

Site Source

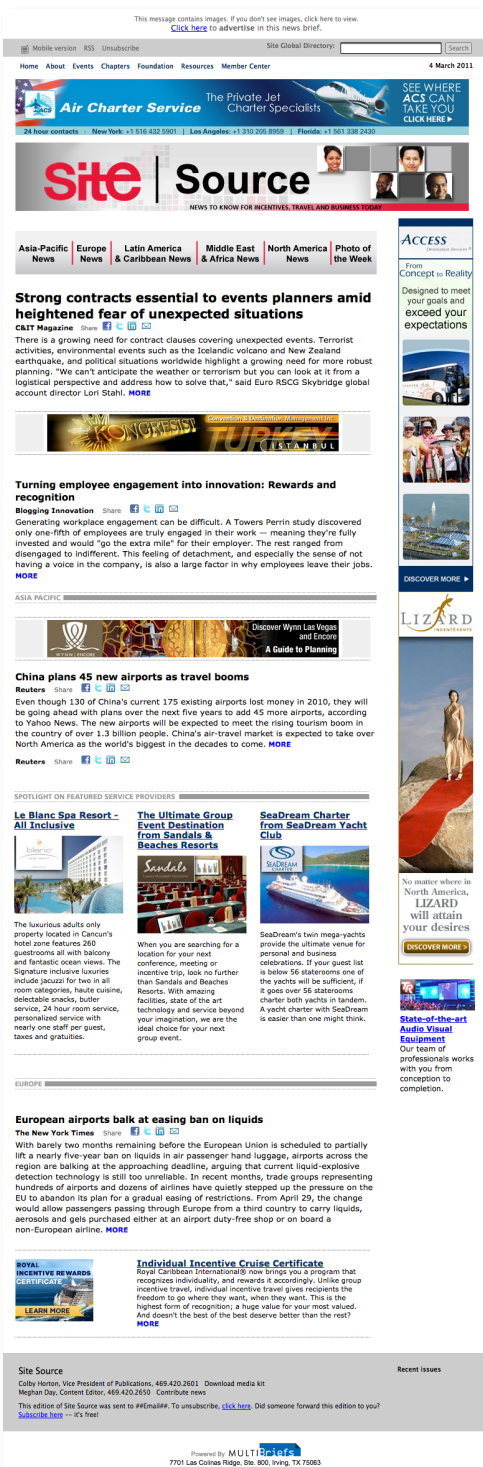
REACH 10,500

GLOBAL MEETING, TRAVEL AND EVENT PROFESSIONALS

EVERY WEEK

MEDIA KIT





MANY WAYS  
TO DELIVER YOUR  
MESSAGE  
TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to the 10,500 global meeting, travel and event professionals (one 90 day cycle)



Leaderboard  
**\$2500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2250/\$2000**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$2250**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$2000**

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Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**  
Max File Size **30k**



Callout Text Ad  
**\$1750**

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Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**  
Max File Size **30k**

# CONTACT US

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Traditional Text Ad  
**\$1250**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**  
Max File Size **15k**

Site SOURCE, POWERED BY MULTIBRIEFS,  
PROVIDES WEEKLY NEWS AND INFORMATION  
TO MEETING, TRAVEL AND EVENT  
PROFESSIONALS WORLDWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of meeting, travel and event professionals in 92 countries, Site Source keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

Site SOURCE  
IS A PROFESSIONAL RESOURCE FOR



# TOP TEN REASONS TO ADVERTISE IN **Site SOURCE:**



## **CREDIBLE SOURCE**

For over 35 years, our members have turned to the association as the informational authority of the industry. Advertising in Site Source solidifies your place among weekly information provided to Site members.



## **TARGETED DISTRIBUTION**

Advertising in Site Source allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## **OPT-IN SUBSCRIBER LIST**

Subscribers to Site Source have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## **RELEVANT CONTENT**

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## **FREQUENCY**

Frequency builds awareness. As a weekly publication, Site Source ensures your ad will be seen weekly by our 10,500 subscribers.



## **AFFORDABLE**

Advertising in Site Source is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## **YOUR AD WILL GET THE ATTENTION IT DESERVES**

Each issue of Site Source has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## **IMMEDIATE RESPONSE TO YOUR AD**

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## **EXCEPTIONAL CREATIVE SERVICES**

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Site Source.



## **TRACK CAMPAIGN EFFECTIVENESS**

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.