

# Events Industry Council

## Media Guide



**REACH LEADING CERTIFIED  
MEETING PROFESSIONALS.**

*CMP Today eNewsletter / EIC Website Advertising /  
Audience Retargeting*

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS

 **events  
industry  
council**



## The EIC Advantage

- We represent more than **11,500 CMPs** that exist today and the many more looking to become certified.
- CMPs booked an average of **5,600 hotel nights** representing more than **64.8 million nights** and more than **\$986 billion in hotel rooms** in 2017 alone.
- The trade show and conference planning industry is valued at **more than \$15.4 billion annually**.\*
- Events Industry Council is the **only organization** through which a meeting planner can earn the title of **Certified Meeting Professional, or CMP**.
- Business events generated more than **\$1 trillion of direct spending** based on 2017 data.

## Our Media

**CMP Today** - [naylornetwork.com/cic-today](http://naylornetwork.com/cic-today)

Delivered to more than 11,500 CMPs worldwide, *CMP Today* covers industry news events to current Certified Meeting Professionals each month.

**Events Industry Council Website** - [eventscouncil.org](http://eventscouncil.org)

A valuable resource and gateway for CMPs and CMP candidates to access information about our federation. The Events Industry Council website offers members continuing education programs, economic significance studies, a calendar of events and more!

## About Events Industry Council

We are a federation of 33 organizations in the events industry, including:

- MPI–Meeting Professionals International
- ASAE & the Center for Association Leadership
- PCMA–Professional Convention Management Association
- IAEE –International Association of Exhibitions and Events

\* Source: IBISWorld Industry Report 56192



**Website Advertising**  
[eventscouncil.org](http://eventscouncil.org)

**EIC Audience Retargeting**



**CMP Today**  
**eNewsletter**

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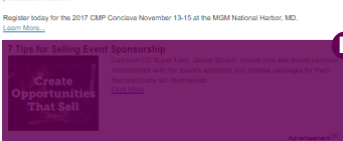
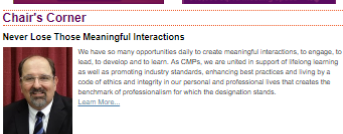
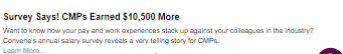
## ABOUT THE ENEWSLETTER – NAYLORNETWORK.COM/CIC-TODAY

Now more than ever, professionals consume information on the go. Our *CMP Today* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 10,400 decision-makers on a regular basis
- In addition to more than 10,400 members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other EIC publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive

\*Stats averaged from 3/2018 - 10/2018



### A Rectangles

12 Months | \$2,275

- Only four spots available – NO ROTATION
- Located between popular sections of the eNewsletter
- 300 x 250 pixels

### B Sponsored Content

12 Months | \$5,275

- Naylor will create the ad
- Client supplies 3 - 5 words for the header and 30 - 50 words for the summary text
- Client supplies thumbnail image at 180 x 150 pixels
- JPEG Only
- Only two spots available - NO ROTATION

*A 10% discount will be offered for each ad placement when the advertisers reserve 12 months on both the Events Council Website and CMP Today eNewsletter.*

### Distributed Monthly

#### Sections include:

- Hot Topics
- News Briefs
- Upcoming Events

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

# Events Industry Council Website

## Advertising on the Events Industry Council Website – eventscouncil.org

Advertising on the Events Industry Council website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to eventscouncil.org to learn about upcoming association events, discover ways to maximize their EIC membership. Advertising on eventscouncil.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of professionals.

### Features of Events Industry Council website advertising:

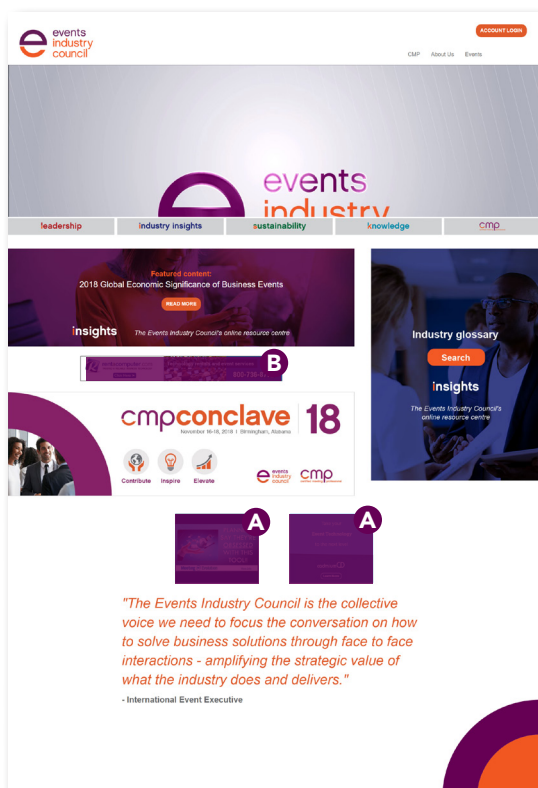
- Cross-promoted in other EIC publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

### On average, eventsindustry council.org receives:

- Nearly 13,000 unique visitors per month
- Average session duration of nearly 2:33
- More than 70,900 page views per month
- More than 2 page views per visit

\*Traffic numbers from October 2018 - April 2019

*A 10% discount will be offered for each ad placement when the advertisers reserve 12 months on both the Events Council Website and CMP Today eNewsletter.*



### A Rectangles

(300 x 250 pixels)

12 Months | \$3,375

- Run of site
- Four rotations per rectangle

### B Leaderboard

(728 x 90 and 320 x 50 pixels)

12 Months | \$2,575

- Run of site
- EXCLUSIVE POSITION

Online Specifications - For more information, visit:

<http://www.naylor.com/onlinepecs>

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# AUDIENCE EXTENSION

**EXTEND YOUR REACH** beyond EIC's website through audience extension which displays your ad to users who have already visited EIC's site while they are visiting other sites across the web. Audience extension (also known as site retargeting) is a highly effective method of converting site visitors into purchasers, increasing your ROI and eliminating wasted impressions. **98% of consumers will leave a site without converting.** Here is your chance to re-engage them with a completely new level of performance and insight.

**EXTEND YOUR ENGAGEMENT** with EIC's already qualified audience by keeping your brand top of mind with leading certified meeting professionals, or CMPs. **EIC has 10,400 CMPs** and other industry professionals that contribute to over **850,000 pageviews every year** to EIC's website.

## HOW RETARGETING WORKS



## PROGRAMMATIC PACKAGES

GO	PRO	PRO+
\$2,400*	\$2,700*	\$3,000*
60,000 Campaign Impression Goal 	90,000 Campaign Impression Goal 	120,000 Campaign Impression Goal 

### ALL PACKAGES INCLUDE:

- ✓ Standard Month End Results
- ✓ End of Campaign Performance Metrics
- ✓ Customized Campaign Reporting
- ✓ Campaign Optimization
- ✓ Creative Optimization
- ✓ Strategic Insights/Recommendations

**Customized targeting solutions are available, please contact:**

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*\*3-Month Campaign Run*

**NAYLOR**   
PROGRAMMATIC NETWORK