



## Media Guide



**Reach the 4th Largest  
MPI Chapter in the World.**

*meeting magazine / meeting LITE eNewsletter / Membership Directory & Resource Guide / MPI Toronto Chapter website advertising*

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS



## By The Numbers

**\$275 M**

Our members have a combined annual buying power of more than \$275 million.

**70 M**

Canada's meeting sector organizes more than 600,000 meetings with more than 70 million participants annually.

**85%**

85% of MPI members buy from suppliers that advertise with MPI.

**4TH**

MPI Toronto Chapter is the 4th largest chapter of MPI internationally.

## Our Members

We are the largest Canadian chapter of Meeting Professionals International, the leading global community committed to shaping the future of the meeting and event industry. Our members are leading industry professionals who spend millions per year on:

- Hotels
- Convention Centres
- Audio/Visual
- Unique Venues
- Tourist Attractions
- Decor
- Entertainment
- And much more!

**Connect with MPI Toronto and get your business in front of the largest Canadian chapter of MPI. Contact your Naylor account executive today!**

Source: 2019 MPI Toronto Marketing Questionnaire

## meeting Magazine

MPI Toronto's flagship publication and our member's go-to resource for industry news, events and education. Available in print and online. Read the latest issue here:

[www.meetingmagazine-digital.com](http://www.meetingmagazine-digital.com)

## Membership Directory & Resource Guide

This publication is our member's desk reference tool and purchasing guide. Available in print and online.

## meeting LITE eNewsletter

MPI Toronto's eNewsletter delivered to more than 600 meeting professionals in Canada every other month. Read the latest issue here:

[naylornetwork.com/mpt-nwl](http://naylornetwork.com/mpt-nwl)

## MPI Toronto Website Advertising

Promote your company on MPI Toronto Chapter's website, where members and non-members have access to highly valued content tailored specifically for meeting professionals in the Toronto area. [www.mpiweb.org/chapters/toronto](http://www.mpiweb.org/chapters/toronto)

# 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	1x
Tab	\$2,289.50
Inside Front Cover/Inside Back Cover	\$1,919.50
Outside Back Cover	\$2,369.50
Full Page	\$2,129.50
1/2 Page	\$1,399.50
1/4 Page	\$909.50

Black-and-White Rates	1x
Tab	\$1,839.50
Full Page	\$1,659.50
1/2 Page	\$1,029.50
1/4 Page	\$609.50

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** | \$540

**Skyscraper** | \$760

**Toolbar** | \$330

**Sponsorship Max** | \$815

**Leaderboard** | \$915

**Belly Band** | \$330



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 May 2018.

# Membership Directory & Resource Guide

## meeting Magazine

### Net Advertising Rates

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

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

Full-Colour Rates	1-2x	3-4x	5x
Double Page Spread	\$3,539.50	\$3,189.50	\$2,829.50
Inside Front/Inside Back Cover	\$2,349.50	\$2,139.50	\$1,919.50
Outside Back Cover	\$2,799.50	\$2,589.50	\$2,369.50
Full Page	\$2,129.50	\$1,919.50	\$1,699.50
1/2 Page	\$1,399.50	\$1,259.50	\$1,119.50
1/3 Page	\$1,129.50	\$1,019.50	\$899.50
1/4 Page	\$909.50	\$819.50	\$729.50

Black-and-White Rates	1-2x	3-4x	5x
Full Page	\$1,659.50	\$1,489.50	\$1,329.50
1/2 Page	\$1,029.50	\$929.50	\$819.50
1/3 Page	\$779.50	\$699.50	\$619.50
1/4 Page	\$609.50	\$549.50	\$489.50

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 in the Directory

**Sponsorship** | \$540

**Sponsorship Max** | \$815

**Skyscraper** | \$760

**Leaderboard** | \$915

**Toolbar** | \$330

**Belly Band** | \$330

### Digital Edition Branding Opportunities in the Magazine

**HTML5 Ad** | \$1,000

**Leaderboard** | \$915

**Video Sponsorship** | \$515

**Rectangle** | \$800

**Mobile Banner Package** | \$350

**Large Insert** | \$500

**Medium Insert** | \$400



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# meeting Magazine

## Digital Edition

### EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

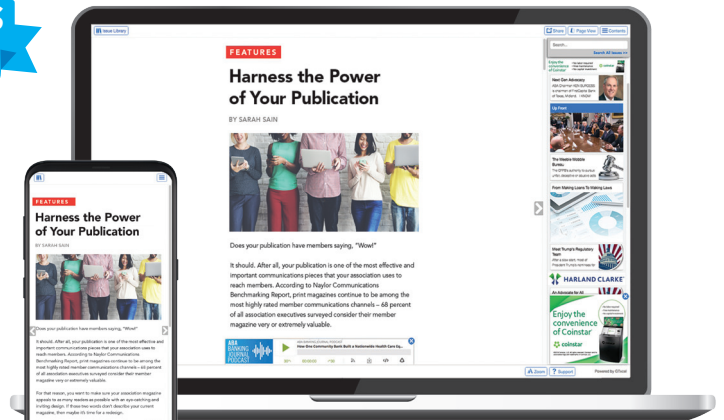
meeting magazine is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

#### FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop Responsive HTML Reading View



### In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

#### HTML5 Ad | \$1,000

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

#### Digital Video Sponsorship | \$515

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

#### Digital Inserts

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | \$500
- Medium Insert | \$400

#### 1 Leaderboard (all views) | \$915

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

#### 2 Rectangle (all views) | \$800

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

#### TOC Mobile Banners (HTML reading view) | \$350

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

#### 3 Top TOC Mobile Banner

#### 4 2<sup>nd</sup> TOC Mobile Banner

For the latest online specs, please visit:  
[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)



# Membership Directory & Resource Guide

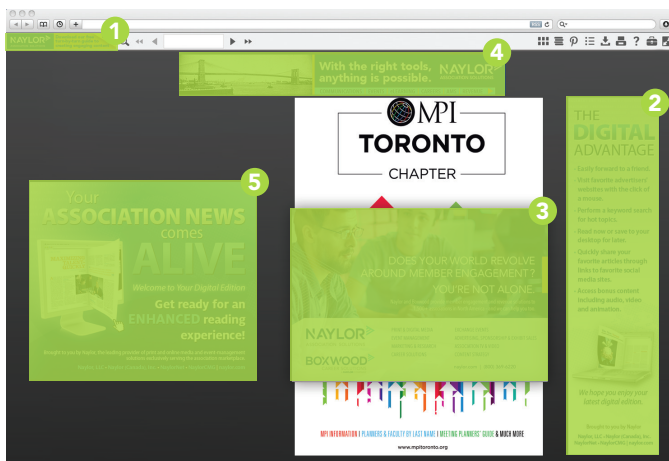
Digital Edition Branding Opportunities - [www.naylornetwork.com/mpt-directory](http://www.naylornetwork.com/mpt-directory)

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

In addition to print, the *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.



## Membership Directory & Resource Guide Digital Edition



### 1 Toolbar | \$330

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

### 2 Skyscraper | \$760

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

### 3 Belly Band | \$330

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 | \$915

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

### 5 Sponsorship | \$540 Sponsorship MAX | \$815

Your message will be prominently displayed directly across from the cover of the magazine.

### Ad "Jolt" Upgrade | \$155

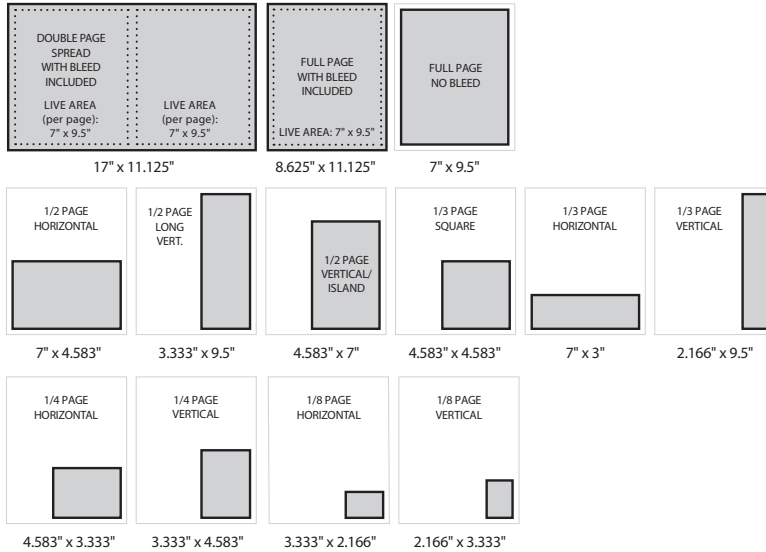
Transform your static print ad into an attention-grabbing animated message. The digital edition offers dynamic capabilities not available in print.



# Print Advertising Specifications

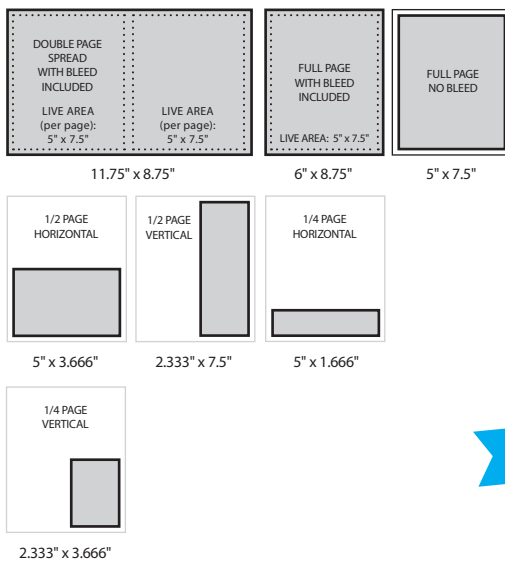
## meeting Magazine

Magazine Trim Size: 8.375" x 10.875"



## Membership Directory & Resource Guide

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](http://www.naylor.com)

### 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

#### Meeting magazine

- 1 page / 1 surface: 8.375" x 10.875"
- 1 page / 2 Surface: 8.375" x 10.875"
- 2 Pg / 4 Surface: 8.375" x 10.875"
- Postcards: 6" x 4.25"
- Heavy Card Stock Insert: 8.25" x 10.75"
- Postal flyers: 8.5" x 11"

#### 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"
- Heavy Card Stock Insert 5.25" x 8.25"
- Postal flyers 5.75" x 8.5"

### Digital Edition

For more information, visit:  
<http://www.naylor.com/digitalmagspecs>

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.

# meeting LITE eNewsletter

- [www.naylornetwork.com/mpt-nwl](http://www.naylornetwork.com/mpt-nwl)

Now more than ever, professionals consume information on the go. Our meeting LITE eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

## Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 600 MPI Toronto decision-makers on a regular basis
- In addition to MPI Toronto members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other MPI Toronto publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events
- Each issue has a total delivered to more than 98% of recipients



\*Stats calculated from November 2018

The screenshot shows the top of the eNewsletter with the 'meeting LITE' logo and navigation links. Below is a section titled 'Are You Going?' with two featured articles. The first article is about the MPI Toronto Chapter's Annual General Meeting & Volunteer Recognition, and the second is about attending the CMP Bootcamp. Below these are two more articles: 'Host a Conference Worthy of Happy Face Emojis' and 'Professional Development - Come and Network and Learn How To Do It Like a Pro!'. At the bottom, there are two more articles: 'Toronto Education Conference (TEC)' and 'Were You There?'. The articles are marked with 'A' and 'B' to indicate their respective ad categories.

### A Rectangle (300 x 100 pixels) 6 available

6 Issues | \$3,150    3 Issues | \$1,750    1 Issue | \$750

- JPG or GIF accepted (no animation.)
- File size must be no greater than 100kb

### B Sponsored Content (180 x 150 pixels) 3 available positions

6 Issues | \$3,475    3 Issues | \$2,060    1 Issue | \$950

- Thumbnail image (180 x 150 pixels)
- Headline (3-6 words)
- Summary (30-50 words)
- Web link

### Distributed bimonthly

To members of MPI Toronto Chapter — delivering your message directly to the key decision-makers in Toronto's meetings industry.

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# MPI Toronto Website

## Advertising Opportunities - [www.mpitoronto.org](http://www.mpitoronto.org)

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

### Features of MPI Toronto website advertising:

- Cross-promoted in other MPI Toronto 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, mpitoronto.org receives:

- 6,115 page views per month
- Average session duration: 1:06
- Nearly 5,000 new users per month

Numbers averaged from 7/2018 - 12/2018



### A Rectangles (300 x 250 pixels)

12 Months | \$2,250

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

### B Leaderboard (728 x 90 pixels)

12 Months | \$2,000

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

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

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