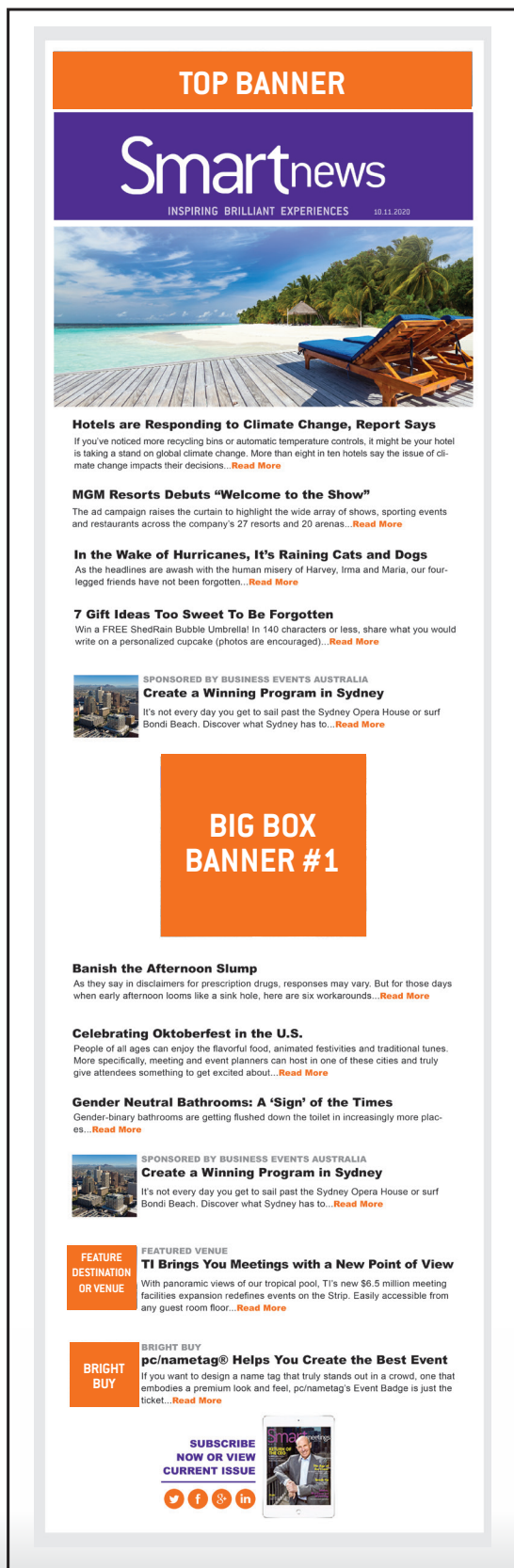


NEWSLETTER TAKEOVER SPECS



The Newsletter Takeover is an opportunity to showcase your brand across our entire award-winning biweekly newsletter.

The package includes a combination of banner ads, and content-style features and destination spots that link to sponsored content.

THE NEWSLETTER TAKEOVER INCLUDES

- Top banner
- Big box banner
- Featured Destination or Venue
- Bright Buy

SPECIFICATIONS

TOP BANNER

- **Image types:** GIF, JPG
- **Image dimensions:** 468x60 pixels
- **File size:** 100KB or less
- **Limitations:** cannot display animation
- **Click through:** Please provide one URL for the entire ad to link to. We recommend adding a Call to Action for best results.

BIG-BOX BANNER

- **Image Types:** GIF, JPG
- **Image Dimensions:** 300x250 pixels
- **File Size:** 100KB or less
- **Limitations:** cannot display animation
- **Click Through:** Please provide one URL for the entire ad to link to. We recommend adding a Call to Action for best results.

FEATURED DESTINATION OR VENUE

This space can be used to describe specific elements about a destination. Ex. Reasons to plan an incentive meeting or feature a renovation or new opening.

- **Image types:** GIF, JPG
- **Image dimensions:** 300 x 300 pixels
- **Limitations:** cannot display animation or phone numbers
- **Click Through:** image, headline and call to action can all be clickable. The image can also be made to look like a video with a play button. (Maximum of three URLs)
- **Headline:** 50-65 characters
- **Body Content:** 300–350 characters

BRIGHT BUY

Feature an enticing offer or promotion targeted.

- **Image types:** GIF, JPG
- **Image dimensions:** 300 x 300 pixels
- **Limitations:** cannot display animation or phone numbers
- **Click through:** image, headline and call to action can all be clickable. The image can also be made to look like a video with a play button (maximum of three URLs).
- **Headline:** 50–65 characters
- **Body content:** 300–350 characters

Terms and conditions: Unless otherwise specified, all creative assets are due to Smart Meetings three weeks before the run start date. Please see insertion order for details.