

# Advertising Rates

Extend your message—reach PMPI members online!

Advertising is now available on the newly redesigned PMPI.org. Take advantage of this opportunity to reach members of the third largest MPI Chapter 24/7.

PMPI members turn to PMPI.org to provide them with up-to-date meeting news and information as well as upcoming events in the industry. Recent reports show that in a one month period PMPI.org had nearly 4,000 visitors with 15,000 unique page views. This exposure insures that your branding will reach new markets, as well as build brand recognition among the returning visitors.



## REACH YOUR MARKET AND:

- Interact with viewers and facilitate the buying process
- Generate an immediate response
- Direct clients to the landing page of your choice
- Track ad performance
- Promote time-sensitive offers or events

## ADVERTISING OPPORTUNITIES ON PMPI.ORG INCLUDE:

### Spotlight Tiles

- Two 125 x 125 pixel spotlight tiles rotating on the home page and on the sub-pages. (Maximum of 8 advertisers)

3 Months: \$975 | 6 Months: \$1,650 | 12 Months: \$2,850

# PMPI Web site Sales

www.pmpi.org

## SPACE RESERVATION FORM

To be included on PMPI.org, please select from the options below, then return the completed form to your Naylor account executive immediately.

Advertisements must be JPG (animation and Flash/SWF files are not accepted), as long as the total file size does not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign-performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

### SELECT YOUR FREQUENCY:

*\*When renewing online ads, priority and first right-of-refusal will be given to advertisers who committed to 12 months. All other companies will be renewed on a first-come, first-served basis.*

3 Months	6 Months	12 Months
<input type="checkbox"/> \$975	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$2,850

All advertisers will receive an invoice for the total amount, due upon activation.

## Advertiser Information

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

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. A charge of \$32.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. 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).

### Sign and return to:

**Heather Ciocca**  
**Project Manager**

Naylor, LLC  
Toll-free: (800) 369-6220, ext. 3463  
[hciocca@naylor.com](mailto:hciocca@naylor.com)



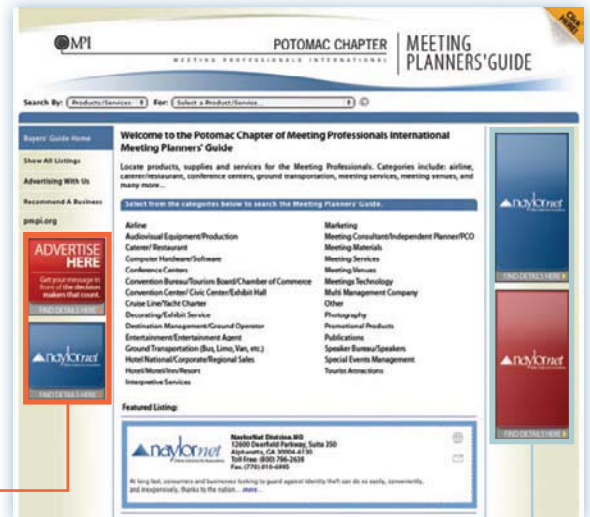
MEETING PROFESSIONALS INTERNATIONAL



# Advertising Rates

## For companies that want **MAXIMUM EXPOSURE**

The Meeting Planners' Guide will provide your customers with the capabilities to find your products and services by simply clicking on a button. Visitors to the online guide can search for your company by name, location, product category or keyword. The Meeting Planners' Guide has advertising options for every company, from high-profile banner ads to premier listings designed to fit a variety of sizes and budgets.

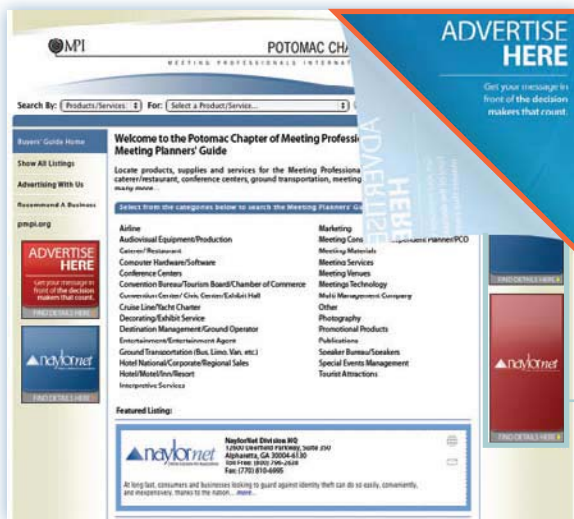


### Spotlight Tile Ad (125 x 125 pixels)

- Only two spots available!
- Spotlight tile ad appearing on every page of the site. No matter what page visitors click on, your message will be prominently displayed in the same place, every time!
- Complimentary Premier Listing—a **\$250 value!**  
 Member: \$2,250 | Non-member: \$2,500

### Home Page Vertical Banner (120 x 240 pixels)

- Vertical banner on the home page (maximum four rotating per position).
- Complimentary Premier Listing—a **\$250 value!**  
 Member: \$1,250 | Non-member: \$1,500



### Page Peel - Exclusive Advertising Opportunity!

This exclusive opportunity allows your business to be displayed uniquely on the Meeting Planners' Guide. With the move of a mouse, your company's message sweeps down over the site, like a page out of a book. Choose from the options below to include your business.

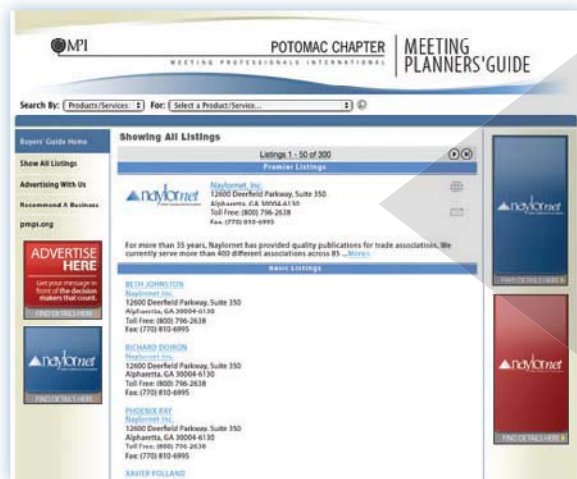
Member: \$3,500 | Non-member: \$3,850

### Category Page Vertical Banner (120 x 240 pixels)

- Vertical banner rotating in category and all related subcategories (maximum four rotating per position).
- Complimentary Premier Listing—a **\$250 value!**  
 Member: \$1,000 | Non-member: \$1,200

# Advertising Rates

## Premier Listing Package



■ Premier Listing with Full Color Logo and Product Image

**PRIORITY SEARCH RESULTS**—Regardless of where your company's name falls in the alphabet, all premier listings will appear in alphabetical order on top of all the basic listings.

Includes full-color logo, company name, address, phone, active Web link and e-mail, company description, products and services listing and up to five detailed contacts.

**NEW FEATURE**—Product photo and description: Display a full-color product photo and text description to potential customers. You also have the option to hyperlink the photo directly to any page on your company's Web site.

Member: \$250 | Non-member: \$350

*Includes three (3) product/service category listings of your choice. Additional category listings are \$50 each.*

Contact your Naylor account representative today to custom-fit the right online program for your company.

# PMPI Meeting Planners' Guide

<http://pmpi.officialbuyersguide.net>

## SPACE RESERVATION FORM

To reserve your space in the *Meeting Planners' Guide*, please select from the options below, then return this completed form to your Naylor account executive.

**All ads will be posted for one calendar year.** Advertisers will receive campaign-performance reports that detail ad impressions and click-throughs on an as-requested basis. Advertisers may change their artwork up to once a month at no additional charge.

All advertisers who purchase a spotlight tile or any banner ad will receive a FREE premier listing.

### SELECT YOUR DESIRED PACKAGE:

POSITION	MEMBER RATE	NON-MEMBER RATE
<b>Spotlight Tile</b>	<input type="checkbox"/> \$2,250	<input type="checkbox"/> \$2,500
<b>Home Page Vertical Banner</b>	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,500
<b>Page Peel</b>	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$3,850
<b>Category Page Vertical Banner</b>	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,200
<b>Premier Listing</b>	<input type="checkbox"/> \$250	<input type="checkbox"/> \$350

All advertisers will receive an invoice for the total amount, due upon activation.

## Advertiser Information

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Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

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# Banner and Logo Specs



*Spotlight Tile Ad* (125 x 125 pixels)

- Creative accepted: jpg/gif and Flash\*
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds (this includes multiple loops)



*Vertical Banners* (120 x 240 pixels)

- Creative accepted: jpg/gif and Flash\*
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds (this includes multiple loops)



*Page Peel*

Large: 500 x 500 pixels  
Small Corner: 75 x 75 pixels

- Creative accepted: jpg/gif



*Premier Listing Logo* (240 x 120 pixels)

- Creative accepted: jpg/gif
- File size must be no greater than 100kb

## \*Setting Up Flash Creatives

If supplying a Flash creative, you must also supply a backup gif or jpg to serve to users who do not have the Flash plug-in. A hard-coded URL must NOT be used. In order for our software to track clicks, we require your Flash creative to be set up using our guidelines as follows:

1. From Macromedia Flash, open your .fla file.
2. Select the frame or object that you would like to track the click on.
3. From the Modify Menu, select Instance. The Instance Properties screen will appear. Change the object behavior to Button.
4. Right-click on the symbol and select Actions.
5. From the Actions menu, select the OnMouse event and check the "Press" option.
6. From the Actions menu, add a getURL action and in the URL box type "url" (no quotes) in lowercase, and check the "Expression" option next to it. In the Window field, select "\_blank" and make sure Variables is set to Don't Send. DO NOT TYPE THE COMPANY URL but the word URL. Your code should look like this:

```
on (press) {  
    getURL(url, "_blank");  
}
```

If you are using Flash MX, just enter the code as shown below:

```
on (press) {  
    getURL(url, window="_blank");  
}
```

7. Click the OK box to accept the changes and proceed to publish or export your .SWF. Your Flash file is now ready to be tracked.

The purpose of setting up your Flash creative like this is so that we can control the URL. This means that you will still need to supply us with your intended URL, just not hard-coded into the Flash file. Should you wish to change your URL, just notify us and we can change it on the fly.

You can find more information on how to track Flash Banners at the Macromedia Rich Media Advertising Center at:

[http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)