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

Step 3: Send necessary images and materials to:
Matt Schrafel at 319.861.5161 or
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
Login to our Materials Dropbox:
URL: **https://meetingsshare.stamats.com**
User name: **Meetings-Materials**
Password: **779RjFQdP9**
- Click the blue UPLOAD arrow and select ADD FOLDERS. Navigate to the materials folder on your computer and select it. Click UPLOAD.
- A pop-up box will appear confirming that you trust the site - click UPLOAD in the pop-up box. Click UPLOAD again.
- The folder in our Materials Dropbox may still appear empty after the upload is complete.
- Email **candy.holub@meetingstoday.com** after you've uploaded the materials folder.
- **Please do not send .zip files by email.**

EMEDIA CONTACT

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

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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 then 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

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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. Eyeblaster, 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
Leaderboard	728 x 90	60K	3 loops max, 15 seconds max	GIF, Animated GIF, JPEG, Third Party Tags (i.e. Eyeblaster, Pointroll)
Small Rectangle	300 x 100	60K		
Medium Rectangle	300 x 250	60K		
Half Page Ad	300 x 600	60K		
Catfish	955 x 75	60K		
Super Leaderboard	970 x 90	40K	NA	GIF, Animated GIF, JPEG, Third Party Tags (i.e. Eyeblaster, 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. Eyeblaster, 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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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
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

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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