

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 who are 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 that value quality over quantity.

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

## By The Numbers

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

## 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 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 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 shoes, after all? Twitter is where we interact and 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.

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### Newsletter

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

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### Website

Homepage Takeover  
Leaderboard  
Medium Banner  
Large Banner  
Midway Banner

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### 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.

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### E-Blast

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

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### 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.

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### 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.

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### 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
<b>ASSOCIATION</b>		*City Guides & Citywides one-page fact sheet	Marketplace Guide 40 Under 40	
<b>CORPORATE</b>	40 Under 40 *City Guides & Citywides one-page fact sheet		Marketplace Guide	
<b>SPORTS</b>		*Sports Facilities Guide one- or three-page fact sheet	Marketplace Guide Game Changers	
<b>EXPO</b>			Marketplace Guide	
<b>FAITH</b>		*City Guides & Citywides one-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, Helms Briscoe

"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*

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

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's 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

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## **FAM Recruitment**

Includes: 12 qualified planners. Travel and flights.

**COST: \$20,000**

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## **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 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.

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

#### EAST

Andrew Dysart  
[adysart@connectmeetings.com](mailto:adysart@connectmeetings.com)  
678-987-9911

#### CENTRAL

Derek Rodriguez  
[droduiguez@connectmeetings.com](mailto:droduiguez@connectmeetings.com)  
678-987-9939

#### WEST

Adam Smith  
[asmith@connectmeetings.com](mailto:asmith@connectmeetings.com)  
310-383-2308



# HYPER TARGETED PROSPECTING WITH CONNECT 360°

**Connect 360\*** is a cross platform prospecting campaign that takes advantage of Connect's Owned Media and first-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 first-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 buyers across their digital experience.

## Pricing: \$25,000

**Includes:** One custom email campaign targeted at our first-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.

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

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[adysart@connectmeetings.com](mailto:adysart@connectmeetings.com)  
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[drodriguez@connectmeetings.com](mailto:droduiguez@connectmeetings.com)  
678-987-9939

### WEST

Adam Smith  
[asmith@connectmeetings.com](mailto:asmith@connectmeetings.com)  
310-383-2308



# 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 at the forefront 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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[droduiguez@connectmeetings.com](mailto:droduiguez@connectmeetings.com)  
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[asmith@connectmeetings.com](mailto:asmith@connectmeetings.com)  
310-383-2308

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

## Video

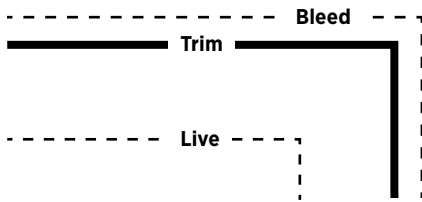
Materials Needed
1920 x 1080 px video

# PRINT SPECS

## Specifications and Submission Instructions

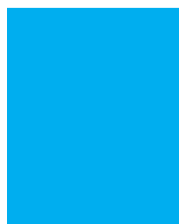
Our ad portal is an integral part of our system to ensure your ads are proofed precisely for our standards per program. Registration is quick and easy.

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

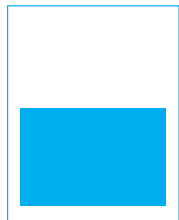


### All ads must be:

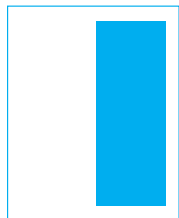
- > Press ready and high resolution, 300 DPI.
- > Built precisely to spec sizes listed below.
- > CMYK color profile with no spot colors or RGB colors.
- > Materials within the ad specification space must not contain extraneous marks. Bleed/crop marks are acceptable.



**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](http://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 further assistance, please contact Orlon Daniels at:**  
[odaniels@connectmeetings.com](mailto:odaniels@connectmeetings.com) or 678-987-9915.