

Real groups make a real difference.

About Meetup

Meetup is the world's largest network of self-organized clubs and community groups.

Key Statistics:

- 4.6 Million Monthly Visitors
- 3.9 Million Registered Users
- 80,000 Meetings monthly
- 37,000 Local Groups
- 3,500 Topics & Interests
- 4,000 Cities
- 100 Countries
- Founded in 2002

“A convenient, non-threatening way to connect to other people who share similar interests and live nearby.”



Contact Us

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Meetup Sponsorships^{ALPHA}

Reaching real people, one group at a time

Meetup offers the ability for marketers to reach self-selected groups of people that are part of real communities. These groups are segmented along common interests or beliefs, which makes them prime targets to receive the right marketing message – your message.

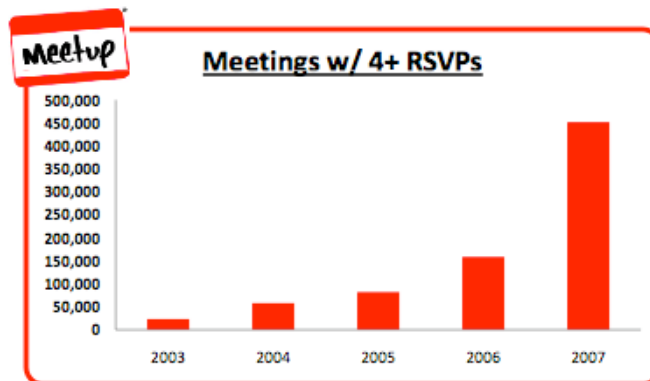
In a world where engagement and attention spans are dwindling, Meetup Sponsorships offer the ability to engage your audience with an offer or message specific to the self-defined interests of the community. Your offer can be delivered to the group while improving and strengthening the group.

Reach Your Target Audience

Meetup groups and their organizers have self-organized themselves according to their interests, psychographic profile and geographies. This self-organization allows marketers to choose those groups that exactly match their target audience. Few other mediums offer the ability to segment audiences in such an accurate and scalable way.

Social Advertising For Local Groups

Meetup’s approach to social advertising is to target the group affiliation, not an individual user. Protecting privacy is a key principal of Meetup and this allows marketers to deliver their message without invading the privacy of the audience.



Scale. Accountability. Flexibility.

Meetup Sponsorships allow marketers to reach these groups in a scalable way to achieve broad marketing objectives. There is minimal risk, since all orders can be withdrawn at anytime. It is also possible to increase the scope of the campaign by adding groups at any time.

Benefits to Marketers:

- Ad placement on group homepage
- Ability to choose groups by topic or geography
- Monthly communication with group organizers via email
- Pay per group, per month
- Online activity reports

Benefits to Meetup Organizers:

- Customized offers for the group
- Sponsor pays organizer fee
- Revenue share with organizer

Popular Meetup Topics:

- Atheists
- Beppe Grillo
- Book Club
- Chihuahua
- Democratic Party
- Dungeons & Dragons
- Entrepreneur
- French Language
- Ghost Tracking
- Hiking
- Investor's Business Daily
- Italian Language
- Japanese Language
- Knitting
- Motorcycle
- Moms
- New In Town
- Poker
- Pug
- Ron Paul 2008
- Scrapbooking
- Spanish Language
- Stay At Home Moms
- Travel
- Writers

Frequently Asked Questions:

Q: Can the marketer choose the groups to sponsor?

A: Yes, Meetup will prepare a list of candidate groups and the marketer can choose the ones that interest them.

Q: Does the Meetup organizer have to accept the sponsorship?

A: No, the organizer can opt-out of the sponsorship at any time. The marketer will not be charged for these groups.

Q: What kind of creative can I use on the Meetup group pages?

A: Meetup supports 95 character text ads and 120x90 pixel graphical ads. No rich media ads are being accepted at this time. All creative must have an offer associated with them.

Q: Can I use 3rd Party ad serving (i.e. DoubleClick tags)?

A: Yes, Meetup supports all common ad serving technologies.

Q: What is the cost?

A: The cost per Meetup group per month varies with volume, starting at \$150 per Meetup/month. There is a minimum spend required.

Q: What does the creative look like on the site?

A: Below is a screenshot of what the creative will look like:

The screenshot shows a Meetup group page for 'Corona/Norco Cool Mommies'. At the top, there is a navigation bar with the Meetup logo and the tagline 'Whatever your interest. Wherever you are.' Below this is a search bar and navigation links like 'Home', 'Meetups by Topic', etc. The main content area features the group name, a description, and an organizer's profile. A prominent red 'SIGN UP FOR THIS MEETUP' button is visible. On the right side, there is a 'Sponsored Offers' section with a red dashed border, showing a sponsored offer for 'Corona/Norco Cool Mommies' with a 5-star rating and 66 members. Below this, there are 'Other Meetups' listed, including 'Temecula Valley Moms & Munchkins' and 'New Moms Of 2007'.