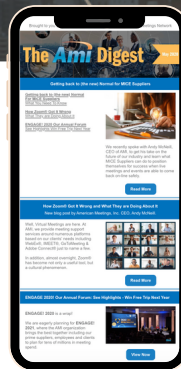


The American Meetings Network®

Ami®

Integrated Digital Marketing Opportunities



The American Meetings Network - Media Kit

The American Meetings
Network



AMI Clients

For twenty years AMI and its partner suppliers of AV, CVB's DMO's, Hoteliers & Meeting Technology Companies have supported meeting strategies for some of the world's top brands.

BAUSCH Health

 Bristol Myers Squibb™

 **Carnival**

 **Cleveland Clinic**
Florida

 **Connection**
we solve IT™

COX

 **CVS** Health

 **EMBRAER**

 **Exelon**

 **KAISER PERMANENTE**

 **LUPIN**

 **MAIL BOXES ETC.**
#PeoplePossible

 **MannKind**
Corporation™

optinose

 **PEPSICO**

 **Pfizer**

REGENERON

 **salesforce**

 **Syneos**
Health

WYNDHAM
VACATION OWNERSHIP®

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Integrated Marketing Package

The American Meetings Network®

Ami

S.E.E. why leading MICE suppliers advertise on The American Meetings Network.

Smart

BRILLIANT digital marketing opportunities directly to meeting planning decision makers.

Effective

Access to over 550,000+ meeting and event professionals through 4 established online digital entry points.

Engagement

Our users interact with our network on a daily basis and are making buying decisions at the same time they are viewing your company's message. Our model is unique in the industry as our partner supplier advertisers interact with our users through the entire lifecycle of the meetings process.



The American Meetings Network - Media Kit

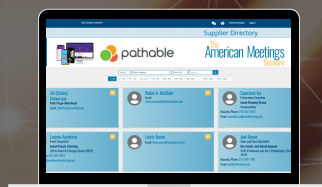
Integrated Marketing Package



Reach more than **50,000** Meeting Planners in The American Meetings Network Database
And over **500,000+** Social Media Followers

- ✓ 1 rotating banner ad on The American Meetings Network (90 Days)
Dimensions: 728 x 90 px

\$5K Value



- ✓ 1 dedicated e-mail blast to 50K+ meeting planners and event professionals

\$2K Value



- ✓ 1 Featured advertorial inclusion in AMI Digest newsletter distributed digitally to over **50,000** meetings industry professionals

\$2K Value



- ✓ *For Hotel Properties
Property to be featured in annual Everywhere coffee table book & digital magazine

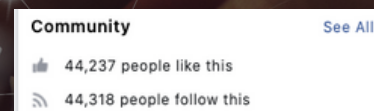
Pricing Based on Placement



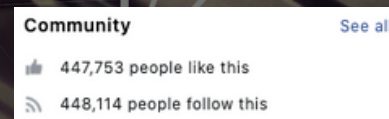
- ✓ 1 Social Media Post on the American Meetings & Destination Everywhere Pages*

\$1K Value

50,000 American Meetings Facebook & Instagram Followers



450,000 Destination Everywhere Podcast Page



**Total Investment:
\$5,000**

*For a social media boosted post, advertiser may select total reach of social media buy paid by advertiser.

The American Meetings Network - Media Kit

AMI Audience Demographics Breakdown

The American Meetings Network®



User Universe

500,000+	Social Media Followers
46,000+	Meeting Professionals
32,000+	Sales-Marketing Professionals
3,200+	Hoteliers & Meeting Suppliers

Age of internet users who interact with AMI

19% of people who interact with AMI	Ages 18-29
49% of people who interact with AMI	Ages 30-49
28% of people who interact with AMI	Ages 50-65
4% of people who interact with AMI	Ages 65+

Gender

64% of AMI interactions are female
36% of of AMI interactions are male

Device Type

56% of users access Facebook via mobile devices
44% of users access Facebook via laptop or desktop



The American Meetings Network - Media Kit

Everywhere Book (For Partner Hotels and CVB's)

The
American Meetings
Network®



A Collection of Perfect Meeting Destinations... And Incredible Things to Do!

AMI's annual EVERYWHERE Perfect Destinations book, showcases our recommended hotels that provide incredible service to our Fortune 500 clients. Hotels are featured based on our meeting managers onsite experience at properties, and hand-selected Prime Suppliers. This slick coffee table-worthy manual is a high-end composite of preferred meeting destinations for professional reference, and casual reading. Our Everywhere book includes a digitized version to expand your reach to over 50,000 event professionals.

Reach

PRINT:

500 Fortune 500 procurement officers
And meeting champions responsible for
Over 30 million in meeting spend

DIGITAL:

50,000 Corporate Meeting Planners

Ad Prices

Inside Cover	\$10,000
Across from the Forward (left side)	\$5,000
Across from Table of Contents (left side)	\$5,000
Inside Back Cover	\$7,500



The American Meetings Network - Media Kit

Digital Specifications

Rotating Leaderboard Size

Our standard dimension of 728 X 90 pixels, the leaderboard is the width of the page and lies at the very top of our pages and content.

Leaderboards offer our advertisers a great deal of space in a prominent position without intruding on content.

Non-animated image

File type: JPEG .JPG .PNG .GIF
File size: 150k or smaller
Image size: 728x90

Animated image

File type: .GIF
File size: 150k or smaller
Image size: 728x90
Animation length must be 30s or less
Animation can be looped, but must stop after 30s, must be 5fps or slower

Animated Flash

File type: .SWF
File size: 150k or smaller
Image size: 728x90
Animation length must be 30s or less
Animation can be looped, but must stop after 30s, must be 5fps or slower

Everywhere Book Full Page Ad Size

8-1/2" x 7" (no bleeds)

Preferred File Format: PDF/X-1a files are strongly recommended.

We will accept InDesign CS Files.

InDesign's "Package" will ensure that fonts, graphics and photos are included with the page layout document.

Image Resolution: All photos must have a resolution of 300 DPI at 100% of the print size.

Creative Questions & Artwork Submission

E-mail us at:
creative@americanmeetings.com