x 10.75"
Live area	8.5" x 10.25"
Bleed	9.125" x 11"

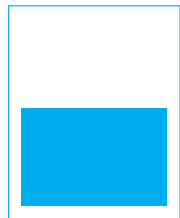


All ads must be:

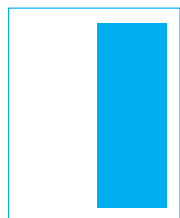
- > Press ready and high-resolution, 300 DPI.
- > Built precisely to spec sizes listed below.
- > CMYK color profile with no spot colors or RGB colors.
- > Materials within the ad specification space must not contain extraneous marks of any kind. This includes, and color bars.



Full Page Bleed 9.125" 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.
- 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 Orlon Daniels at:
odaniels@connectmeetings.com or 678-987-9915.