

Meeting Professionals International Canadian Chapters



**Get in front of Canadian MPI members
responsible for more than 670,000
meetings annually.**

Canadian Membership Directory & Resource Guide

FOR MORE INFORMATION, PLEASE CONTACT:

Norma Walchuk
Project Leader
(204) 975-3628
nwalchuk@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS



MPI Canadian Chapters Advantage

\$33 B

The Canadian meetings industry spends **\$33 billion annually** on products and services.

670,000

In Canada, there are **more than 670,000 meetings** each year with more than **70 million participants**.

85%

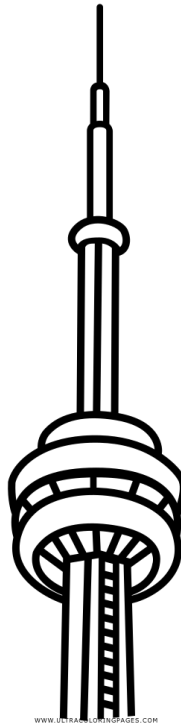
85% of MPI planner members buy from suppliers who advertise with MPI.

\$1.6 M

MPI Canadian chapters members have an average budget of **more than \$1.6 million per year**.

2 out of 3

More than **2 out of 3** of our planner members directly control purchasing decisions



Canadian Membership Directory & Resource Guide

naylornetwork.com/mtg-directory

Make a connection with meeting planners who each have an annual budget of more than **\$1.6 million**.

Contact your Naylor representative today!

Who We Are:

MPI Canadian chapters encompasses seven chapters with members in Atlantic Canada, British Columbia, Greater Calgary, Greater Edmonton, Montreal/Quebec, Ottawa and Toronto.

MPI Canadian chapters key industry members include:

- Senior Managers
- Executive Directors
- C-level Executives
- Meeting Planners
- Coordinators
- Senior Executives

NAYLOR 
ASSOCIATION SOLUTIONS

Canadian Membership Directory & Resource Guide

Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color	Rates
Double Page Spread	\$ 3,059.50
Outside Back Cover	\$ 3,469.50
Inside Front or Inside Back Cover	\$ 3,209.50
Full Page	\$ 2,599.50
1/2 Page	\$ 1,749.50
1/4 Page	\$ 1,099.50

Special Tabs - Get TWO Tabs for the Price of ONE!

Full-Color | \$2,949.50

Black-and-White | \$2,229.50

Black-and-White	Rates
Full Page	\$ 1,949.50
1/2 Page	\$ 1,229.50
1/4 Page	\$ 709.50

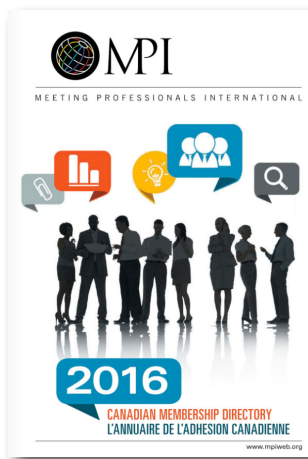
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Sponsorship | \$750
Belly Band | \$750

Skyscraper | \$950
Large Toolbar | \$300

Leaderboard | \$1,000



Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (Rates as of October 2018)

Canadian Membership Directory & Resource Guide

Extend your print advertising investment with the unique benefits of digital media!

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on MPI's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, the *Canadian Membership Directory & Resource Guide* will also be available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Digital Ad Positions



1 Large Toolbar | \$300

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

2 Skyscraper | \$950

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

3 Belly Band | \$750

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

4 Leaderboard | \$1,000

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

5 Sponsorship | \$750

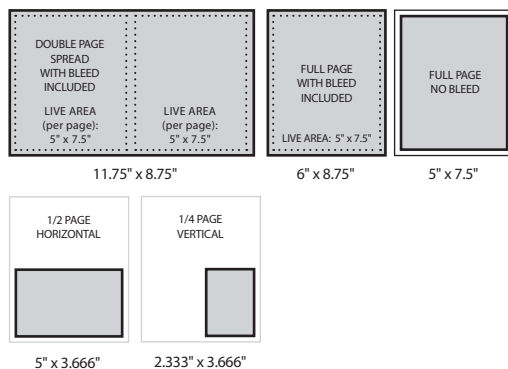
Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available.

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.

Canadian Membership Directory & Resource Guide

Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com/adupload

Proofs and Revisions

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.

Specs for Outsert/Inserts

Canadian Membership Directory & Resource Guide

1 Pg / 2 Surface 5.75" x 8.5"

3 Pg / 6 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Digital Edition

For the latest online specs, please visit www.naylor.com/onlinespecs



Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.