

## eNewsletter Specifications (The Hot List, Newswire)

- **Leaderboard:** 728 x 90 pixels, 72 dpi, 30K
- **Med Rec:** 300 x 250 pixels, 72 dpi, 30K
- **Spotlight:** 250 x 200 pixels, 72 dpi, 30K, Click thru URL, Headline, 75 words of copy

Accepted formats: JPG or GIF format  
No Flash, Javascript or Animated GIF

### Exclusive sponsorship:

- Includes leaderboard and 1-3 spotlight(s)

## Custom eNewsletter Specifications

**Step 1:** View a template from the two provided:

- <http://mediakit.meetingstoday.com/CustomTemplateA.pdf>
- <http://mediakit.meetingstoday.com/CustomTemplateB.pdf>

**Step 2:** Contact Meetings Today about content:

Tyler Davidson at 319.861.5097 or

[tyler.davidson@meetingstoday.com](mailto:tyler.davidson@meetingstoday.com)

**Step 3:** Send necessary images and materials to:

Matt Schrafel at 319.861.5161 or

[matt.schrafel@stamats.com](mailto:matt.schrafel@stamats.com)

Please see complete materials check list below

**Step 4:** Test Custom Enewsletter two days prior to launch date.

**Step 5:** All changes/approvals must be submitted within 24 hours from test launch

**Step 6:** Final test launch for approval

**Step 7:** Launch Custom Enewsletter

### Material Checklist:

- Template choice
- 7 images 600 x 400, 300 dpi with corresponding URLs
- 728 x 90 banner with corresponding URL  
Accepted format: JPG or GIF  
No Flash, Javascript or Animated GIF
- Logo with corresponding URL
- Subject line
- Physical address and phone number
- Website URL
- Email list (max. 3 addresses) for test launches and proofing
- Final contact to receive final test and the ultimate approval

## Meetings in a Minute eNewsletter Specifications

- 728 x 90 banner ad. Static only no animation
- 150 x 150
- URL
- 15 second video - .mov format

## New & Renovated eNewsletter Specifications

**Sponsor your Region (East, International, MidAmerica, South, West):**

- 150 x 150 Logo
- 468 x 60 Static Banner
- Press Release with current new and renovation news

### Sponsor Top/Bottom:

- 728 x 90 Leaderboard for top and bottom

## State Sponsor Specifications

- 468 x 60 banner
- File Formats: GIF, Animated GIF, JPEG, Third Party Tags (i.e. Eyeblander, Pointroll)
- Looping Restrictions: 3 loops max, 15 seconds max
- File Size: 60K

## Mobile Ad Specifications

- 320 x 50 banner
- File Formats: GIF, Animated GIF, JPEG, PNG
- File Size: 60K

## Sponsored Content Specifications

Website posting:

- 300x250 pixel image, 72 dpi, 30K static JPG or GIF (no Flash, Javascript or Animation)
- Article length is up to client

eNewsletter Spotlight:

- 150 x 150 pixel image, 72 dpi, 30K, static JPG or GIF (no Flash, Javascript or Animation)
- 75 words of copy

## Webinars

- Logo for registration page: 150 x 100
- Click thru URL

## EMEDIA CONTACT

Matt Schrafel, Sales Support Specialist  
319.861.5161

[matt.schrafel@meetingstoday.com](mailto:matt.schrafel@meetingstoday.com)

## FILE TRANSMISSION

1. Click on <https://meetingsshare.stamats.com/>
2. Username: **Meetings-Materials** | Password: **779RjFQdP9** (case sensitive)
3. Upload to Meetings\_Upload folder
4. Click on the **blue arrow** located at the top of the screen and follow the prompts to upload the file(s)
5. E-mail [candy.holub@meetingstoday.com](mailto:candy.holub@meetingstoday.com) once the transfer is complete. Please include the name of your files.

## Digital Advertising Specifications

### Left of Cover:

- Size: 9" x 10.875"
- PDF (print ready at 300dpi)
- URL link to advertiser

### Mobile Banner Ads:

- JPG or PNG file saved for web.
- Three sizes needed. Small 320x50, Medium 728x90, Large 960x90
- URL link to advertiser

### Slideshow:

- Image size: At least 500 pixels wide and tall.
- Image type: JPG
- Link to advertiser
- Min. 2 images, maximum 50

### Overlay Video:

- Videos are hosted through YouTube and we accept YouTube links. If you have a video file please follow specs below.
- Files accepted: mov and mp4 (other types can be accepted but will be converted)
- 1920x1080 frame size, H.264 format, 30fps is a good target number.
- Please aim for less than 2:00 minutes on the video. (longer video files can be accepted)

## eBlast, ePostcard & eList Rental Specifications

### Materials Needed:

- Complete HTML file (see requirements below)
  - Current opt-out list to be purged with our list
  - From name
  - Subject line
  - Email list (maximum 3 addresses) for test launches and proofing
  - Contact to receive final test launch and give final approval

### Specific Requirements of the HTML file:

- HTML file should contain a title (<title>... </title>)
- HTML should be created as tables and nested tables, no background images
- Maximum width of the table should be 700 pixels
- All images to be hosted on Meetings Today server
- All images must include "alt tags"
- Image maps should not be used, as these will not be supported in all clients
- All HTML styles should be INLINE. Do not apply styles with <style>...</style> in the HEAD
- A Physical Address must be included on the HTML
- An opt-out clause and a functional opt-out link must be displayed on HTML
- Do not include Divs or Colspans

## Social Media

### Facebook

#### COPY

- Text: 500 characters max; shorter copy is preferred
- All URLs will be shortened via Bit.ly
- Username (for tagging)

#### PHOTO

- High resolution image
- Dimensions: 1200 x 630, square images (min. 1080 x 1080) work too
- One (1) image per standard post
- Maximum of four (4) images for carousel and album style posts

#### VIDEO

- Resolution: 4k or under, 1080p minimum
- Format: MP4
- Audio: Stereo AAC audio compression with 128kbps, or more, preferred
- Length: 4 minutes or under is preferred

#### OTHER

- Username (for tagging)

### YouTube Matching Specs

#### Video Specs

- Video File
- Must be uploaded to YouTube (we will do this for the client)
- Video Codec: H.264, MPEG-2, MPEG-4
- Audio Codec: AAC, MP3
- Resolution: 1920 x1080 or 1280x720
- Frame Rate: 30 FPS
- File Size: Max. 1 GB
- Length: 12 seconds to 3 minutes (>30 seconds recommended)

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[matt.schrafel@meetingstoday.com](mailto:matt.schrafel@meetingstoday.com)

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## Web Advertising Specifications

### Guidelines

- The ad must be tested, debugged and work properly in all major browser versions
- Check for correct syntax of HTML, Javascript or any languages used
- File names may not include any special characters, as this may cause errors
- For third-party "tags" (ie. Eyeblander, Pointroll), the ad must close/end itself in 10 seconds, as well as provide a way to manually close/end it
- NO "close" button is necessary on non-expanding creative (applies to Catfish ads)

Interactive Marketing Unit	Creative Size (in pixels)	File Size	Looping Restrictions	File Formats
<b>Leaderboard</b>	728 x 90	60K	3 loops max, 15 seconds max	GIF, Animated GIF, JPEG, Third Party Tags (i.e. Eyeblander, Pointroll)
<b>Small Rectangle</b>	300 x 100	60K		
<b>Medium Rectangle</b>	300 x 250	60K		
<b>Half Page Ad</b>	300 x 600	60K		
<b>Catfish</b>	955 x 75	60K		
<b>Super Leaderboard</b>	970 x 90	40K	NA	GIF, Animated GIF, JPEG, Third Party Tags (i.e. Eyeblander, Pointroll)

### HTML 5 Creative:

- File size limit of 75-100 KB, measured after compressing the ad (all code and assets) to a .zip file
- The .zip file must include all referenced code such as Javascript libraries
- Once the .zip file is uncompressed, the ad (an .html file) must be viewable without a network connection (all code and assets used in the ad is contained in the .zip file)
- Max Frame Rate: 24 fps
- Animation Duration: 15 seconds
- Loops: 3
- External JavaScript libraries and web fonts are allowed to be loaded from CDN
- Files loaded from CDN sources count against the maximum file size limit
- Polite loading of assets is allowed

Rich Media Units	Creative Size (in pixels)	Max Expanded Size	File Size	Looping Restrictions	File Formats	Expand Command	Expand Direction	Controls
Expandable Leaderboard*	728 x 90	728 x 180	60K	3 loops, 15 seconds max	728 x 90 JPEG or GIF	Expand on mouse over, retract on mouse out or on click of "CLOSE X" Button	Down	"CLOSE X" Button
Expandable Bellyband	300 x 100	600 x 250		Flat JPEG or GIF				
Rising Star/ Pushdown	970 x 90	970 x 415		GIF, Animated GIF, JPEG, Third Party Tags (i.e. Eyeblander, Pointroll)				

Ad Unit	Creative Size (in pixels)	File Size	Looping Restrictions	File Formats
Video (we require a 50-75 word description of your video, and a 150 x 100 logo)	320 x 240	100MB	3 minute limit	QuickTime MOV or Windows WMV

All creative must be received ten business days prior to scheduled start date

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[matt.schrafel@meetingstoday.com](mailto:matt.schrafel@meetingstoday.com)

# EMEDIA REMARKETING

## SPECIFICATIONS

[meetings today 2021]

### Non-Animated Image ads:

- File Type: JPEG, JPG, PNG, GIF
- File Size: 150 KB or smaller

### Animated ads:

- File Type: .GIF, .SWF (Auto Pause on Chrome)
- File Size: 150KB or smaller
- Animation length & speed: Animation length must be 30 seconds or less.
- Animations can be looped, but the animations must stop after 30 seconds. Animated GIF ads must be slower than 5 FPS. Flash ads must be 24 fps or slower.
- Flash Version: AdWords currently supports only Adobe Flash Player versions 4 to 10.1.

Image Size	Creative Size (in pixels)	File Size
<b>Leaderboard</b>	728 x 90	150 KB or smaller
<b>Medium Rectangle</b>	300 x 250	150 KB or smaller
<b>Half Page Ad</b>	300 x 600	150 KB or smaller

### HTML5 Ads:

- Supported File Size: 150KB or smaller
- File Type: .zip
- The .zip file should contain the HTML for the ad as well as any of the other following file types:
  - .CSS
  - .JS
  - .HTML
  - .GIF
  - .PNG
  - .JPG
  - .JPEG
  - .SVG
- Upload Requirements: All code and assets must be referenced using a relative path to resources included in the .ZIP file. No external references are allowed except references to: Google Fonts, Google-hosted jQuery, Google-hosted Greensock, Google-hosted CreateJS

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# EMEDIA SAMPLES

[meetings today 2021]

## Meetings Today Newswire Newsletter

**A**

Group Rates Start at \$179.00 Per Night

**newsWIRE** meetings TODAY

**A 9-Step Guide To (Mostly) Touchless Events**

**Today's News**

**A 9-Step Guide to Creating (Mostly) Touchless Meetings**

COVID-19 has suspended operations and created a "new normal." Organizations want technologies to help maintain social-distancing guidelines and make their events as touchless as possible. These nine tech tools can help you get back to business.

**Navigate the New Meetings Landscape With Our Free eHandbook**

From contract clauses and concerns to sanitation protocols and essential risk management tips, Meetings Today's free Navigating the New Meetings Landscape eHandbook will help illuminate the way back to live meetings.

**Stepping Up in Trying Times: Our 2020 Meetings Trendsetters**

Whether helping their colleagues during the pandemic or fighting systemic racism in the meetings industry and beyond, these 20 Meetings Trendsetters are in a class all their own.

**Trending Now**

**A Brave New World: From Baby Steps to Small Leaps at Together Again Expo**

Meetings Today Contributing Editor Jennifer Jaeger reports from Orlando's Together Again Expo, where the meetings industry picked half off the ticket to hold a face-to-face event for 1,400...

**Chief Phil's Virtual Chocolate Experiences Are a Sweet Treat for Groups**

Get a taste of these virtual chocolate experiences, which are formatted to be custom-tailored to video conferences or streaming events, with chocolate-making demonstrations, contests and delicious rewards and recipes...

**Managing Emotions—and Your Career—in a Time of Crisis**

Thursday, August 13, 2020 7 PM EST

With the COVID-19 pandemic and travel and meetings shutdown resulting in the greatest disruption the travel industry has ever seen—reports point to 55% unemployment in this segment—everyone needs to be prepared to adapt quickly to change. In effect, be their own CEO.

**LEARN MORE**

**SPONSORED CONTENT**

**C**

**Physical Distancing and Team Building at the Best Beach in America**

Welcome to the Wyndham Grand Clearwater Beach. With 22,000 square feet of flexible meeting space and the area's largest ballroom, we deliver unforgettable experiences in beautiful spaces that provide comfortable distancing and emphasize the well-being of our guests. All this with incredible views overlooking the white sands and azure waters of TripAdvisor's Best Beach in America.

**LEARN MORE**

**SPONSORED CONTENT**

**EI Conquistador Tucson Recognized as Top Hilton Hotel**

EI Conquistador Tucson, a Hilton Resort was just named one of 52 Best Hilton Hotels in the world by the prestigious Forbes Travel Guide in a tribute to Hilton's 100-year anniversary in the hospitality industry. "We are humbled to be acknowledged alongside such spectacular Hilton properties," said Oton Suarez, General Manager of EI Conquistador Tucson, a Hilton Resort. "Our commitment to a superior level of service manifests in everything we do."

**LEARN MORE**

- A** **Leaderboard**  
728 x 90
- B** **Medium Rectangle**  
300 x 250
- C** **Spotlight**  
250 x 200 logo + 75 words
- D** **Expandable Bellyband**  
300 x 100

- E** **Catfish**  
955 x 75
- F** **Sponsor logos**
- G** **Small Rectangle**  
300 x 100

## Meetings Today Webinars

**meetings TODAY WEBINARS**

**Partnering with CVBs, DMOs & Tourism Offices for Outstanding Events**

Wednesday, November 30, 2016 1pm ET

How can you reward your staff and not see your reward as an additional charge? Find out how to take advantage of the 100 services provided by CVBs, DMOs, and Tourism Offices using a case study approach. Discover how the CEO of your colleague has benefited from these services that most people who are affected by CVBs, DMOs, and Tourism Offices. In a matter of minutes, you will receive a comprehensive set of services that you can immediately reuse for your next event while saving your client, your DMO, or tourist the most money!

Join Meetings Today and obtain leading industry professional insights from the CEO, CFO, and other executives at various Multiple Meetings, for five other attendees in the same format and complete for partnership with CVBs, DMOs, and Tourism Offices. Register & Learn Here!

Don't miss this opportunity with more 1:10 Time in the Product Management Session of the CMP or CMP-IC and Product Management!

1 hour to host your clients staff at no charge. 1-hour specific services CVBs/DMOs which will allow them to identify gaps from your colleague that have worked successfully with CVBs.

100% questions to ask CVBs to discover what benefits they provide.

**REGISTER TODAY!**

**F**

**Sponsored by:**

## New & Renovated

**A**

**GROUP RATES**

**new + RENOVATED**

**meetings TODAY**

**MIDAMERICA**

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**PLANET BEST PRACTICES FOR WORKING WITH CVBs/DMOs**

**What's New in Orlando for 2020: Best and Worst Venue Highlights**

**Experiential Events Evolution: Top DMO's 2020 Meetings Trends**

**10 Top Causes for Group Cancellations in South America**

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