All Native Outreach Marketing and packaged media is **due three weeks prior to the scheduled date**. Please send all content at one time. Remember that the meeting planner is your audience.

Send to: [webads@smartmeetings.com](mailto:webads@smartmeetings.com)

# Native Outreach Marketing Requirements:

**1) NATIVE CONTENT ON HOMEPAGE**

a) Provide up to TWO (2) different 300x250 BOX Banners

-Banner must have 5pt border stroke in black color

-Photo within the design must NOT exceed 164 pixels measured from the top.

-Advertiser/Client’s Company: Use ARIAL; 14pt. ALL UPPERCASE 50% Grey

-Headline copy: Use ARIAL; 18pt. Sentence Case, Black Text, up to 70 characters (count includes spaces)

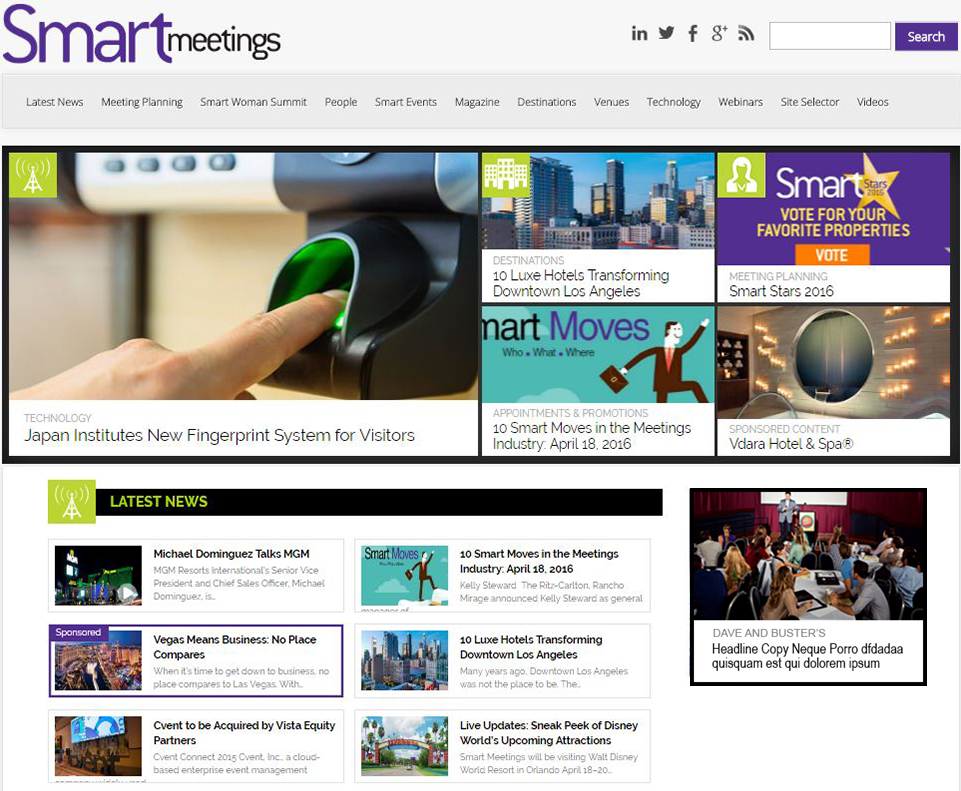
b) Provide click url

Sample:



**See next page for sample mock up**

Mock up Sample:



* NOTE:*

The Native Content Banner is essentially a ROS Banner. Make sure that there is an actionable phrase in the copy. Like the example copy from Visit Seattle: Find out Why Meetings in Seattle Break Attendance Records.

Other Sample is: Take Your Meetings to Seattle



**Continue to next page**

2) ENEWSLETTER CONTENT MENTION

Provide **up to FOUR (4)** of the following assets:

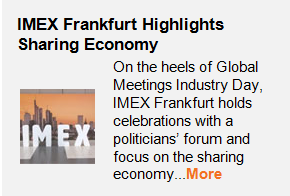
**a)** [**Headline**](http://info.smartmeetings.com/e1t/c/*W711d1Q5bKW5qV848rk161gMC0/*W8yJM6l4vnYKtV36_4F1Hksd50/5/f18dQhb0S65L2dYTssVVWnDL2vj8_rW53mDj-60JG4hW3WNSnj1zb_9YW3Qy6jQ1wkDr_W8rt4LF6PYbQvW26wFV-2y_DMdVzsZgn3pZ2kJW4_NglZ8w1hHvVDdDtq5PFhFCW4vPpSv56N_9rW5WYsN-1kRDzDW6M8Nvz6rJFZZN1nzgQ388-CFV5rhJX3NjkM5W1k4PlF1wKbvDW2N8lxC5F0z5_W644yzC4PB1q_W12qK1t5H1Q3BW2jYsqv8dkssmW5YFz0c15vKgXW5jgJwB2CQXl1W6z9Hvx1Ft8tvN7LBcLPRLblJN7Y7W8RtvQDZW18ZDxm4Q_4gxN2S1X2YQrnN9W3m5LBR7qGgprW7GhrRg7SRZn7W3PHtw08L4r_VW4qJk8N3f8QLHW6ZM9lq7m0FWCW79XNts6KNrx8W64LSsD4xRLvZN64SWDn4FhhxW3Nl_t03x40F5W775dlq5G7JgnN1yT__fFT_nYW393QkM2Y08gVN4x6zy2yQ5mbV57Sw53bq3p2W4yBVFM8XlBDDN4DyDb-SsRWpW5bybvz1LxLlNW8wBQzZ3b4xmhW2P1lzf10r34md-gdwg03): 40 Characters with Spaces

**b) Copy:** 125 characters with spaces (**…More** must be included and is included in the count)

**c) Photo:** native resolution and size; we will resize photo to approx. 75 by 75 px

**d) Click url**

Sample:



Sample text to provide:

[**IMEX Frankfurt Highlights Sharing Economy**](http://info.smartmeetings.com/e1t/c/*W711d1Q5bKW5qV848rk161gMC0/*W8yJM6l4vnYKtV36_4F1Hksd50/5/f18dQhb0S65L2dYTssVVWnDL2vj8_rW53mDj-60JG4hW3WNSnj1zb_9YW3Qy6jQ1wkDr_W8rt4LF6PYbQvW26wFV-2y_DMdVzsZgn3pZ2kJW4_NglZ8w1hHvVDdDtq5PFhFCW4vPpSv56N_9rW5WYsN-1kRDzDW6M8Nvz6rJFZZN1nzgQ388-CFV5rhJX3NjkM5W1k4PlF1wKbvDW2N8lxC5F0z5_W644yzC4PB1q_W12qK1t5H1Q3BW2jYsqv8dkssmW5YFz0c15vKgXW5jgJwB2CQXl1W6z9Hvx1Ft8tvN7LBcLPRLblJN7Y7W8RtvQDZW18ZDxm4Q_4gxN2S1X2YQrnN9W3m5LBR7qGgprW7GhrRg7SRZn7W3PHtw08L4r_VW4qJk8N3f8QLHW6ZM9lq7m0FWCW79XNts6KNrx8W64LSsD4xRLvZN64SWDn4FhhxW3Nl_t03x40F5W775dlq5G7JgnN1yT__fFT_nYW393QkM2Y08gVN4x6zy2yQ5mbV57Sw53bq3p2W4yBVFM8XlBDDN4DyDb-SsRWpW5bybvz1LxLlNW8wBQzZ3b4xmhW2P1lzf10r34md-gdwg03)

On the heels of Global Meetings Industry Day, IMEX Frankfurt holds celebrations with a politicians’ forum and focus on the sharing economy...**More**

