

# MPI Georgia Chapter Media Guide



**Get your message in front of Georgia  
meeting planners with more than  
\$414 million in buying power.**

*Membership Directory & Resource Guide  
[mpiweb.org/georgia](http://mpiweb.org/georgia) Website Advertising  
MPI Georgia's Best of 2018 Magazine*

FOR MORE INFORMATION, PLEASE CONTACT:

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 **MPI**  
**GEORGIA**  
CHAPTER



## MPI Georgia By The Numbers

### \$414 M

Our members have a combined annual buying power of more than **\$414 million**.

### 3 Out Of 4

More than **3 out of 4** of our members control an annual budget of more than **\$250,000\***

### 85%

**85% of MPI planner members** buy from suppliers who advertise with MPI.

### 7th Largest

MPI Georgia is the **seventh largest** chapter of MPI internationally in the Southeast.

## Our Members

MPI Georgia members represent many of Georgia's **Fortune 500 companies**. MPI Georgia members approve and recommend facilities, products and services to leading companies and associations. Our members include:

- **Corporate:** Bank of America, Coca-Cola, Chick-fil-A, Delta Air Lines, Wells Fargo, Cox Enterprises, Inc., LexisNexis
- **Associations & Non-Profits:** U.S. Poultry & Egg Association, Asian American Hotel Owners Association, 100 Black Men of America, PKF North America, The Coca-Cola Bottlers' Association
- **Meeting Management Professionals:** Kellen Company, Conference Direct, Meeting Expectations and Meetings and Incentives Worldwide

**Contact your Naylor representative and find out how you can get in front of meeting planners for leading corporations, associations and meeting management firms headquartered in Georgia!**

Source: MPI Georgia Chapter Demographic Report

\*Among those who control budgets

### Membership Directory and Resource Guide



**[mpiweb.org/georgia](http://mpiweb.org/georgia)**  
Website Advertising



**MPI Georgia Best of 2018 Magazine**



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# Membership Directory & Resource Guide

## Non-Member Net Advertising Rates

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

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

| Full-Color Rates                  | 1x          |
|-----------------------------------|-------------|
| Double Page Spread                | \$ 3,489.50 |
| Outside Back Cover                | \$ 3,079.50 |
| Inside Front or Inside Back Cover | \$ 2,869.50 |
| Full Page                         | \$ 2,339.50 |
| 2/3 Page                          | \$ 2,039.50 |
| 1/2 Page                          | \$ 1,629.50 |
| 1/3 Page                          | \$ 1,409.50 |
| 1/4 Page                          | \$ 1,119.50 |
| 1/6 Page                          | \$ 949.50   |
| 1/8 Page                          | \$ 819.50   |

### Special Tabs

**Full-Color** | \$2,409.50  
**Black-and-White** | \$1,559.50

| Black-and-White Rates | 1x          |
|-----------------------|-------------|
| Full Page             | \$ 1,429.50 |
| 2/3 Page              | \$ 1,269.50 |
| 1/2 Page              | \$ 979.50   |
| 1/3 Page              | \$ 779.50   |
| 1/4 Page              | \$ 629.50   |
| 1/6 Page              | \$ 479.50   |
| 1/8 Page              | \$ 359.50   |

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 Branding Opportunities

**Sponsorship** | \$949.50  
**Belly Band** | \$1,159.50

**Skyscraper** | \$1,359.50  
**Leaderboard** | \$1,469.50

**Toolbar** | \$619.50

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

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

# Membership Directory & Resource Guide

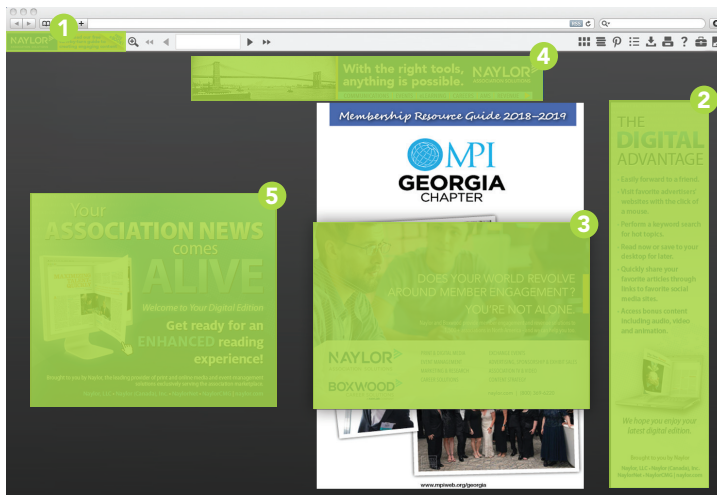
## Extend your print advertising investment with the unique benefits of digital media

- 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 email and each new issue is posted on MPI Georgia's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, MPI Georgia's *Membership Directory & Resource Guide* 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.



## Digital Ad Positions



### 1 Large Toolbar | \$619.50

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

### 2 Skyscraper | \$1,359.50

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

### 3 Belly Band | \$1,159.50

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

### 4 Leaderboard | \$1,469.50

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

### 5 Sponsorship | \$949.50

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

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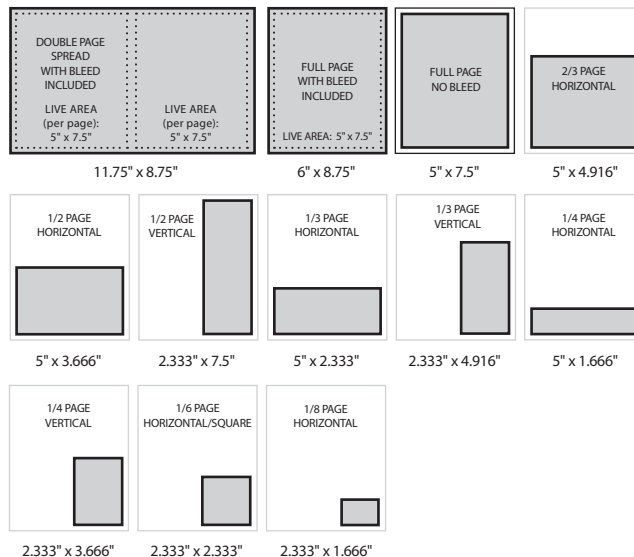
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# Membership Directory & Resource Guide

## Print Advertising Specifications

### Roster Trim Size: 5.75" x 8.5"



**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.

### Specs for Outsert/Inserts

1 Pg / 2 Surface 5.75" x 8.5"  
 3 Pg / 6 Surface 5.75" x 8.5"  
 Postcards 6" x 4.25"  
 Heavy Card Stock Insert 5.25" x 8.25"  
 Postal flyersheets 5.75" x 8.5"

### 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

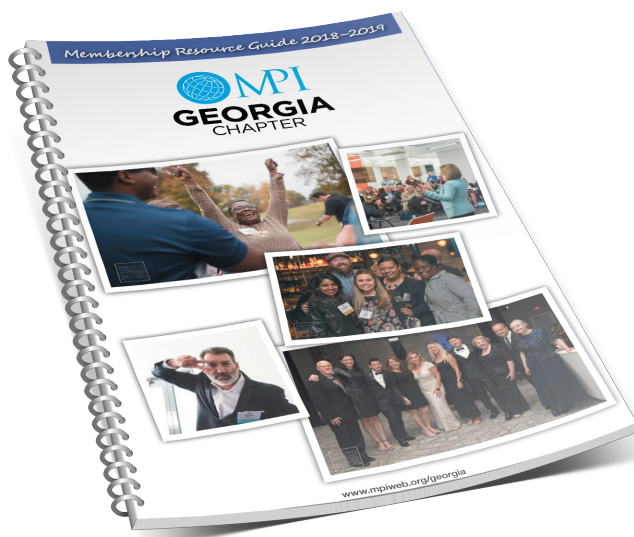
Go to the Naylor website at [www.naylor.com/adupload](http://www.naylor.com/adupload)

### Production Services, Proofs and Revisions

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### Digital Edition

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# MPI Georgia Website

## Advertising on the MPI Georgia Website

Advertising on MPI Georgia's website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to MPI Georgia's website to learn about upcoming association events, discover ways to maximize their membership. Advertising on MPI Georgia offers several cost-effective opportunities to position your company as a leader in front of an influential group of meeting professionals.

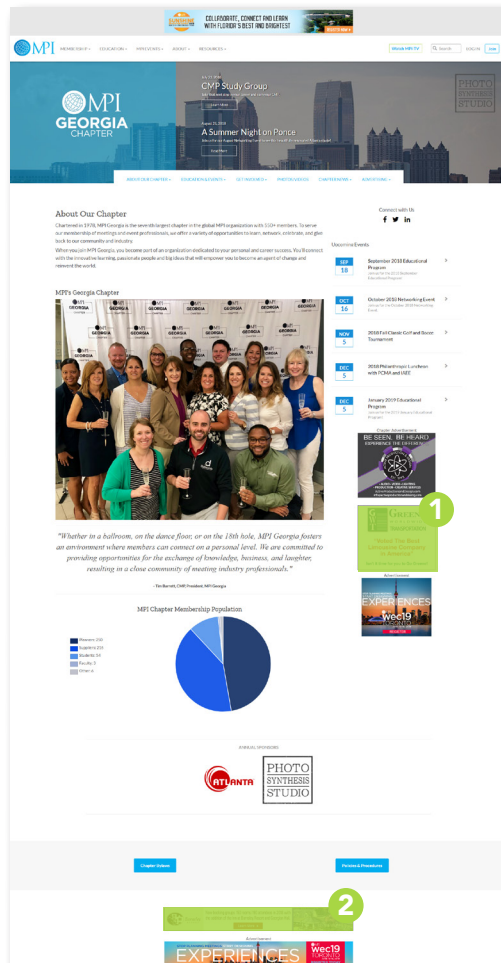
### Features of MPI Georgia website advertising:

- Cross-promoted in other MPI Georgia publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

### On average, MPI Georgia receives:

- More than 3 pages viewed per session
- More than 4,000 page views per month
- Sessions lasting more than 3 minutes

Stats averaged from March 2018 - March 2019



### 1 Rectangle | \$1,950 for 12 months

300 x 250 pixels

The rectangle is run-of-site and rotates between five advertisers

### 2 Leaderboard | \$1,450 for 12 months

728 x 90 pixels

The leaderboard is run-of-site and rotates between four advertisers

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# MPI Georgia's Best of 2018 Magazine

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

MPI Georgia's Best of 2018 magazine is now available. This once a year digital only magazine will highlight some of the best industry related content from some of the top MPI Chapters. Limited ad options available. 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!



Mobile & Desktop  
Responsive HTML  
Reading View



#### 1 Leaderboard (all views)

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

#### 2 Rectangle (all views)

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

#### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

#### 3 Top TOC Mobile Banner

#### 4 2<sup>nd</sup> TOC Mobile Banner

### Display Ad Package 1 | \$2,500

Includes Leaderboard and Top TOC Mobile Banner.

### Display Ad Package 2 | \$2,500

Includes Rectangle and 2<sup>nd</sup> TOC Mobile Banner.

### In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

#### 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 | \$1,500 (EXCLUSIVE)

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

#### Digital Inserts

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**

#### Inside Front Cover | \$2,000

#### Full-Page Ad (Two Spots Available) | \$1,750

#### 1/2-Page Ad (Two Spots Available) | \$1,500

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