



MEDIA GUIDE

**Reach members who spend more
than \$150 million annually!**

Membership Directory & Meeting Planners' Guide
mpiweb.org/chapters/arizona-sunbelt advertising

FOR MORE INFORMATION, PLEASE CONTACT:

Debbi McClanahan
Project Leader
352-333-3490
debbim@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS



BY THE NUMBERS



\$150 M

MPI Arizona Sunbelt Chapter members have an annual buying power of more than \$150 million.

3 Out Of 10

More than 3 out of 10 of our members control an annual budget of more than \$1 million.

85%

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

1 Out Of 4

Nearly 1 out of 4 meetings planned by our members had more than 1,000 attendees.

OUR MEMBERS

MPI Arizona represents all aspects of the meeting and tourism industry, including:

- Corporate Meeting Planners
- Association Meeting Planners
- Independent Meeting Planners

WHO WE ARE

MPI Arizona Sunbelt Chapter is among the top 20 largest chapters of MPI globally. Our chapter was founded in 1979 to empower our members and help them increase their strategic value. We provide education, professional development and business growth opportunities to help all of our members succeed.

Reach the Arizona meeting planners with more than \$268 million in annual buying power! Contact your Naylor representative today!

MEMBERSHIP DIRECTORY & MEETING PLANNERS GUIDE

Available in a print and online edition, this valued resource is used by members all year round.



MPI ARIZONA SUNBELT WEBSITE

Our website is the go-to resource for industry information, events, education and more.



mpiweb.org/chapters/arizona-sunbelt advertising

NAYLOR 
ASSOCIATION SOLUTIONS

Membership Directory & Meeting Planners' Guide



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
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	\$ 959.50
1/8 Page	\$ 819.50

Black-and-White	Rates
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 | \$599.50

Belly Band | \$629.50

Skyscraper | \$799.50

Leaderboard | \$899.50

Toolbar | \$399.50

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



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. Rates as of October 2018

Membership Directory & Meeting Planners' Guide



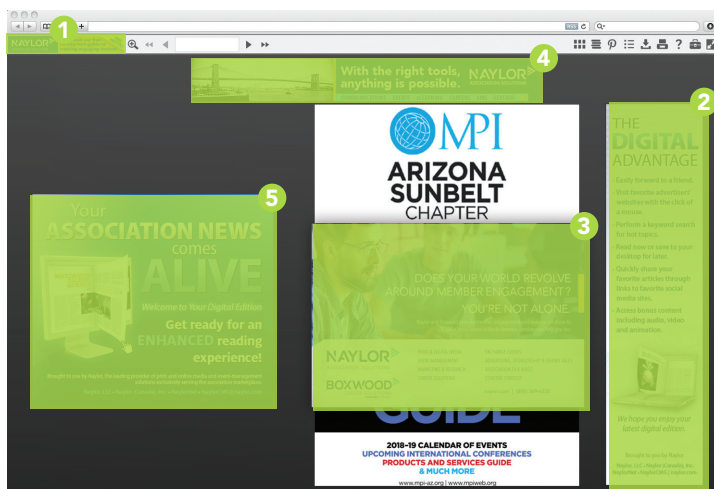
Extend your print advertising investment with the unique benefits of digital media - www.naylornetwork.com/maz-directory

- 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 Arizona Sunbelt's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, MPI Arizona Sunbelt Chapter's *Membership Directory & Meeting Planners' 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 | \$399.50

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 | \$799.50

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

3 Belly Band | \$629.50

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 | \$899.50

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

5 Sponsorship* | \$599.50

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

NAYLOR
ASSOCIATION SOLUTIONS

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.

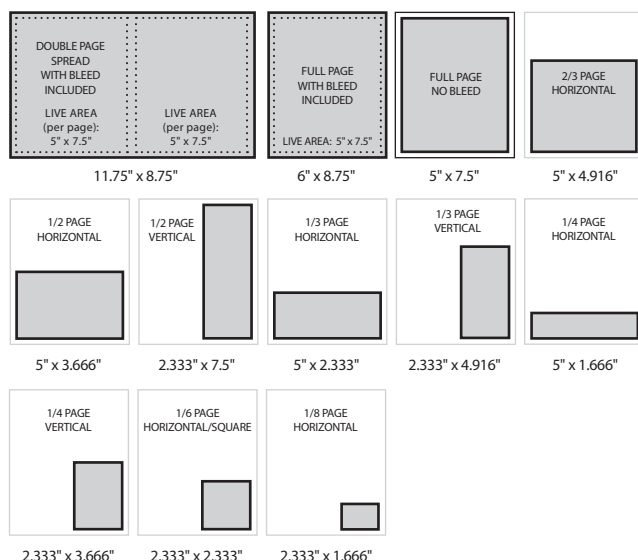
For the latest online specs, please visit www.naylor.com/online-specs

Membership Directory & Meeting Planners' 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

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/online specs



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.

MPI Arizona Sunbelt Chapter Website



Website Space Reservation

To reserve your space on the MPI Arizona Sunbelt website, please select from the options below, then return this completed form to your Naylor account executive.

Leaderboard

☐ 12 Months | \$1,650

Rectangle

☐ 12 Months | \$1,850



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.

ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

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

Phone: _____ Fax: _____

Email: _____ 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, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves the right to discontinue this or any ad from the site, or, to discontinue the site. Any invoice shall be paid upon receipt or Naylor, LLC may take any action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 26.82% per year as damages for breach of contract. All returned checks shall have a charge of \$35.00 added to the invoice amount. Acceptance of this contract is subject to the approval of the association. The advertiser represents that they have the rights to use any artwork supplied to Naylor, LLC in the manner contracted. Advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued. (MAZ-W0018) (MAZ-W0019)

Please sign and return to:

NAYLOR 
ASSOCIATION SOLUTIONS