



Gain direct access to meeting planners in Northern California who control average budgets of \$1.5 million!

The MPINCC Advantage:

- MPI research shows that the average planner member has an annual budget of approximately **\$1.5 million**.
- A FutureWatch 2011 study reports there will be **increases in the number of meetings planned and in the total amount spent** on meetings in the state this year.
- In a recent survey, MPINCC members rated our official publications among the **top three benefits** of their membership.

Who We Are:

MPINCC is a proud chapter of MPI International, the \$122.3 billion global meeting and event industry's largest community. MPI International has more than 23,000 members belonging to 72 chapters and clubs worldwide.

More than half of MPINCC members are managers, senior managers, CEOs, directors or associate directors of their companies. These are the industry decision-makers who approve and recommend facilities, products and services to California's leading companies and associations.

Why Advertise?

MPINCC offers exposure to Northern California's 53 Fortune 500 Companies including Intel, Oracle, Google, Apple, Clorox and Genentech, among others. Don't miss this opportunity to network, both in print and online, with the leading meetings professionals in California! Contact your Naylor account executive today to reserve your space.

For advertising information, please contact:

Robyn Leynes

Publication Director | Naylor, LLC

Direct: (352) 333-3387

Fax: (352) 331-3525

rleynes@naylor.com

Perspective magazine



A full-color, glossy-stock magazine distributed quarterly, *Perspective* is the official magazine of MPINCC and features the latest news and trends affecting the meetings and events industry.

Perspective Digital Edition

An exact replica of the print edition of *Perspective*, the digital edition allows for enhanced online exposure and for your ad to be linked directly to your website.



Membership Directory



Our annual *Membership Directory* contains detailed member listings, an introduction to MPINCC leadership and a description of association benefits and services. Members reference the directory throughout the year as a trusted purchasing guide.

For more information, visit:
www.mpincc.org

Perspective magazine annual *Membership Directory*

Net Advertising Rates

All rates include an eLink in the digital edition of the magazine.

DIRECT-MAIL OPPORTUNITIES AVAILABLE:

Please ask your representative for details.

Revisions and Proofs: \$50.00

Position Guarantee: 15% Premium

Full-Color Rates	1-2x	3-4x	Directory
Double Page Spread	\$2,909.50	\$2,619.50	\$4,179.50
Outside Back Cover	\$2,519.50	\$2,339.50	\$3,779.50
Inside Front or Inside Back Cover	\$2,309.50	\$2,129.50	\$3,519.50
Full Page	\$1,779.50	\$1,599.50	\$2,759.50
2/3 Page	\$1,539.50	\$1,389.50	\$2,449.50
1/2-Page Island	\$1,729.50	\$1,559.50	N/A
1/2 Page	\$1,149.50	\$1,029.50	\$2,079.50
1/3 Page	\$899.50	\$809.50	\$1,769.50
1/4 Page	\$689.50	\$619.50	\$1,549.50
1/6 Page	\$549.50	\$489.50	\$1,409.50
1/8 Page	\$449.50	\$399.50	\$1,339.50

Premium Advertising Options - Ask your representative for specifications.

Full-Color Tab (Directory only): \$3,109.50

All advertisers receive a free custom listing in our **Index to Advertisers**. Your company will be listed under the category of your choice along with the page number of your ad.

Black-and-White Rates	1-2x	3-4x	Directory
Full Page	\$1,289.50	\$1,159.50	\$1,909.50
2/3 Page	\$1,029.50	\$929.50	\$1,599.50
1/2-Page Island	\$1,269.50	\$1,139.50	N/A
1/2 Page	\$889.50	\$799.50	\$1,229.50
1/3 Page	\$769.50	\$689.50	\$919.50
1/4 Page	\$599.50	\$539.50	\$699.50
1/6 Page	\$459.50	\$409.50	\$559.50
1/8 Page	\$379.50	\$339.50	\$489.50

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor 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 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). MPI-Q0112 (LR 10/13/2008 MPI-H0109)



Destination Spotlight: San Diego

This special section in the Third Quarter 2012 issue of **Perspective** is designed to highlight San Diego-based businesses and services that want to do business with MPINCC members. In the next year, our members will plan several thousand meetings, conventions and seminars. Meeting planners will use this section as a reference source for future events. Make sure you are prominently displayed! **Perspective** provides you with the exposure you need to reach the clients with whom you want to do business. To be included, choose from the following options and return this signed form to your Naylor account executive.

Select from the following options:

- Full page, full-color: \$1,519.50
- 1/2 page horizontal, full-color: \$989.50
- 1/4 page vertical, full-color: \$589.50
- 1/8 page horizontal, full-color: \$389.50

Prices are per insertion.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

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 and the Association against losses or liabilities arising from this advertising. Naylor 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 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). MPI-Q0312 (L/R 11/4/2008 MPI-H0209)

Please sign and return to:

Robyn Leynes

Publication Director | Naylor, LLC

Direct: (352) 333-3387

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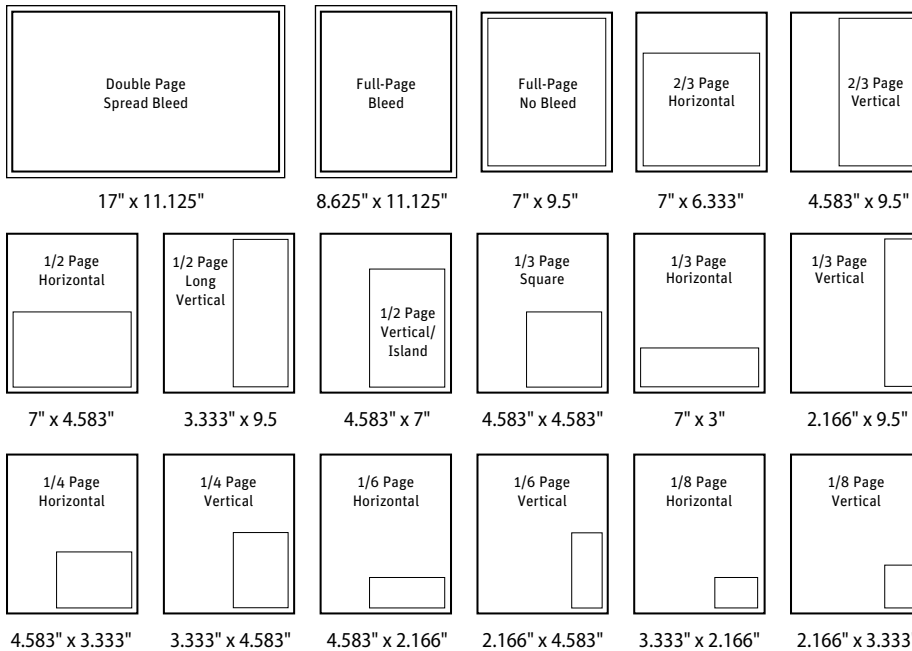
rleynes@naylor.com

www.naylor.com



Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



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.

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

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 and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

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.*

- | | |
|---|--|
| <input type="checkbox"/> Attractions/Theme Parks | <input type="checkbox"/> Magicians & Entertainment |
| <input type="checkbox"/> Audio-Visual Services | <input type="checkbox"/> Mailing Houses |
| <input type="checkbox"/> Awards/Incentives | <input type="checkbox"/> Meeting and Banquet Facilities |
| <input type="checkbox"/> Backdrops and Murals | <input type="checkbox"/> Meeting and Event Web Portal |
| <input type="checkbox"/> Badges | <input type="checkbox"/> Meeting Planning Services |
| <input type="checkbox"/> Car Rental/Leasing | <input type="checkbox"/> Multimedia/Video Production |
| <input type="checkbox"/> Casino Parties | <input type="checkbox"/> Museums |
| <input type="checkbox"/> Casinos | <input type="checkbox"/> Outdoor Recreation |
| <input type="checkbox"/> Catering | <input type="checkbox"/> PDA Services and Lead Retrieval |
| <input type="checkbox"/> Charter Boats/Sightseeing | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Computer and Presentation Rental Equipment | <input type="checkbox"/> Plant Rentals and Supplies |
| <input type="checkbox"/> Computer Supplies and Equipment | <input type="checkbox"/> Portable Displays |
| <input type="checkbox"/> Computer, Hardware | <input type="checkbox"/> Promotional Items |
| <input type="checkbox"/> Computer, Software | <input type="checkbox"/> Props |
| <input type="checkbox"/> Computer/AV Rentals | <input type="checkbox"/> Public Speakers |
| <input type="checkbox"/> Computer/Video Projection | <input type="checkbox"/> Registration Services |
| <input type="checkbox"/> Conference and Convention Centers | <input type="checkbox"/> Restaurants and Clubs |
| <input type="checkbox"/> Convention and Visitors Bureaus | <input type="checkbox"/> Security |
| <input type="checkbox"/> Convention Services | <input type="checkbox"/> Shipping/Courier Services |
| <input type="checkbox"/> Copiers/Faxes/Computers/Printers | <input type="checkbox"/> Shuttle and Transportation |
| <input type="checkbox"/> Corporate Gift Packages | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Court Reporting/Transcription | <input type="checkbox"/> Sightseeing Tours |
| <input type="checkbox"/> Destination Management | <input type="checkbox"/> Ski Resorts |
| <input type="checkbox"/> Direct Mail/Marketing | <input type="checkbox"/> Speakers Bureau |
| <input type="checkbox"/> Displays, Portable | <input type="checkbox"/> Speakers, Public |
| <input type="checkbox"/> Drop-off Catering | <input type="checkbox"/> Special Events Design |
| <input type="checkbox"/> Education and Certification | <input type="checkbox"/> Special Events Management |
| <input type="checkbox"/> Entertainment and Music Services | <input type="checkbox"/> Teleconferencing Services |
| <input type="checkbox"/> Event Design | <input type="checkbox"/> Teleprompting Services |
| <input type="checkbox"/> Event Design & Production | <input type="checkbox"/> Tradeshow Management |
| <input type="checkbox"/> Exhibit Design | <input type="checkbox"/> Tradeshow Marketing Services |
| <input type="checkbox"/> Exhibition Services | <input type="checkbox"/> Training Services |
| <input type="checkbox"/> Fax Broadcast Services | <input type="checkbox"/> Translation/Interpretation Services |
| <input type="checkbox"/> Florists and Plant Rentals | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Gift Baskets | <input type="checkbox"/> Travel Agencies |
| <input type="checkbox"/> Golf Courses | <input type="checkbox"/> Videography |
| <input type="checkbox"/> Horse Drawn Carriages | <input type="checkbox"/> Web site Design and Development |
| <input type="checkbox"/> Hotels and Resorts | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Internet Service Providers | _____ |
| <input type="checkbox"/> Kiosks | |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20.00 = \$ _____

Initial: _____ Date: _____



Perspective magazine

Digital Edition – www.mpincc.org/publications/index.cfm?fuseaction=cor_av&artID=1631

In addition to print, *Perspective* 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.



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

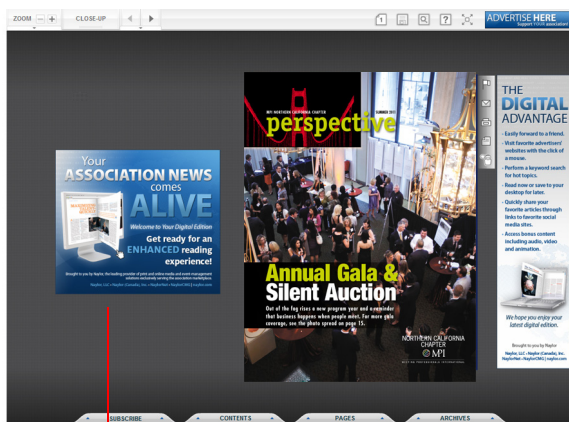
- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via e-mail and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

Ad Positions

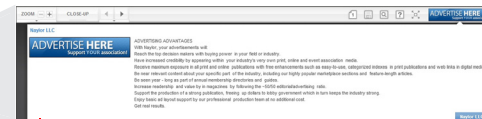


eSponsorship | \$1,569.50

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

eLink | *Included in display ad rates*

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate e-mail address.



eToolbar | \$789.50

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

eSkyscraper | \$1,259.50

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

Ad "Jolt" Upgrade | \$309.50

Transform your static print advertisement into an attention-grabbing animated message. The digital edition of the magazine offers dynamic capabilities not available in the print version.

Perspective magazine

Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Digital Edition

eSponsor

- 550 x 480 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

eSkyscraper

- 200 x 783 pixels
- JPG only (no animation)

eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)

Digital Edition Guidelines

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the NXTbook engine, such as `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setInterval`.
- **Note: Do not add and Web links or URLs;** we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.

Please note: File size for static ad submissions must not exceed 100 kb.

*Flash Guidelines

Embed all fonts

- To avoid transparency issues with Web pages, create a bottom layer and draw a solid filled box. Do not use Flash default stage color.
- Make sure there is no white space around the edge of the animation.

- Please loop supplied animations 3-4 times and add a stop action (no continuous loops allowed). For Web ads, animation must not exceed 25 seconds (including multiple loops).

Setting Up Flash Creatives for Online Ads

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, then select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Convert the shape to a 'Symbol' and track it as a button.
5. From the properties, set the 'Color Effect' as 'Alpha' and set it to 0%.
6. With the newly created button, go to the 'Actions' panel and add the following code:

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

Note: Do not type the company URL but the word "URL". Contact your Naylor sales rep to supply your intended URL.

7. Publish or export your .SWF file to Flash 9 player and Action Script 2.0. Your Flash file is now ready to be tracked by our system.

You can find more information on how to track Flash Banners at the Adobe Rich Media Advertising Center at: http://www.adobe.com/resources/richmedia/tracking/designers_guide/



annual *Membership Directory*

Advertisers in the 2011-2012 Membership Directory

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the MPINCC and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of MPINCC.

ABC Worldwide Transportation
Action Flipbooks
Amtrak Field Marketing
AT&T Park
Blueprint Studio Collection
Carey International
Cedar House Sport Hotel, The
Color Zone
Corporate Image Outfitters, LLC
CORT Event Furnishings
Cosmopolitan of Las Vegas, The
Craneway Pavilion
Doubletree Los Angeles/Commerce
Enchanted Springs Ranch
Evening Entertainment Group
Fess Parker's Doubletree Resort
Gateway Worldwide Transportation
Grand Sierra Resort & Casino
Granlibakken Resort
Henderson Convention & Visitors Bureau
Hilton Garden Inn San Francisco~Oakland Bay
Bridge
Holiday Inn Riverwalk
Hotel Oceana
IML Worldwide
Keystone Resort & Conference Center
KSL Resorts
Live Nation Special Events -San Francisco

Long Beach CVB
Mammoth Mountain Ski Area
Mission Bay Conference Center at UCSF
Mohonk Mountain House
Monterey Conference Center
Mosaic Global Transportation
Mourelatos Lakeshore Resort
Napa Valley Destination Council, The
Napili Kai Beach Resort
North Lake Tahoe VCB
Oakland Marriott City Center
Orange Photography
Pacific Beach Hotel
Palm Springs Air Museum
Plump Jack Squaw Valley Inn
PSAV San Francisco
Red Lion Hotels Corporation
Riverside CVB
San Diego Convention & Visitors Bureau
Sheraton Maui Resort & Spa
Site Solutions Worldwide
SLS Hotel at Beverly Hills, a Luxury Collection Hotel
Sugar Bowl Resort
Think REG Event Registration
Tri Valley Convention and Visitor Bureau
Vallejo CVB
Visit Oakland

We appreciate your support!