



MPI

CAROLINAS
CHAPTER



Media Guide

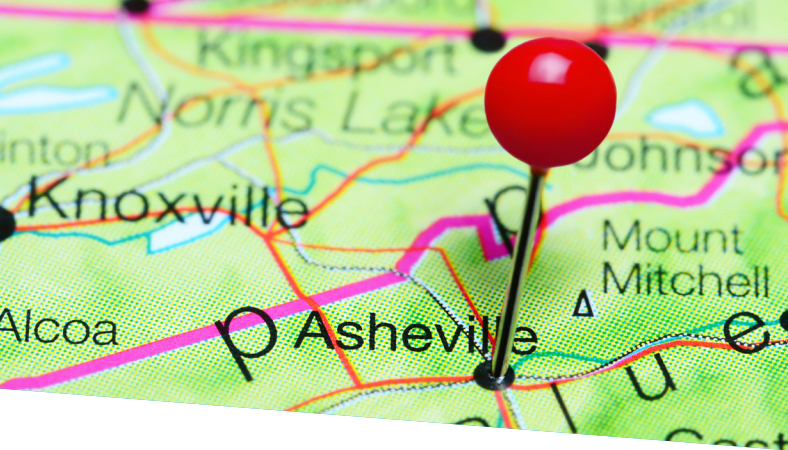
Reach MPI-CC Members With More Than
Half a Billion in Annual Buying Power.

Membership Directory and Resource Guide

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



CAROLINAS CHAPTER

\$500 M

MPI-CC members have an estimated annual buying power of **more than half a billion**

4 Out Of 10

Nearly **4 out of 10** of our members control an annual budget of more than **\$1 million****

85%

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

Our Members

Our members are professional meeting planners for **corporations, associations and meeting management firms** in the Carolinas.



Membership Directory & Resource Guide

Available in print and online!
naylornetwork.com/mic-nxt

Who We are

MPI-CC represents powerful professionals from the leading organizations in the region, including:

Corporate:

- Duke Energy
- Time Warner
- SunGard
- GlaxoSmithKline
- Michelin North America
- Bayer Crop Science

Association/Non-Profit:

- NC Association of Realtors
- Association Executives of North Carolina
- NC Media Society
- Burroughs Wellcome Fund
- SC School Boards Association

Meeting Management Professionals::

- HelmsBriscoe
- PlanIt Right
- Aladdin Travel & Meeting Planners
- Creative Events & Meetings



*Source: MPI-CC Demographic Report

Ask your Naylor representative to find out how you can reach leaders in one of the countries top meeting locations.





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	\$ 3,489.50
Outside Back Cover	\$ 3,079.50
Inside Front or Inside Back Cover	\$ 2,869.50
Full Page	\$ 2,339.50
2/3 Page	\$ 2,039.50
1/2 Page	\$ 1,629.50
1/3 Page	\$ 1,409.50
1/4 Page	\$ 1,119.50
1/6 Page	\$ 959.50
1/8 Page	\$ 819.50

Special Tabs
Full-Color | \$2,049.50
Black-and-White | \$1,179.50

Black-and-White	Rates
Full Page	\$ 1,429.50
2/3 Page	\$ 1,269.50
1/2 Page	\$ 979.50
1/3 Page	\$ 779.50
1/4 Page	\$ 629.50
1/6 Page	\$ 479.50
1/8 Page	\$ 359.50

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 | \$979.50
Belly Band | \$719.50

Skyscraper | \$1,269.50
Leaderboard | \$1,349.50

Toolbar | Complimentary with Sponsorship

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 advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). Rates as of October 2018



Membership Directory & Resource Guide

Member 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	\$ 3,140.55
Outside Back Cover	\$ 2,771.55
Inside Front or Inside Back Cover	\$ 2,582.55
Full Page	\$ 2,105.55
2/3 Page	\$ 1,835.55
1/2 Page	\$ 1,466.55
1/3 Page	\$ 1,286.55
1/4 Page	\$ 1,007.55
1/6 Page	\$ 863.55
1/8 Page	\$ 737.55

Special Tabs
Full-Color | \$2,409.50
Black-and-White | \$1,559.50

Black-and-White	Rates
Full Page	\$ 1,286.55
2/3 Page	\$ 1,142.55
1/2 Page	\$ 881.55
1/3 Page	\$ 701.55
1/4 Page	\$ 566.55
1/6 Page	\$ 431.55
1/8 Page	\$ 323.55

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Membership Directory & Resource Guide

Extend your print advertising investment with the unique benefits of digital media - www.naylor.com/mic-nxt

- 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 Georgia's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, MPI Carolinas Chapter's *Membership Directory & Resource Guide* is also 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 | Included with Sponsorship

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 | \$1,269.50

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

3 Belly Band | \$719.50

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 | \$1,349.50

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

5 Sponsorship and Toolbar | \$979.50

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



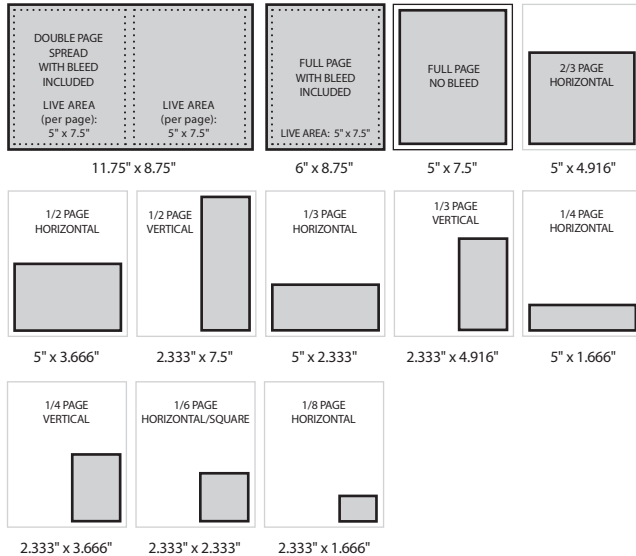
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Membership Directory & Resource Guide

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.

Specs for Outsert/Inserts

- 1 Pg / 2 Surface 5.75" x 8.5"
- 3 Pg / 6 Surface 5.75" x 8.5"
- Postcards 6" x 4.25"
- Heavy Card Stock Insert 5.25" x 8.25"
- Postal flyersheets 5.75" x 8.5"

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

Production Services, Proofs and Revisions

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Digital Edition

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Membership Directory & Resource Guide

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- Appointment-Based Events
- Association Management Softwares (AMS)
- Attractions/Theme Parks
- Audiovisual Services
- Backdrops & Murals
- Badges/Awards/Incentives
- Bed and Breakfast Inns
- Car Rental/Leasing
- Casino Parties
- Casinos
- Catering
- Career Centers/Job Boards
- Charter Boats/Sightseeing
- Communications
- Computer & Presentation Rental Equipment
- Computer Hardware
- Computer Software
- Computer Supplies & Equipment
- Computer/AV Rentals
- Computer/Video Projection
- Conference & Convention Centers
- Consultants
- Convention & Visitors Bureaus
- Convention Furnishings
- Convention Services
- Copiers/Faxes/Computers/Printers
- Corporate Gift Packages
- Court Reporting/Transcription
- Destination Management
- Direct Mail/Marketing
- Displays, Portable
- Drop-Off Catering
- Editorial Services
- Education & Certification
- Entertainment & Music Services
- Entertainment & Team Building
- Event Design
- Event Design & Production
- Exhibit Design
- Exhibition Services
- Fax Broadcast Services
- Florists & Plant Rentals
- Gift Baskets
- Golf Courses
- Graphic Design Services
- Horse-Drawn Carriages
- Hotels & Resorts
- Housing & Registration Management
- Internet Service Providers
- Kiosks
- Magicians & Entertainment
- Mailing Houses
- Massage
- Meeting & Banquet Facilities
- Meeting & Event Web Portal
- Meeting & Membership Software/Technology
- Meeting Planning Services
- Membership
- Multimedia/Video Production
- Museums
- Non-Dues Revenue
- Outdoor Recreation
- PDA Services & Lead Retrieval
- Photography
- Plant Rentals & Supplies
- Portable Displays
- Promotional Item
- Props
- Public Speakers
- Publishing
- Registration Services
- Restaurants & Clubs
- Seated Massage
- Security
- Shipping/Courier Services
- Shuttles & Transportation
- Signage
- Sightseeing Tours
- Ski Resorts
- Speakers Bureaus
- Speakers, Public
- Special Events Design
- Special Events Management
- Teleconferencing Services
- Teleprompting Services
- Tradeshow Management
- Tradeshow Marketing Services
- Training Services
- Translation/Interpretation Services
- Transportation
- Travel Agencies
- Videography
- Virtual Events
- Website Design & Development
- Other: _____