NorthStar Meetings Coop
WHY Northstar Meetings Group?
UNRIVALED COVERAGE AND REACH

INFORMATION & CONTENT
An award-winning portfolio of the most trusted online and offline media brands for meeting professionals, buy- and sell-side.

EVENTS
Face-to-face and virtual engagements facilitate networking, education, and transactions among key industry decision-makers.

Our End-to-End Portfolio Includes an Audience of:

380,000*
Meeting, Sports and Incentive Professionals

* Engaged Emails
LEVERAGE THE POWER OF 1ST PARTY DATA

Online: 200,000 unique visitors monthly across network of websites

• 30% Mobile Page Views (average monthly)
• Content Engagement – 2+ minutes spent on branded content
• 100,000+ monthly from organic search to network, larger than all other media and industry association websites targeted to meeting and event planners.

Social Followers: 80,000 +
A dedicated, monthly eNewsletter serving the most comprehensive database planners who reside in, have historically booked in, and/or are currently engaging in Southeast meetings.

This e-newsletter features industry trends and insights that help planners make informed decisions.

Ads available:
(3) Horizontal Banner 600x100

Deploys: Monthly

Avg. Delivered: 27,814

Avg. Open Rate: 18.85%

Avg CTR: 0.64%

Avg. CTOR: 4.32%
Targeted Email

**Deliver Your Custom Messages to A Targeted List of Our Vast Database.**

The Northstar Meetings Group audience includes (but is not limited to): sports and business meetings and events owners, planners and incentive professionals. We build a custom audience pool based on your target profiles.

**Performance Indicators**
Delivered, Opens, Open Rate, Clicks, CTR, CTOR
Volume of traffic driven can be provided if allowed to place pixel on client landing pages.

**Delivery**
- Northstar creates custom audience list based on client criteria.
- Client supplies messaging and materials for HTML email.
- Northstar delivers email based on pre-determined schedule and provides performance reporting.
**Partner Spotlight**

**Sponsorship Includes:**

- Fixed homepage placement in Partner Spotlight featured listingbox for a month, with direct link to custom Partner Spotlight landing page.
- 2 sponsorship display ads on the custom Partner Spotlight landing page.
  - If on NMG, INC: 728x90 + 970x250 + Mobile 320x50
  - If on SM, MC, SPO: 728x90 + 300x250 + Mobile 320x50
- One promotional email blast, designed by Northstar, to 25,000-30,000 opt in subscribers promoting sponsored spotlight page, deployed twice (second deployment is to non-opens using alternate subject line).

**Performance Indicators**

- Cumulative impressions
- Sponsorship Display: Impressions, Clicks, Click-Through Rate.
<table>
<thead>
<tr>
<th>Package 1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Regional Targeted Email (1)</strong></td>
</tr>
<tr>
<td><strong>Dedicated Explore Georgia Newsletter (1)</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>
## CY21 Media Budgeting

### Package 2

<table>
<thead>
<tr>
<th>Service</th>
<th>Partner Cost</th>
<th>Match</th>
<th>Impressions</th>
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</thead>
<tbody>
<tr>
<td>Regional Targeted Email (1)</td>
<td>$1,250</td>
<td>$1,250</td>
<td>20,000</td>
</tr>
<tr>
<td>Dedicated Explore Georgia Newsletter (1)</td>
<td>$1,250</td>
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<td>30,000</td>
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<tr>
<td>Partner Spotlight</td>
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<td>$2,500</td>
<td>80,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$5,000</strong></td>
<td><strong>$5,000</strong></td>
<td><strong>130,000</strong></td>
</tr>
</tbody>
</table>
FAQ

- **Billing:** Northstar Meetings Group will bill each package in full to individual destinations/hotel for your portion of the program. Terms are Net 30.

- **First Come, First Serve Products**
  - Targeted Emails: Based on Availability; 100% SOV
  - Explore Georgia Meeting News Update: Limit 3 Partners per month; 33% SOV
  - Partner Spotlight: Based on Availability; 100% SOV

- **Targeting:** Targeted emails and Explore Georgia Updates will be delivered to known Southeast meeting planners that source, book, live or actively engage in content related to the Southeast.

- **KPIS:**
  - **Targeted Emails:** Avg. Open Rate: 19.32%; Avg. CTR: .58%; Average CTOR: 3.02%
  - **Meeting News: Georgia Meets:** Avg. Open Rate: 18.85%; Avg CTR: 0.64%; Avg. CTOR: 4.32%
  - **Partner Spotlight:** Average open rate: 19.12%; Average CTR: 0.54%; Average CTOR: 3.89%
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