



CANADIAN  
MEETINGS +  
EVENTS EXPO

# DIGITAL MEDIA KIT

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

YEAR LONG CAMPAIGNS CMEE SHOW FOCUSED CAMPAIGNS

Increase your digital reach by including your ad on CMEEpo's website. Get in front of CMEE's existing audience by incorporating CMEE to your 2024 marketing strategy.



CMEEpo.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 fingertips.



### LEADERBOARD AD (Top position, 2 rotating)

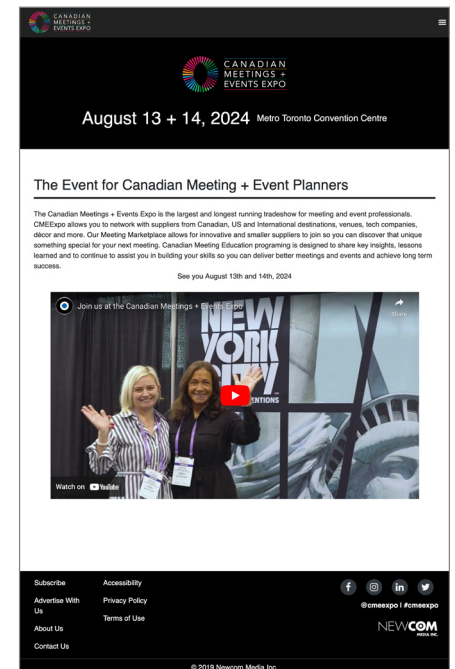
- \$850/ month
- \$750/ month for 3 consecutive months
- \$600/ month for 6 consecutive months

### 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 Net CAD.



# Engage Planners across various marketing channels



Maximize your exposure with a CMEE expo Digital Campaign



CANADIAN MEETINGS + EVENTS EXPO

**CONTACT:**

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## CMEE expo Show eDirects:

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

**August 13 + 14, 2024**

Available in June, July and August only. Exclusive to exhibitors. Ads will appear in a minimum of two (2) eDirects.

LEADERBOARD AD (Top Position)

\$750/ month

\$650/ month for 3 consecutive months

BIG BOX AD (2 rotating)

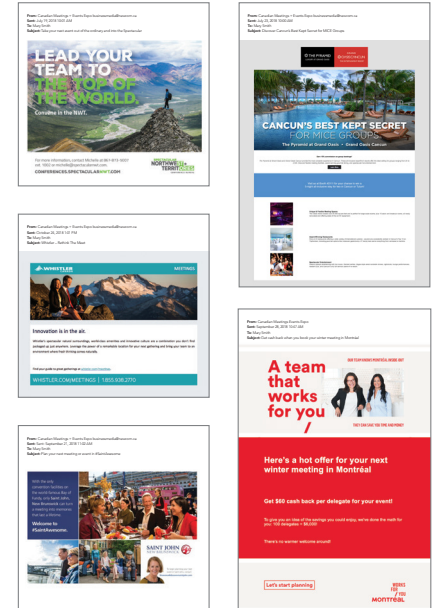
\$500/ month (2 rotating)

\$400/ month for 3 consecutive months

## Custom eDirects:

Drive your key marketing messages directly to qualified meeting and event planners that are registered for CMEE expo before and/or after the show.

\$1,100 per eDirect. Limited Availability.



## CMEE expo News:

Over 6,500 qualified meeting and event professionals receive our monthly eNewsletter for industry news, trends and updates. Place your digital ads and increase awareness for your destination, product, or service that meeting professionals are looking for all year long.

**32%** Average open rate

LEADERBOARD AD – One position available

\$650/ month

\$600/ month for 3 consecutive months

\$550/ month for 6 consecutive months

BIG BOX AD – One position available

\$600/ month

\$550/ month for 3 consecutive months

\$500/ month for 6 consecutive months

