



KANSAS CITY  
CHAPTER  
MPI

## Meeting Professionals International Kansas City Chapter

**Reach decision-makers who spend \$420 million on products and services annually.**

### THE KCMPI ADVANTAGE:

- KCMPI planner members **spend over \$420 million on products and services each year.**
- The majority of KCMPI members have been in the meetings industry for **more than 15 years.**
- KCMPI members include meeting planners from the following sectors:
  - Corporate
  - Association
  - Government
  - Religious
  - Non-profit
  - Independent meeting planners
  - Industry suppliers

### ABOUT KCMPI:

KCMPI has been the leading regional organization committed to shaping and defining the meeting and event industry for more than thirty years. In order to build a rich global meetings industry in the community, KCMPI works closely with its members, MPI headquarters and regional businesses to provide useful meeting planning resources.

**Don't miss this opportunity to reach decision-makers who spend \$420 million on products and services in the meeting and events industry. Contact your Naylor account executive today to reserve your space!**

### CONTACT:

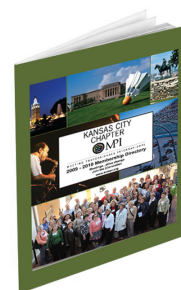
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**Connect with KCMPI members throughout the year!**

### 2012-2013 Membership Directory

KCMPI's annual *Membership Directory* is the leading resource of networking and product and service information for meeting planners in the region.



### KCMPI Times

The *KCMPI Times* eNewsletter keeps members and other industry leaders up to date on the latest news and events in the regional and global meeting planning communities.



### KCMPI member companies include:

- Advanstar Communications
- American College of Clinical Pharmacy
- Association of Unity Churches
- Child Health Corporation of America
- National Center for Drug-Free Sport
- Payless Shoe Source
- Perceptive Software
- Veterans of Foreign Wars of the United States
- VSR Financial Services

**And many more!**

To learn more about KCMPI, visit:  
[www.kcmpi.org](http://www.kcmpi.org)

# KCMPI Times eNewsletter

## About KCMPI Times

[http://www.kcmpi.org/html/member\\_resources/newsletter.html](http://www.kcmpi.org/html/member_resources/newsletter.html)

Now more than ever, professionals consume information on the go. The *KCMPI Times* 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 decision-makers every other month
- In addition to KCMPI members, our opt-in subscription feature 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 KCMPI publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible on KCMPI's Web site for unlimited online viewing
- Limited available ad space makes each position exclusive
- Artwork may be changed monthly at no additional cost to promote time-sensitive offers and events



### Vertical Banner

- Only four spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed
- 120 x 240 pixels

**6 issues** | \$1,400

**3 issues** | \$900

**1 issue** | \$400

### Horizontal Banner

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter
- 468 x 60 pixels

**6 issues** | \$1,450

**3 issues** | \$950

**1 issue** | \$450

### Distributed bimonthly

#### Sections include

- President's Message
- Events
- Industry News/Information
- Member Profiles
- News & Notes
- Editor's Notes

...and more!

### File Submission

All files should be JPG or GIF (no animation) and should not exceed 100kb. For maximum readability, online ad text should be set at a minimum of 18 point using a sans serif font.