

Greenspring Media Group

Meetings: Minnesota's Hospitality Journal

Online Advertising Rate Card

Banner Ads

TYPE OF BANNER	SIZE	MAX SIZE	POSITION	PRICE/QUARTER
Leaderboard	728 X 90	30K	Home page, TOC & others	\$1000
Island Unit	300 X250	20K	Home page, TOC & others	\$1125
Banner Ad	468 X 60	15K	Feature articles & others	\$525
Skyscraper	160 X 600	30K	Feature articles & others	\$1350

Maximum two ads per page. Ads rotate when page is refreshed. Maximum four ads per banner type.

Sponsorship

Podcast Sponsor	234 X 60	Home page & TOC	\$1700
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(AUDIO RECOGNITION + SPONSOR AD)

E-Newsletter (Issued Quarterly) or E-Blasts (random)

Island Unit	300 X 250*	\$270
Skyscraper	160 X 600*	\$375

*Size is approximate

Resource Guide Listings

Photo, 80-words + hotlink for one year \$875 for one-year

Includes 1/4 page annual resource guide listing

in the Winter issue (2008 annual) of *Meetings: Minnesota's Hospitality Journal*

Discounts - Print advertisers receive a 25% discount off banner ads, sponsorships or e-newsletter advertising.

Frequency discounts apply: 2X – 10%, 3X – 20%, 4X – 30%

Submitting Ads - Ads should be sent to onlineads@greenspring.com. Include name of advertiser, contact information and name of publication and website the ad is to run on. Only jpg or gif files accepted.