



CORPORATE EVENT NEWS

Brought to you by **TSNN**

**CORPORATE EVENT NEWS IS THE ONLY ONLINE RESOURCE
FOCUSED ON SENIOR LEVEL CORPORATE EVENT PROFESSIONALS.**

MEDIA KIT 2022

**Editorial Content • Targeted E-Newsletters • Exclusive News Sponsorships • Thought Leadership
Extensive Social Media Reach • E-Blasts • Native Advertising • Banner Advertising**

WE OFFER THE HIGHEST-QUALITY NEWS CONTENT

Corporate Event News is the first online resource specifically targeted to senior corporate event professionals, with an e-news reach of more than 7,000 exclusive decision-makers in the corporate event professional community, and a growing audience for the core site.

Lori Tenny,
Editorial Director



Lisa Plummer Savas,
Managing Editor



OUR READERSHIP | OUR COMMUNITY | OUR REACH

Who are we? Corporate Event News is a FRESH online news source for corporate event planners. **We have 7,000+ corporate event planner contacts in our database which grows daily.**

Corporate Event News was launched by Trade Show News Network (TSNN.com), the top online news source in the trade show industry, because there was a gap to be filled in news specifically tailored for corporate event planners. There are plenty of meetings magazines already online and in print, but what makes Corporate Event News DIFFERENT is that **we have an extensive database of 7,000+ high-level corporate event planners who represent companies on elite lists such as the Fortune 500 and Inc. 5,000.** These highly-qualified contacts are decision-makers looking for strategic partners to help them deliver outstanding events.

In other words, our readers are the people who YOU want your brand to reach.

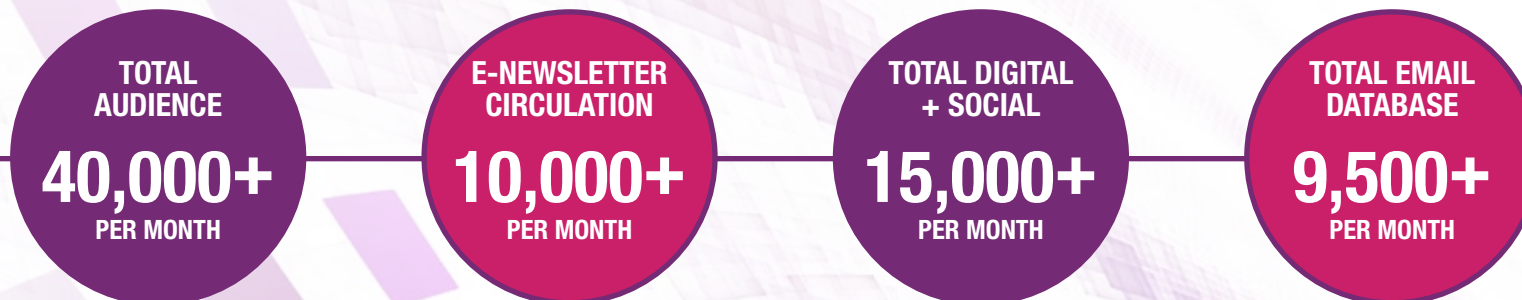
Advertisers who partner with us reap many benefits, including:

- **Valuable News Adjacency** - your message appears next to the news we publish on the website and e-newsletter
- **Interactive Leads** - our readers will click through to your website so you can capture their information • **Economical Cost** - because we are interactive, you can launch an effective ad campaign to fit within any budget
- **C-level Readership** - the top-level corporate event planners and supplier executives are our subscribers and readers
- **Social Media Exposure** – Partnering with us means we will help spread & expand your brand through our extensive online reach

We Offer Access to 7,000+ Corporate Event Planners (an exclusive list not available anywhere else!)

Corporate Event News, like TSNN, features breaking news stories, in-depth profiles, new business contracts, venue news, people news and tips and tricks to help corporate event planners with their jobs.

Our social media reach is over 15,000 event professionals monthly.



CORPORATE EVENT NEWS WEB SITE ADVERTISING RATES

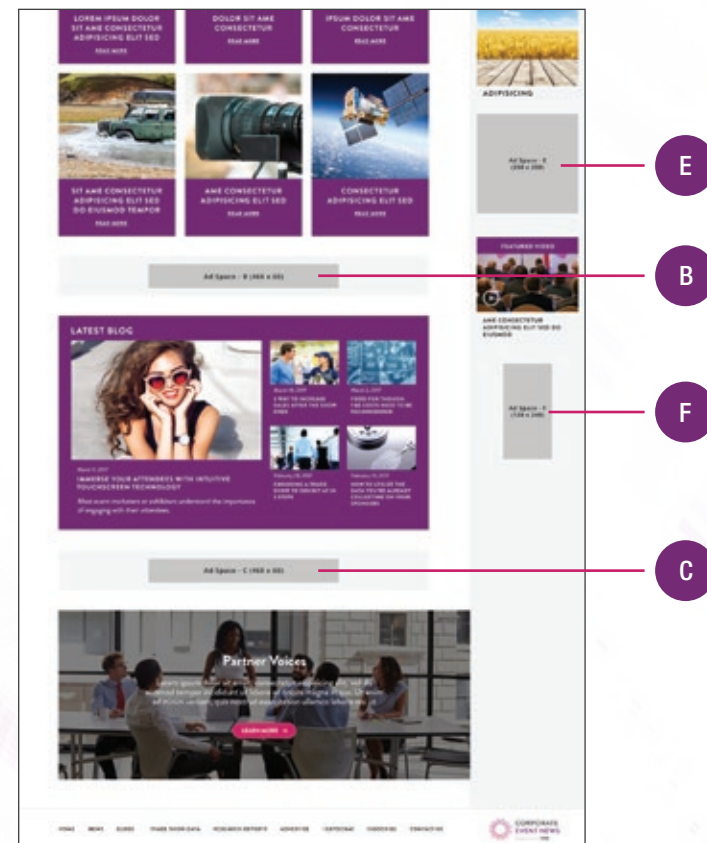
ADVERTISING POSITIONS

- A – Leaderboard – 728 x 90**
- B – Small Banner – 468 x 60**
- C – Small Banner – 468 x 60**
- D – Box Ad – 250 x 250**
- E – Box Ad – 250 x 250**
- F – Skyscraper – 120 x 240**

ADVERTISING RATES (monthly)

***all ads rotate**

- A – 728 x 90 - \$2,000/month**
- B – 468 x 60 - \$1,250/month**
- C – 468 x 60 - \$1,250/month**
- D – 250 x 250 - \$1,750/month**
- E – 250 x 250 - \$1,500/month**
- F – 120 x 240 - \$1,000/month**



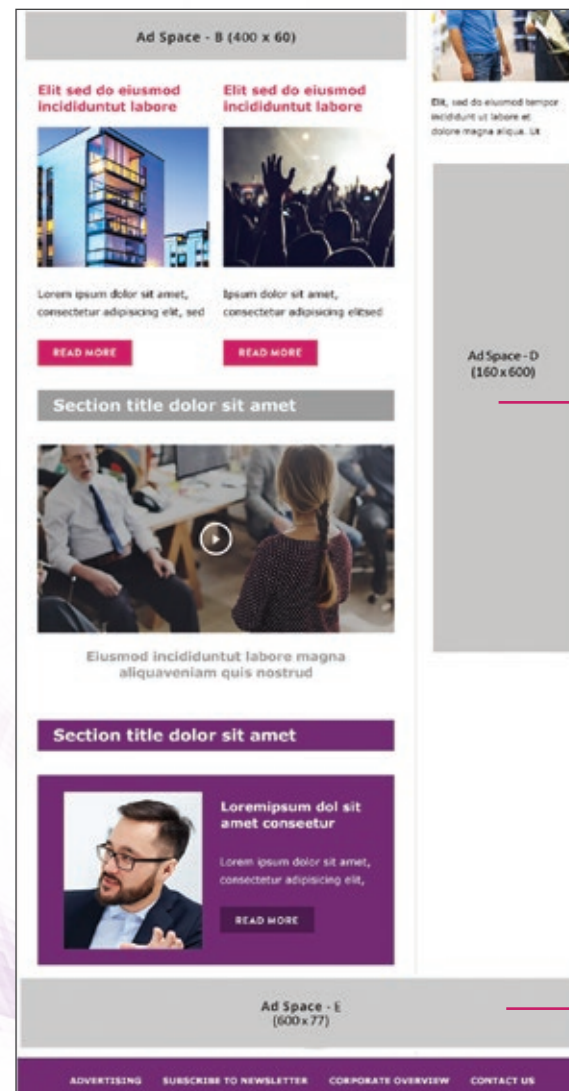
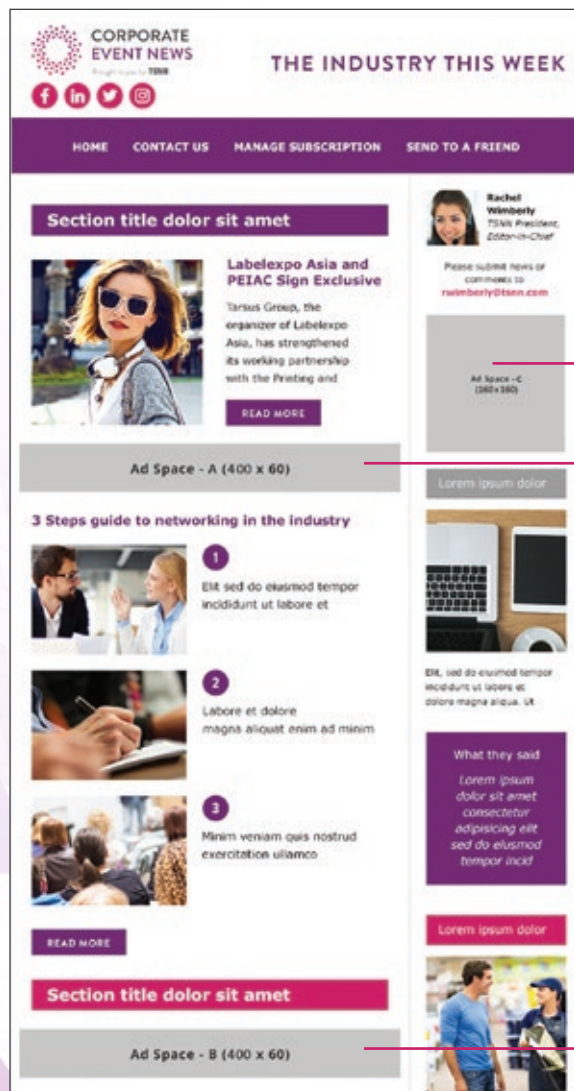
CORPORATE EVENT NEWS E-NEWSLETTER RATES

ADVERTISING POSITIONS

- A – Leaderboard – 400x60**
- B – Banner – 400x60**
- C – Box Ad – 250x250**
- D – Skyscraper – 160x600**
- E – Bottom Banner – 600x77**

ADVERTISING RATES (per month - 4 issues)

- A – Leaderboard – \$3,000**
- B – Banner – \$2,750**
- C – Box Ad – \$2,750**
- D – Skyscraper – \$2,750**
- E – Bottom Banner – \$2,500**



TELL YOUR BRAND'S STORY TO 7,000+ CORPORATE EVENT PLANNERS WITH “PARTNER VOICES” (NATIVE ADVERTISING)



Corporate Event News wants you to be able to tell YOUR brand's story, in YOUR own words, with **NATIVE ADVERTISING** – which we are calling “Partner Voices”.

Partner Voices provides an opportunity for you to submit an article written by a thought leader who represents your organization. The article will be seamlessly integrated with the Corporate Event News high-value news content, guiding readers to discover more about your brand without feeling like they are receiving a sales pitch.

This is a very unique offering, and one that we feel gives brands a platform to rise above the rest.

Each article will be featured on CorporateEventNews.com, as well as the Corporate Event News e-newsletter – sent to 7,000+ corporate event planners and all of our social media channels.

Article rate: \$2,500 per placement. Length of placement is 1 week on web site and 2 weekly e-newsletters.

Targeted E-mail Marketing Blasts

Do you want your brand directly in the inbox of more than 7,000 corporate event planners from corporations on the Inc. 5000 and Fortune 500 lists?

Corporate Event News' targeted email marketing blasts provide access to this high-value audience.

Advertising rate: \$2,500 per send

CUSTOM DIGITAL OPPORTUNITIES:

CEN's suite of marketing products offers our clients the ability to reach meeting professionals from specific target groups through a combination of expertise, experience and technology.

Reach out for specific package options.



PRE-ROLL VIDEO

Have high quality video and need to reach the right traffic?

CEN offers pricing based on **COST PER COMPLETED VIEW**. So you only pay when the entire video is watched.



CONTENT ACTIVATION

Need qualified traffic to read your content?

Our team of media experts drive paid traffic directly to content on your site, resulting in high visitor traffic, engagement and time on site.



BANNER RETARGETING

Need your brand to be top of mind to meeting professionals?

Our media team will put your branding and banners in front of meetings professionals as they navigate the web.

LEAD GENERATION

Have case studies? Reports? White Papers? Survey results or any other thought leadership you would like to share with our audience of nearly 40,000 total corporate event planners/marketers a month?

Corporate Event News will host your thought leadership content on our site with a lead capture capability and drive high-quality leads to your sales teams, while also positioning your brand as a valuable content provider in the corporate event industry.

Advertising rate: \$2,500 per report



WEBINAR
Event Tech Tips for
Corporate Planners
THU, JUN 28, 2018 | 1:00 PM - 2:00 PM ET



THOUGHT LEADERSHIP



Ultimate Guide to Collect, Manage, and Share Event Content

The Ultimate Guide to Collect, Manage, and Share Event Content explores the ways event organizers can use event management software to gather and publish event data using the CadmiumCD platform as an example. This guide walks event organizers through the major software tools available to them, from abstract management to event apps, and offers ideas and insights to how to use these tools. Download to discover how to:

- Use event software to collect and manage information from speakers, exhibitors, and other stakeholders
- Publish content to multiple digital platforms such as event websites and apps from one central location
- Retain consistent branding and user experience across all your event's digital assets
- Consolidate your team's workflow onto one single event software platform

[DOWNLOAD THE ULTIMATE GUIDE](#)

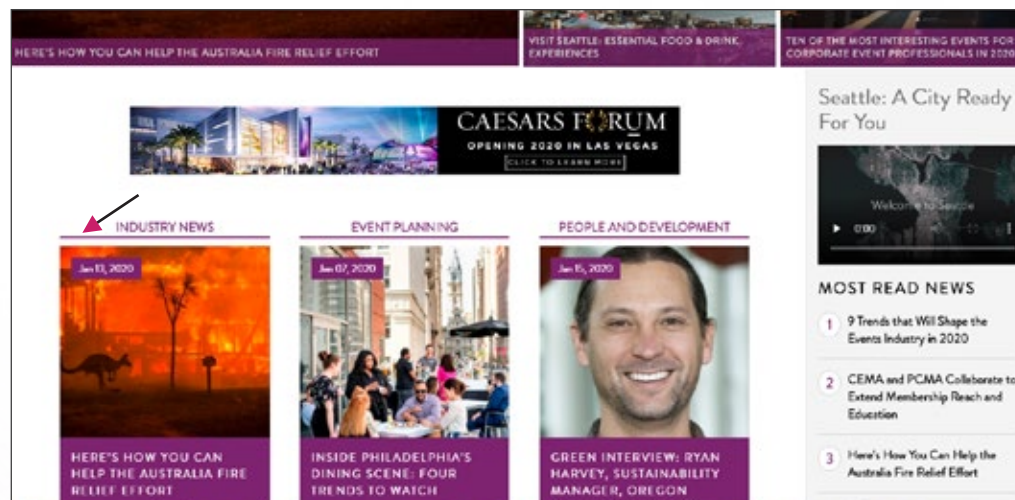
EXCLUSIVE SPONSORSHIP OPPORTUNITY

(MATCH YOUR COMPANY BRAND WITH NEWS ADJACENCY)

Sponsoring a targeted news section aligns your brand with top trending content of industry interest, places you in front of decision making corporate event planners and offers a high return on investment which includes:

- Your logo listed and linked to news section on CENN's home page
- Your banner listed and linked on top and bottom of the news landing page
- Your banner published in newsletter (sent to 7,000 corporate event planners)

Reach out for pricing.



REACH OUT TODAY
 WE WOULD LOVE TO HEAR
 YOUR STORY, TALK ABOUT OUR
 VAST INDUSTRY AND HELP YOU
 ACHIEVE YOUR GOALS...



Mr. John Rice,
Vice President of Sales

jrice@tsnn.com
617-201-7088