FOR MORE INFORMATION, CONTACT:

Debbi McClanahan
Media Director
debbim@naylor.com
(352) 333-3490

• *Engage* print edition
• *Engage* digital edition
• *Membership Directory and Resource Guide*
• MPI Potomac website advertising
• *FYI* eNewsletter
Make the Right Impression

MPI Potomac is the third-largest chapter in the United States. We provide our members the most current and useful information on the meeting planning industry through our full complement of communication options.

IN PRINT AND ONLINE:

We make it easy to connect with MPI Potomac members throughout the year.

**Engage print edition**
MPI Potomac's flagship magazine serves as a vital communication tool for members. It is published biannually and has a standard circulation of 1,100 copies.

**Engage digital edition**
An exact replica of the print edition, published biannually. Each issue is emailed to members as well as posted on mpipotomac.org.

**Membership Directory and Resource Guide**
Our annual directory contains valuable member contact information and is used as a trusted purchasing tool throughout the year. Available in both print and digital.

**MPI Potomac Website Advertising**
Members turn to mpipotomac.org to learn about the most up-to-date industry news and information as well as upcoming events.

**FYI eNewsletter**
Your company's message in FYI will be delivered to the inboxes of more than 1,000 MPI Potomac members monthly.
The Potomac Meetings Marketplace

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**AN AUDIENCE WITH BUYING POWER**

Our members represent more than $1.09 billion in annual buying power. MPI Potomac represents professional meeting planners for corporations, associations and meeting management firms.

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**ACCESS TO INDUSTRY LEADERS**

MPI Potomac is the 3rd largest chapter of MPI, which has more than 71 chapters internationally. Members are headquartered in Maryland, Washington D.C. and Northern Virginia.

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**OUR MEMBERS WANT YOUR BUSINESS**

More than 2 out of 5 of our members control an annual meetings budget of $1 - $10+ million.* 85% of MPI planner members buy from suppliers that advertise with MPI.

*Among those who control budgets
Why **ENGAGE**?

*Engage* is MPI Potomac’s official magazine and communication tool for all members. Published biannually, *Engage* delivers readers timely information about all aspects of the meetings and events industry and the activities of MPI Potomac. Our 1,100 readers are meeting professionals along with affiliate/supplier members involved in all facets of the meetings and events industry in the Washington, D.C. area.

**MPI POTOMAC PLANNER ORGANIZATIONAL PROFILE**

- **48%** Association/Non-profit planners
- **30%** Corporate planners
- **18%** Meeting Management planners
- **4%** Vertical Markets such as University and Government planners

**ENGAGE READERS BY THE NUMBERS**

- **525 Client-side planners**: corporate, association, government, non-profit and others planning meetings and events for clients internal to their organization.
- **96 Meeting management and service professionals or intermediaries**: independent planners, PCOs (professional conference organizers) and those working for third-party, multi-management, site selection or other meeting services providers.
**ENGAGE** Digital Edition

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

**ENGAGE** 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!

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**In-Magazine Digital Options**

*(HTML reading view)*

- **HTML5 Ad | $1,250**
  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 | $1,000**
  The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

- **Digital Insert / Outsert**
  Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.
  - Large Insert | $750
  - Medium Insert | $500

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

ANNUAL MPI POTOMAC MEMBERSHIP DIRECTORY

Our annual Membership Directory grants unrivaled access to MPI Potomac members. This publication provides direct access to the actively-engaged association members and decision-makers. MPI Potomac members rely on the annual Membership Directory to keep up with the latest industry trends, reference important membership information and find the industry’s most trusted suppliers.

ENGAGE READERS BY THE NUMBERS

- **525 Client-side planners**: corporate, association, government, non-profit and others planning meetings and events for clients internal to their organization.

- **96 Meeting management and service professionals or intermediaries**: independent planners, PCOs (professional conference organizers) and those working for third-party, multi-management, site selection or other meeting services providers.

<table>
<thead>
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Net Advertising Rates

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

### Full-Color Rates

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### Black-and-White Rates

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**Die-Cut Tabs Available in the Directory Only!**

- Full-Page, Full-Color | $2,489.50
- Full-Page, Black-and-White | $1,659.50

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RATES

Revisions and Proofs: $50.00
Position Guarantee: 15% Premium

Direct-mail opportunities available:
please ask your representative for details.

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.
Member Net Advertising Rates

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### Die-Cut Tabs Available in the Directory Only!

- Full-Page, Full-Color | $2,274.55
- Full-Page, Black-and-White | $1,527.55

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.
### Annual MPI Potomac Membership Directory

**Net Advertising Rates**

Revisions and Proofs: $50.00  
Position Guarantee: 15% Premium

Direct-mail opportunities available: please ask your representative for details.

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# Annual MPI Potomac Membership Directory

## Member Net Advertising Rates

Revisions and Proofs: $50.00
Position Guarantee: 15% Premium

Direct-mail opportunities available: please ask your representative for details.

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

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- Full-Page, Black-and-White | $1,527.55

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Print Specifications

Artwork Requirements
All digital color and grayscale 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 grayscale 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 Web site at www.naylor.com and click on “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, attach your files and click “Submit.”

Production Services, 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.

Digital Edition
For the latest online specs, please visit: www.naylor.com/onlinespecs
MPI Potomac Website Sales

Prominent ad positions are available on mpipotomac.org. Take advantage of this opportunity to reach members of the third-largest MPI Chapter 24/7.

MPI Potomac members turn to mpipotomac.org to provide them with up-to-date meeting news and information as well as upcoming events in the industry. mpipotomac.org averages nearly 2,200 pageviews a month with visitors that spend an average of 1:40 minutes on site per visit.*

Extend your message – reach MPI Potomac members online!

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 MPI Potomac's website include:

Run-of-Site Custom Rectangle
300 x 250 (six rotations)
12 Months $2,850

Run-of-Site Custom Leaderboard
728 x 90 (five rotations)
12 Months $2,675

*Numbers averaged from 12/2017 - 6/2018

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For the latest online specs, please visit: www.naylor.com/onlinespecs
FYI, the MPI Potomac eNewsletter

FYI, the official eNewsletter of MPI Potomac

Your company’s message in FYI will be delivered to the inboxes of more than 980 MPI Potomac members who rely on our eNewsletter to keep them current on issues specific to the meetings and events industry and our association.

Enjoy the benefits of a targeted eNewsletter:

- Frequently forwarded to others for additional exposure
- Cross-promoted in other MPI Potomac 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. They can be seen at http://naylornetwork.com/pmp-nwl

Advertising opportunities on FYI include:

**Sponsored Content** (2 total)
- Two 180 x 150 pixel banners
  
  **12 Months** $2,389.50

**Medium Rectangle** (4 total)
- Four 300 x 100 pixel banners placed next to content on FYI.
  
  **12 Months** $2,889.50

**Large Rectangle** (4 total)
- Four 300 x 250 pixel banners located between popular sections of FYI.
  
  **12 Months** $3,470

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

For the latest online specs, please visit: www.naylor.com/onlinespecs

WEBSITE

Custom leaderboard
• 728 x 90 pixels
• JPG/GIF
• Animation must be no longer than 25 seconds (this includes multiple loops)

Custom Rectangle
• 300 x 250 pixels
• JPG/GIF
• Animation must be no longer than 25 seconds (this includes multiple loops)

ENEWSLETTER

Sponsored Content
• Image/Logo must be 180 x 150 pixels
• Image/Logo format must be JPEG or .PNG file, @72dpi, RGB
• No animation
• No contact info included
• Image cannot be treated as a regular banner ad
• Headline: Advertiser supplies 5-7 words
• Summary text: Advertiser supplies 50-70 words
• Headline/Summary text must be plain text and cannot contain HTML or odd characters
• Call to Action text: Advertiser supplies text (e.g. Click Here, Read More)
• Advertiser supplies URL ad should link to

Medium Rectangle
• 300 x 100 pixels

Large Rectangle
• 300 x 250 pixels

ENGAGE DIGITAL EDITION

For the latest online specs, please visit: www.naylor.com/onlinespecs
In addition to print, MPI Potomac's Membership Directory 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 company'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 and facilitate the buying process
- Generate an immediate response from customers

**Large Toolbar** $300
Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition.

**Leaderboard** $1,250
Located at the top of the digital edition, the leaderboard ad is displayed the entire time the publication is open, giving your message constant and lasting exposure.

**Skyscraper** $950
The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

**Bellyband** $1,000
Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

**Sponsorship** $750
Be the first ad readers see. Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities bring your message to life.

**Ad Link**: FREE with purchase of display ad!
eLinks increase traffic from your ad in the digital edition to your company's website or a corporate email address. All of our advertising options include this upgrade.

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.

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