



MICE Exchange E-Newsletter

Published six times a year, more than 5,000 meeting/incentive companies, agencies and independent planners receive the newsletter which features the latest trends, expert views, professional development and more.

Statistics*

Open rate: 39.4%
Click through rate: 8.3%

Triple exposure- Your ad is delivered via the e-newsletter and on its permanent home on the MICE Exchange site. Plus, linked on the Incentive Travel Exchange web site.

Top Banner	468x60 , 30kb max	\$1,000
Skyscraper Banner	160 x 600 pixels, 30kb max	\$850
Half Skyscraper Banner	160 x 240 pixels, 30kb max	\$500
Featured Supplier Image	125 x 125 pixels, 30kb max	\$1,500
Featured Supplier Interview		\$2,000
Sponsor The Newsletter		\$5,000

ISSUE	CLOSE DATE	MATERIALS DUE
September	August 9	August 16
October	September 13	September 20
November	October 11	October 18
March	February 14	February 21
April	March 14	March 21
May	April 11	April 18

Additional specs for all banners:

- 4 animation loops max is encouraged
- GIFs, animated GIFs, PNGs or JPEGs files are accepted
- Rich media is accepted
- Third-party ad tags also accepted

Materials to be submitted to:

- admanager@questex.com
- File name should include company name
 - E-mail should include company name and name of e-newsletter in subject line

Contact your Incentive Travel Exchange salesperson:

Danielle Cirmi-Gillis, Travel Group Sales Manager: 212-895-8278 | dcirmi@questex.com

For suppliers representing: Anguilla, Antigua, Aruba, Bahamas, Belize, Bonaire, Cayman Islands, Curacao, Dominica, Grenada, Haiti, Jamaica, Martinique, Montserrat, St. Barts, St. Martin/ St. Maarten, St. Vincent & the Canouan Island, and Turks and Caicos.

Jennifer Fernandez, Sales Manager: 718-351-4823 | jfernandez@questex.com

For suppliers representing: Cruise Lines, plus Barbados, Bermuda, British Virgin Islands, Dominican Republic, Guadeloupe, Nevis, Puerto Rico, St. Kitts, St. Lucia, Trinidad & Tobago, and U.S Virgin Islands.

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