

## 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:

- <https://mediakit.meetingstoday.com/CustomTemplateA.pdf>
- <https://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. Eyeblaster, 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

## 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.

## EMEDIA CONTACT



Matt Schrafel, Sales Support Specialist  
319.861.5161  
[matt.schrafel@meetingstoday.com](mailto:matt.schrafel@meetingstoday.com)

## 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)

#### We can't accept:

- › One large image as the entire email. There needs to be a text/image ratio of approx. 40/60.
- › A PDF of the email unless it's in addition to the html file

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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, Sales Support Specialist  
319.861.5161  
matt.schrafel@meetingstoday.com

# EMEDIA REMARKETING SPECIFICATIONS

meetings today 2023

## 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.

## 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

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

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PEOPLE + PLACES  
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