

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

Native Outreach Marketing Requirements:

1) NATIVE CONTENT ON HOMEPAGE

a) Provide up to TWO (2) different 300x250 medium rectangle

-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

Smartmeetings

The Intelligent Way to Plan

Native Outreach Marketing

2016

The screenshot shows the Smartmeetings website interface. At the top, there is a navigation menu with links for Latest News, Meeting Planning, Smart Woman Summit, People, Smart Events, Magazine, Destinations, Venues, Technology, Webinars, Site Selector, and Videos. A search bar is located on the right. The main content area features a grid of article teasers. One large article on the left is titled 'Japan Institutes New Fingerprint System for Visitors' under the 'TECHNOLOGY' category. Other teasers include '10 Luxe Hotels Transforming Downtown Los Angeles' (DESTINATIONS), 'Smart Moves: Who + What + Where' (APPOINTMENTS & PROMOTIONS), and 'Vote for Your Favorite Properties' (MEETING PLANNING). A 'LATEST NEWS' section on the left contains several smaller article teasers, including 'Michael Dominguez Talks MGM', 'Vegas Means Business: No Place Compares', 'Cvent to be Acquired by Vista Equity Partners', '10 Smart Moves in the Meetings Industry: April 18, 2016', '10 Luxe Hotels Transforming Downtown Los Angeles', and 'Live Updates: Sneak Peek of Disney World's Upcoming Attractions'. A 'DAVE AND BUSTER'S' banner is also visible on the right side of the main content area.

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:

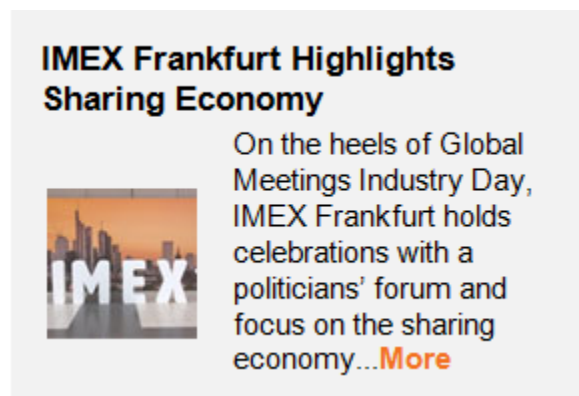
a) Headline: 40 Characters with Spaces

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

c) Photo: 125x125px

d) Click URL

Sample:



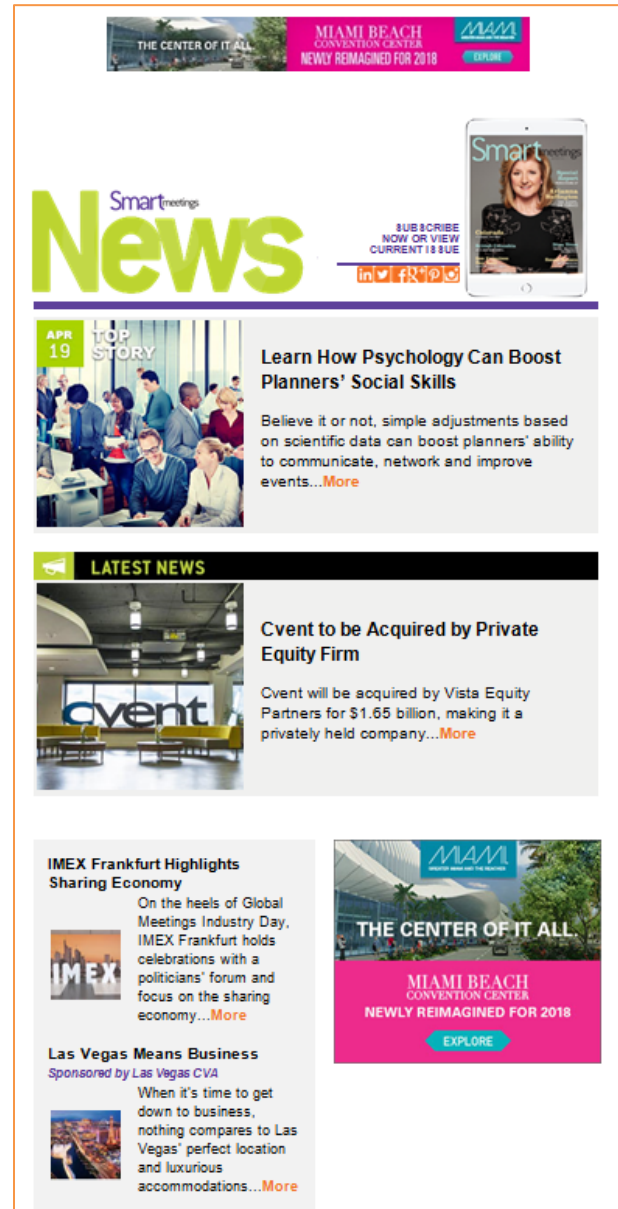
IMEX Frankfurt Highlights Sharing Economy

On the heels of Global Meetings Industry Day, IMEX Frankfurt holds celebrations with a politicians' forum and focus on the sharing economy...[More](#)

Sample text to provide:

IMEX Frankfurt Highlights Sharing Economy

On the heels of Global Meetings Industry Day, IMEX Frankfurt holds celebrations with a politicians' forum and focus on the sharing economy...[More](#)



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Smartmeetings News

SUBSCRIBE NOW OR VIEW CURRENT ISSUE

APR 19 TOP STORY

Learn How Psychology Can Boost Planners' Social Skills

Believe it or not, simple adjustments based on scientific data can boost planners' ability to communicate, network and improve events...[More](#)

LATEST NEWS

Cvent to be Acquired by Private Equity Firm

Cvent will be acquired by Vista Equity Partners for \$1.65 billion, making it a privately held company...[More](#)

IMEX Frankfurt Highlights Sharing Economy

On the heels of Global Meetings Industry Day, IMEX Frankfurt holds celebrations with a politicians' forum and focus on the sharing economy...[More](#)

Las Vegas Means Business

Sponsored by Las Vegas CVA

When it's time to get down to business, nothing compares to Las Vegas' perfect location and luxurious accommodations...[More](#)

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