

MPI Philadelphia Area Chapter Media Guide



Reach Philadelphia area meeting planners
with more than \$576 million in buying power

Membership Directory and Resource Guide

FOR MORE INFORMATION, PLEASE CONTACT:

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 **MPI**
**PHILADELPHIA
AREA
CHAPTER**



MPI Philadelphia By The Numbers

MPI PHL is dedicated to serving the diverse needs of meeting professionals through education, connections and leadership development. When making purchasing decisions, our members utilize the *Membership Directory and Resource Guide* to find the companies they need.

\$576 M

Our planner members have a buying power of **\$576 million** annually

9th Largest

We are the **9th largest chapter** of MPI internationally.

85%

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

\$1 M

Our planner members have an average annual budget of **more than \$1 million**

74%

74% of our members planned meetings at convention or conference centers

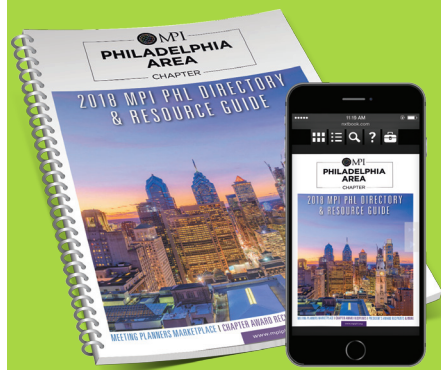
Who We Are

Our members are the **region's leading meeting professionals**; members include representatives from:

- Allstate Insurance
- American Express
- AstraZeneca
- Johnson & Johnson
- Motorola
- Pfizer, and more!

Reach members with an annual buying power of more than \$576 million. Contact Naylor today!

Source: MPI PHL Demographic Report



Membership Directory and Resource Guide



MPI Philadelphia Area Chapter Website Advertising

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Membership Directory and 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	\$ 3,389.50
Outside Back Cover	\$ 2,839.50
Inside Front or Inside Back Cover	\$ 2,669.50
Full Page	\$ 2,269.50
2/3 Page	\$ 1,979.50
1/2 Page	\$ 1,579.50
1/3 Page	\$ 1,369.50
1/4 Page	\$ 1,089.50
1/6 Page	\$ 929.50
1/8 Page	\$ 799.50

Black-and-White	Rates
Full Page	\$ 1,389.50
2/3 Page	\$ 1,229.50
1/2 Page	\$ 949.50
1/3 Page	\$ 759.50
1/4 Page	\$ 609.50
1/6 Page	\$ 469.50
1/8 Page	\$ 349.50

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 & Toolbar | \$1,250

Leaderboard | \$1,000

Belly Band | \$1,000

Skyscraper | \$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 August 2018



Membership Directory and Resource Guide

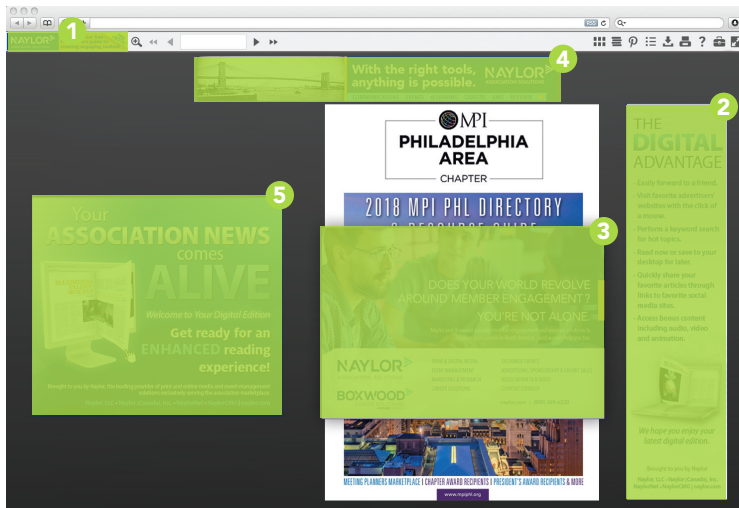
Extend your print advertising investment with the unique benefits of digital media!

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



In addition to print, the *Membership Directory and 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 | 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 | \$1,000

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

3 Belly Band | \$1,000

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 & Toolbar | \$1,250

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

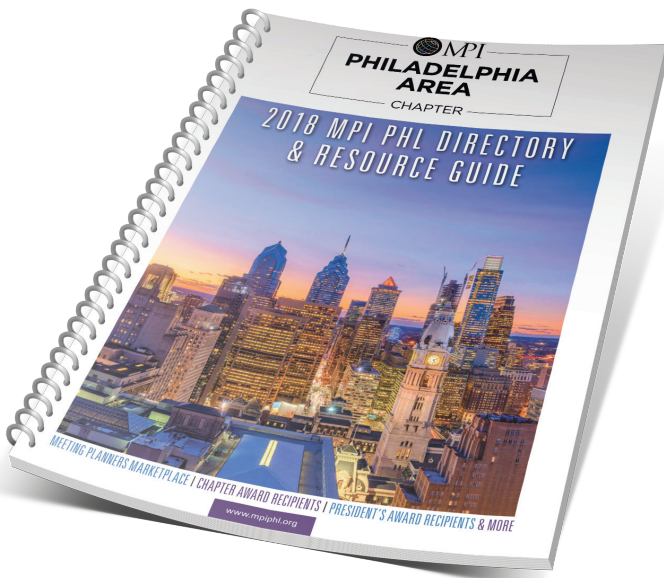
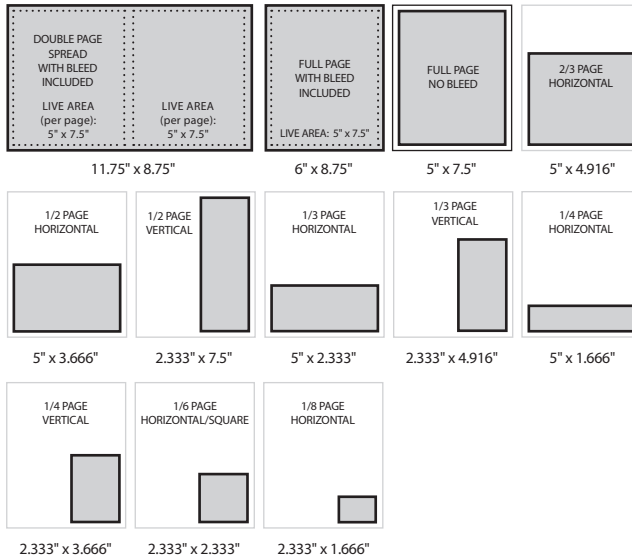
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Membership Directory and Resource Guide

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

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Specs for Outsert/Inserts

Membership Directory and 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.



MPI Philadelphia Area Chapter Website

Advertising Opportunities - www.mpiweb.org/chapters/philadelphia-area

Advertising on the MPI Philadelphia Area Chapter's website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to mpiweb.org/chapters/philadelphia-area to learn about upcoming association events, and discover ways to maximize their MPI Philadelphia Area membership. Advertising on www.mpiweb.org/chapters/philadelphia-area offers several cost-effective opportunities to position your company as a leader in front of an influential group of meeting professionals.

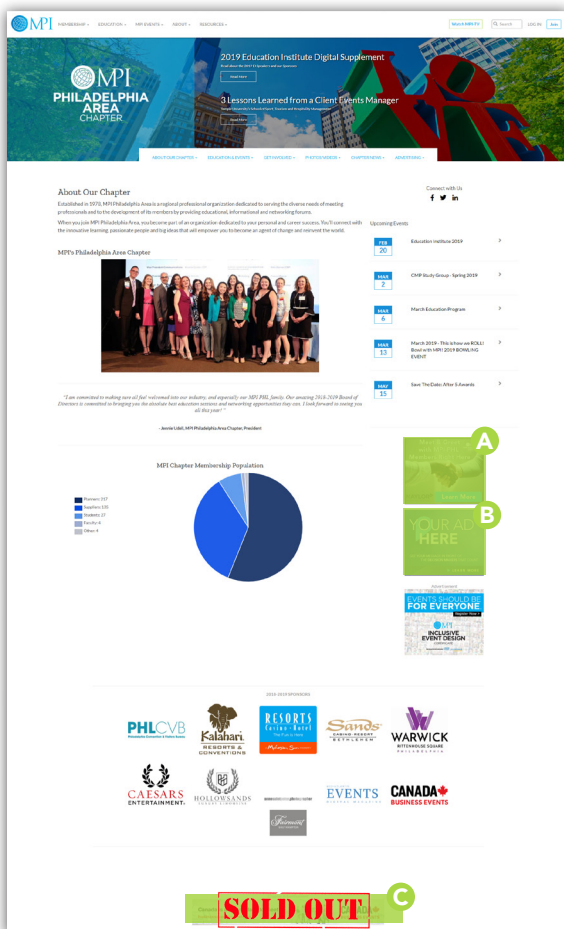
Features of MPI Philadelphia Area Chapter website advertising:

- Cross-promoted in other MPI Philadelphia Area Chapter publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces your brand recognition
- Allows dynamic, time-sensitive promotion

On average, mpiweb.org/chapters/philadelphia-area receives:

- A total of 42,083 page views
- 5,260 page views per month

Numbers averaged from 1/1/18 - 8/27/18



A Top Rectangle (300 x 250 pixels)

12 Months | \$2,250

- The rectangles are run-of-site and each position will rotate between four advertisers.

B Lower Rectangle (300 x 250 pixels)

12 Months | \$1,850

- The rectangles are run-of-site and each position will rotate between four advertisers.

C Leaderboard (728 x 90-pixels)

12 Months | \$1,750

SOLD OUT

- The leaderboard is run-of-site and will rotate between four advertisers.

For the latest online specs, please visit: <https://www.naylor.com/support/advertising/onlinespecs/>

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