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.

mpipotomac.org
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.
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.

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.

More than 2 out of 5 of our members control an annual meetings budget of $1 - $10+ million.*

86% 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.
In addition to print, Engage 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. The Engage digital edition receives nearly 200 readers every month; on average, these readers click through ads 7.22% of the time - 276% more than the industry average!

**EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA:**

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

Members and readers receive each issue via email, and each new issue is posted on the association’s website. A full archive of past issues is available for a 12-month period, ensuring longevity for your online presence.

### 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.

### Skyscraper $950
The Skyscraper ad displays the entire time the digital edition is open.

### Toolbar Free with Sponsorship
Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition.

### 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.

### 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.

### Ad "Jolt" Upgrade $150*
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.

*This price will be in addition to your regular priced ad.*

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 more information on online specs, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)
Reach these MPI Potomac members & more:

**INTERNATIONAL**
- International Association of Amusement Parks and Attractions
- International Association of Chiefs of Police
- International City/County Management Association
- International Launch Services
- International Life Sciences Institute
- International Monetary Conference
- ASIS International
- Capital One
- Chamber Partnerships International, LLC
- Ernst & Young
- Exxon Mobil
- Federal Trade Commission
- Goodwill Industries International, Inc.
- Helicopter Association International
- Lockheed Martin
- Marriott Global Meetings & Special Events
- Marriott International
- NOVA Research Company
- Novartis Pharmaceuticals
- Professional Meeting Services
- Public Housing Authorities Directors Association
- Public Justice Foundation
- Public Risk Management Association
- Regulatory Affairs Professionals Society
- Resort Meetings Consortium
- Rolls-Royce
- Ronald Reagan Building & International Trade Center
- Science Applications International Corporation (SAIC)
- Service Employees International Union (SEIU)
- SRA International, Inc.
- Strategic Partnerships International LLC
- Technical Resources International
- The Boeing Company
- The International Association of Chiefs of Police
- United Nations Foundation

**NATIONAL**
- AARP
- American Association of Airport Executives
- American Association of Attorney-Certified Public Accountants
- American Association of State Colleges and Universities
- American Bankers Association
- American College of Obstetricians & Gynecologists
- American College of Real Estate Lawyers
- American Council of Engineering Companies
- American Dental Education Association
- American Diabetes Association
- American Farm Bureau Federation
- American Financial Services Association
- American Frozen Food Institute
- American Hotel & Motel Association
- American Institute of Architects
- American Institute of Biological Sciences
- American Meat Institute
- American Petroleum Institute
- American Pharmaceutical Association
- American Public Health Association
- American Red Cross
- American Society of Interior Designers
- Americans for the Arts
- Association of American Medical Colleges
- Association of American Publishers
- National Academy of Sciences
- National Alliance for Public Charter Schools
- National Apartment Association
- National Association of Corporate Directors
- National Association of Home Builders
- National Association of Manufacturers
- National Bar Association
- National Business Travel Association
- National Conference Services, Inc.
- National Council of Farmer Cooperatives
- National Court Reporters Association
- National Education Association
- National Federation of Independent Business
- National Governors Association

**REGIONAL**
- American Library Association — Washington Office
- Booz Allen Hamilton
- DC Affairs
- District of Columbia Bar
- George Washington University, Marvin Center and University Conferences
- George Washington University
- Howard Hughes Medical Institute
- Lockheed Martin
- Maryland Trial Lawyers Association
- Potomac Management Resources
- University of Maryland Alumni Association
- University of Maryland Conferences & Visitor Services
- Washington Performing Arts Society
- Windsor Association Management

Contact your sales representative for information on how your business can target these associations and more!
Reach these MPI Potomac members & more:

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- National Federation of Independent Business
- National Governors Association
- National Institute of Governmental Purchasing
- National Recreation and Park Association
- National Telecommunications Cooperative Association
- National Turkey Federation
- Nature Conservancy
- NeighborWorks America
- Newspaper Association of America
- Smithsonian National Air and Space Museum
- The Federal Circuit Bar Association
- U.S. Environmental Protection Agency
- United Way of America

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- Windsor Association Management

Contact your sales representative for information on how your business can target these associations and more!
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.

POTOMAC MPI PLANNER ORGANIZATIONAL PROFILE

- **48%** Association/Non-profit planners
- **30%** Corporate planners
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ENGAGE READERS BY THE NUMBERS

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**ENGAGE**

**Net Advertising Rates**

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

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

### Full-Color Rates

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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.
**RATES**

**ENGAGE**

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# Annual MPI Potomac Membership Directory

## Net Advertising Rates

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

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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:**  
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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 righthand 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

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For more information on online specs, visit: www.naylor.com/onlinespecs
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 4,300 pageviews a month with visitors that spend an average of 2:10 minutes on site per visit.*

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

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**Advertising Opportunities on MPIPOTOMAC.ORG Include:**

**Run-of-Site Custom Leaderboard**
650 x 90 (six rotations)
- **12 Months** $3,860
- **6 Months** $2,125

**Run-of-Site Custom Rectangle**
200 x 250 (four rotations)
- **12 Months** $1,850
- **6 Months** $1,025

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*Numbers averaged from 3/2017 - 8/2017

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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
  - 3 Months $725
  - 6 Months $1,310
  - 12 Months $2,390

**Medium Rectangle** (4 total)
- Four 300 x 100 pixel banners placed next to content on FYI.
  - 6 Months $1,560
  - 12 Months $2,890

**Large Rectangle** (4 total)
- Four 300 x 250 pixel banners located between popular sections of FYI.
  - 6 Months $1,850
  - 12 Months $3,470

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For more information on online specs, visit: [www.naylor.com/onlinerspecs](http://www.naylor.com/onlinerspecs)
ONLINE SPECIFICATIONS

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WEBSITE

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

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

ENGAGE DIGITAL EDITION

For the latest digital edition specs, please visit www.naylor.com/onlinespecs