



# Meeting Professionals International — Arizona Sunbelt Chapter

## Network with meeting professionals in Arizona

### The Association Advantage

- As the 13th largest chapter in the United States, the Arizona Sunbelt Chapter has more than 550 members.
- Each year, meeting professionals account for **more than \$102.3 billion (internationally)** in spending on travel, conventions, meetings and professional services.
- MPI members spend an average of **\$400,000 per year on products and services** and are each responsible for booking **at least 1,200 rooms per year**.
- We encourage all members to "buy MPI" by purchasing and using services from fellow MPI members first.

### Who We Are

Meeting Professionals International (MPI), **the meeting and event industry's largest and most vibrant global community**, helps our members thrive by providing human connections to knowledge and ideas, relationships and marketplaces. The Arizona Sunbelt Chapter is an affiliate of MPI and has been serving our members for more than 25 years by providing excellent educational programs, technical resources and networking opportunities.

**Now more than ever, it is vitally important to secure market share for your company's products and services and show both customers and the competition that business is strong!**

Placing your company's image in our annual *Membership Directory & Meeting Planners' Guide* and on our Web site puts you in front of key decision-makers within the meetings industry. **Contact your Naylor account executive today to learn more about the media opportunities we have available.**

### For more information, please contact:

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### IN PRINT AND ONLINE

Connecting you with MPI — Arizona Sunbelt Chapter members throughout the year



### Membership Directory and Meeting Planners' Guide

Members use the directory and guide as a reference tool for products and services and as a resource for contacting other members.

### AzMPI Web site

Viewers access our site to keep current on legislative happenings and to learn about education and events that are happening within the industry and state.



To learn more about MPI - Arizona Sunbelt Chapter, visit:

[www.azmpi.org](http://www.azmpi.org)

## 2010-2011 Membership Directory and Meeting Planners' Guide

### Net Advertising Rates

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

#### Full-Color Rates

**1x**

|                                   |            |
|-----------------------------------|------------|
| Double-page Spread                | \$2,999.50 |
| Outside Back Cover                | \$2,739.50 |
| Inside Front or Inside Back Cover | \$2,559.50 |
| Full Page                         | \$2,129.50 |
| 2/3 Page                          | \$1,719.50 |
| 1/2 Page                          | \$1,289.50 |
| 1/3 Page                          | \$949.50   |
| 1/4 Page                          | \$719.50   |
| 1/6 Page                          | \$539.50   |
| 1/8 Page                          | \$419.50   |

#### Black-and-White Rates

**1x**

|           |            |
|-----------|------------|
| Full Page | \$1,299.50 |
| 2/3 Page  | \$1,169.50 |
| 1/2 Page  | \$869.50   |
| 1/3 Page  | \$669.50   |
| 1/4 Page  | \$509.50   |
| 1/6 Page  | \$399.50   |
| 1/8 Page  | \$299.50   |

\* Members receive a 10% discount on rates.

### Meeting Planners' Guide:



Highlight your products and services to Arizona's meeting professionals in this special section.

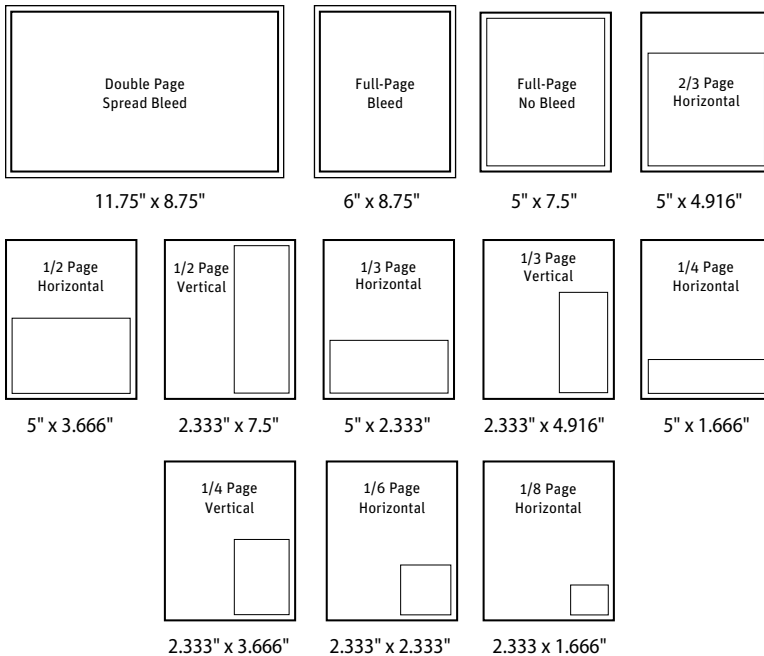
Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).



## 2010-2011 Membership Directory and 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.

**DPS Live Area:** 10.75" x 7.5"  
**Full-page Live Area:** 5" x 7.5"

### Ad Material Upload

Go to the Naylor Web site at [www.naylor.com](http://www.naylor.com) and under the Client Support section click "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, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

### Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

### Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

### 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.

### Web site

#### Vertical Banner

- 120 x 240 pixels
- JPG, GIF or Flash/SWF\* accepted
- File size must be no greater than 100 kb
- Animation no longer than 25 seconds (*including multiple loops*)

#### \*Flash Guidelines

##### Embed all fonts

- To avoid transparency issues with web pages, create a bottom layer and draw a solid filled box. Do not use Flash default stage color.
- Make sure there is no white space around the edge of the Flash animation.
- Animations that are supplied, please loop 3-4 times and add a stop action. No continuous looping animations.

#### Setting Up Flash Creatives for Online Ads

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, then select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Convert the shape to a 'Symbol' and track it as a button.
5. From the properties, set the 'Color Effect' as 'Alpha' and set it to 0%.
6. With the newly created button, go to the 'Actions' panel and add the following code:

```
on (press) {
    getURL(url, "_blank");
}
```

**Note: Do not type the company URL but the word "URL".** Contact your Naylor sales rep to supply your intended URL.

7. Publish or export your .SWF file to Flash 9 player. Your Flash file is now ready to be tracked by our system.

You can find more information on how to track Flash Banners at the Adobe Rich Media Advertising Center at:

[http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)



# AzMPI Web Site

## Advertising on the AzMPI Web Site – www.azmpi.org

Advertising on the AzMPI Web site is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.azmpi.org to learn about upcoming association events and discover ways to maximize their AzMPI membership. Our Web site also has a link from MPI's international site, www.mpiweb.org, providing additional exposure to **more than 85,000 visitors monthly**. Advertising on azmpi.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of meeting and event industry professionals.

### Features of AzMPI Web site advertising:

- Cross-promoted in other AzMPI 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, azmpi.org receives:

- More than 695 unique visitors per month
- 689 visits per month
- 4,611 page views per month
- Sessions lasting more than 2:17 minutes

\*Traffic numbers from 1/1/10 thru 5/31/10.



### Home Page Vertical Banners

- Only four spots available — rotating per position

### Member Rates:

12 Months | \$1,080    6 Months | \$675    3 Months | \$400

### Non-Member Rates:

12 Months | \$1,200    6 Months | \$750    3 Months | \$450

www.naylor.com

