



CANADIAN  
MEETINGS +  
EVENTS EXPO

# DIGITAL MEDIA KIT

[cmeexpo.ca](http://cmeexpo.ca)

YEAR LONG CAMPAIGNS CMEE SHOW FOCUSED CAMPAIGNS

# Advertise on cmeexpo.ca

Run of site available

ALL YEAR ROUND

## Place your digital ads where our powerful audience of meeting professionals will see them

15,500  
visitors  
per month

3700  
new users  
per month

### LEADERBOARD AD (Top Position)

\$750/ month

\$650/ month for 3 consecutive months

\$500/ month for 6 consecutive months

### BIG BOX AD (2 rotating)

\$500/ month

\$450/ month for 3 consecutive months

\$400/ month for 6 consecutive months

## Advertising Specs

Leaderboard: 728 X 90px and 300 x 90px for mobile

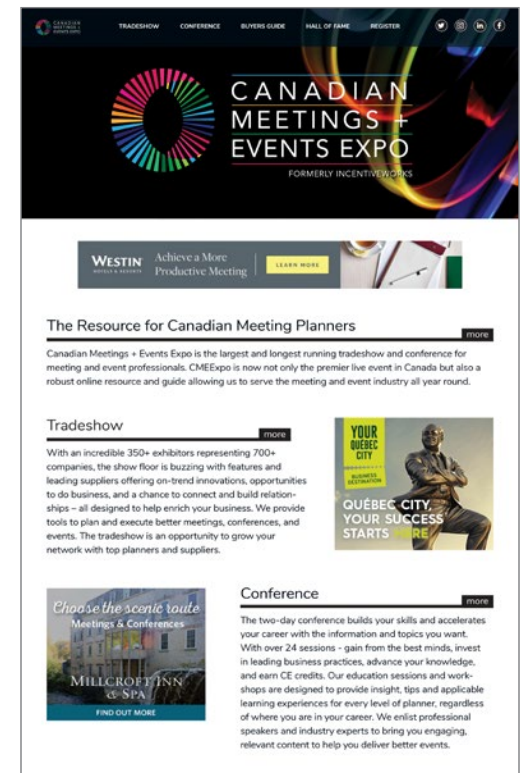
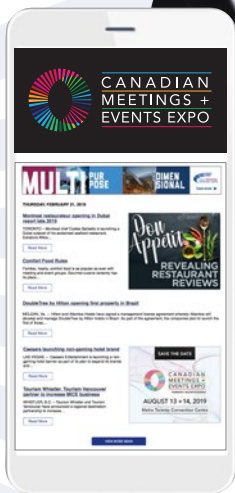
Big Box: 300 X 250px

Accepted Files: gif, swf, jpeg

File Size: Maximum 40K, Flash 40K, Back Up 40K

Prices are Cdn. Net

CMEEexpo.ca is an essential resource for event and meeting professionals that use it as their "go-to". The site provides all the information they need, right at their finger tips.



CMEEexpo is the largest Canadian tradeshow + conference dedicated to meeting + event professionals

# Advertise on cmeexpo.ca to compliment participation in the trade show:



Maximize your Exposure with a CMEEexpo Digital Campaign



CANADIAN MEETINGS + EVENTS EXPO

**CONTACT:**

Melissa Arnott  
marnott@newcom.ca  
416.510.5141

## CMEEexpo Show Eblasts:

Promote directly to meeting professionals that are coming to see you face-to-face at the

**CMEEexpo August 16th + 17th, 2022**

Available in June, July and August only. Open to exhibitors

Leaderboard Ad (Top Position)

\$600/ month

\$500/ month for 3 consecutive months

Big Box Ad (2 rotating)

\$400/ month (2 rotating)

\$300/ month for 3 consecutive months

## CMEEexpo Show Custom Eblasts:

Your Key Marketing Messages directly to Register Meeting Professional Communicate with meeting professional before CMEEexpo or after or both. Expand your reach from the 2 days of the trade show with a custom eblast to create contact before the show and follow up after the doors close.

Limited Availability \$1000.00 per eblast

## CMEE News:

More than 18,137 qualified meeting and event professional receive our monthly eNewsletter for industry news and updates. Take advantage of this opportunity to help increase awareness for your destination, product or service that meeting professionals are looking for.

**32%** Average open rate

Leaderboard Ad – One position available \$550/ month

\$500/ month for 3 consecutive months

\$400/ month for 6 consecutive months

**BIG BOX AD** – One position Available

\$500/ month

\$450/ month for 3 consecutive months

\$400/ month for 6 consecutive months

