

NATIVE INTEGRATED PACKAGE

NATIVE INTEGRATED SPONSORED CONTENT REQUIREMENTS

Sponsored Content includes editorial-style native ads that appear on the Smart Meetings homepage and at the top of three vertical webpages, such as Latest News, Meeting Planning, Destinations, etc. Additionally, this package includes ads that will run in our biweekly award-winning newsletter and social media posts (one each to Twitter, Facebook and LinkedIn). These ads all link to a dedicated landing page which displays your content and images. Sponsored Content should be informative, interesting, topical and educational. This type of content is most effective when it sounds like genuine content instead of an advertisement.

1. Website Component
2. eNewsletter Component
3. Social Media Component

Please send all content at one time to webads@smartmeetings.com

[CLICK HERE](#)
for sample submissions

1. WEBSITE COMPONENT

A. Custom Sponsored Content Assets Required

- **One cover photo:** 843 w x 382 h pixels (100 kb max)
- **Catchline/Headline:** 45–60 characters
- **300–500 words** of copy in a Word document

***Optional:** Maximum of 2 supporting display images to accompany content.

Photos or video (send video link); send click through URLs for each supporting element

B. SPONSORED CONTENT BANNERS

- Leaderboard (728 x 90); click through URL
- Upper medium rectangle (300x250); click through URL
- Lower medium rectangle (300x250); click through URL

Banner file format: JPG, PNG, GIF or HTML5 ZIP file or DoubleClick redirect tag

Max file size: 150 KB

Video banner format (only for 300x250) HTML5 ZIP file

Max file size: 150KB

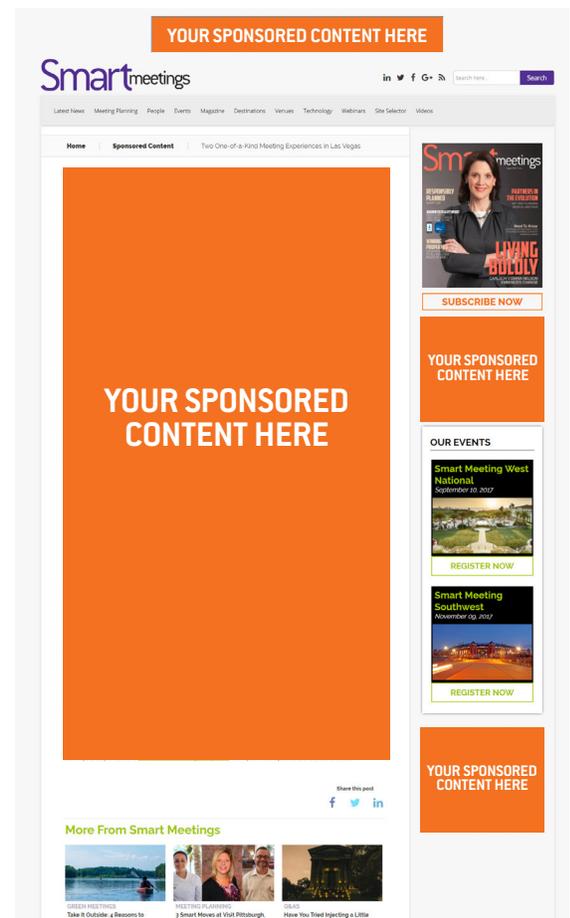
CREATIVE TIPS/ SUGGESTIONS:

Have banners creatively blend into the content topic.

Banners can be used as a medium to establish the marketing message for your brand, as well as a call to action.

Please [CLICK HERE](#) to see rich media guidelines

VISUAL REFERENCE: SPONSORED CONTENT LANDING PAGE



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Hotels are Responding to Climate Change, Report Says

If you've noticed more recycling bins or automatic temperature controls, it might be your hotel is taking a stand on global climate change. More than eight in ten hotels say the issue of climate change impacts their decisions...[Read More](#)

MGM Resorts Debuts "Welcome to the Show"

The ad campaign raises the curtain to highlight the wide array of shows, sporting events and restaurants across the company's 27 resorts and 20 arenas...[Read More](#)

In the Wake of Hurricanes, It's Raining Cats and Dogs

As the headlines are awash with the human misery of Harvey, Irma and Maria, our four-legged friends have not been forgotten...[Read More](#)

7 Gift Ideas Too Sweet To Be Forgotten

Win a FREE ShedRain Bubble Umbrella! In 140 characters or less, share what you would write on a personalized cupcake (photos are encouraged)...[Read More](#)



SPONSORED BY BUSINESS EVENTS AUSTRALIA Create a Winning Program in Sydney

It's not every day you get to sail past the Sydney Opera House or surf Bondi Beach. Discover what Sydney has to...[Read More](#)



Banish the Afternoon Slump

As they say in disclaimers for prescription drugs, responses may vary. But for those days when early afternoon looms like a sink hole, here are six workarounds...[Read More](#)

Celebrating Oktoberfest in the U.S.

People of all ages can enjoy the flavorful food, animated festivities and traditional tunes. More specifically, meeting and event planners can host in one of these cities and truly give attendees something to get excited about...[Read More](#)

Gender Neutral Bathrooms: A 'Sign' of the Times

Gender-binary bathrooms are getting flushed down the toilet in increasingly more places...[Read More](#)



SPONSORED BY BUSINESS EVENTS AUSTRALIA Create a Winning Program in Sydney

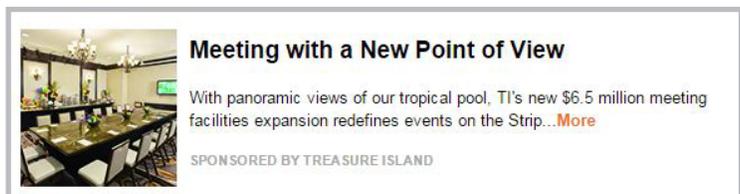
It's not every day you get to sail past the Sydney Opera House or surf Bondi Beach. Discover what Sydney has to...[Read More](#)

2. ENEWSLETTER COMPONENT

Of the following required assets:

- a) **Headline:** 40 characters, with spaces
- b) **Copy:** 125 characters, with spaces
- c) **Photo:** 125x125px

Sample:



Sample text to provide:

Meetings with a new point of view

With panoramic views of our tropical pool, TI's new \$6.5 million meeting facilities expansion redefines events on the Strip...[More](#)

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3. SOCIAL MEDIA

These packaged social media posts drive traffic to your sponsored content page.

Adhere to all character limits per social media platform. We include the advertiser/client's social media handle, and the spaces around the dash, in the character limit count. The message starts with **"From @AdvHandle/pagename - "** and **ends with the shortened URL (which takes up to 23 characters)**, which we would provide after the sponsored content landing page **is approved and published on smartmeetings.com.**

EXAMPLE SOCIAL MEDIA POST SUBMISSION:

FROM @VEGAS: WHEN YOU'RE PLANNING THE PERFECT MTG, SHOW YOUR ATTENDEES WHAT'S NEW IN VEGAS.

ACTUAL SOCIAL MEDIA POST:

FROM @VEGAS: WHEN YOU'RE PLANNING THE PERFECT MTG, SHOW YOUR ATTENDEES WHAT'S NEW IN VEGAS. [HTTP://BIT.LY/2QJIXMD](http://bit.ly/2QJIXMD)

TWITTER REQUIREMENTS

Post character limit: 280 (without click URL), 256 (with click URL)

We can accommodate 1 photo, leaving you with 256 characters including spaces and "From @AdvHandle/pagename" because we will have a shortened URL link for the post.

Submit 1 photo: 440x220 pixels (2:1 image ratio)

Image guidelines:
Maximum file size: 100KB
JPG, GIF, or PNG

FACEBOOK REQUIREMENTS

Post character limit: suggested 128 characters min; 63,206 characters max

Submit 1 photo: 1,200x630 pixels

Image guidelines:
Maximum file size: 100 KB
JPG, GIF or PNG

LINKEDIN REQUIREMENTS

Post character limit: 600 characters max

Submit 1 photo: at least 600 pixels in width

Image guidelines:
Maximum file size: 100 KB
JPG, GIF or PNG

CLICK ON OUR SOCIAL MEDIA PAGES TO SEE SAMPLES OF SOCIAL MEDIA POSTINGS.



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SOCIAL MEDIA SUBMISSION FORM

You can send up to two variations per social media platform.

Send all inquiries, photos and this completed form to: webads@smartmeetings.com

Client Name:

List photo file name to accompany post below.

Twitter:	
Facebook:	
LinkedIn:	

[Ctrl+Click here to access a character count tool online to help.](#)

Twitter Post: *Don't forget to start your message with "From @Advhandle - " and we will provide click URL.*

Facebook Post: *Don't forget to start your message with "From Advertiser - " and we will provide click URL.*

LinkedIn Post: *Don't forget to start your message with "From Advertiser - " and we will provide click URL.*