



Arizona Sunbelt Chapter of Meeting Professionals International

Gain direct access to the premier meeting and event professionals in Arizona!

The AzMPI Advantage:

- Meetings and events in Arizona represent a **\$7 billion** industry.
- More than **200,000** workers in Arizona directly benefit from the meetings and events industry.
- The average MPI member spends approximately **\$400,000** per year on products and services and is responsible for booking at least **1,200** rooms per year.
- **AzMPI encourages all members to "buy MPI"** by purchasing and using services from fellow MPI members whenever possible.

About AzMPI:

The Arizona Sunbelt Chapter is the 13th largest chapter of MPI and has nearly 500 members. For more than 25 years, we have provided excellent educational programs, technical resources and networking opportunities to our members. AzMPI is proud to be an affiliate of Meeting Professionals International, the meeting and event industry's largest and most vibrant global community.

Why Advertise?

Secure market share for your company and show customers and competitors that business is strong when you appear in the official communication pieces of AzMPI!

Our members are the leaders within the state's meetings and events industry.

Your ad will reach corporations, associations, government and independent meeting planners and suppliers representing hotels and resorts, representatives from the transportation and entertainment industries, CVBs, golf courses, airlines and more!

Interested in advertising? Please contact:

Mandy Wyrick

Project Leader

Phone: (800) 369-6220 ext. 3355

Email: mwyrick@naylor.com

IN PRINT AND ONLINE —

Connecting you with Arizona Sunbelt Chapter MPI members throughout the year



Membership Directory and Meeting Planners' Guide

Members rely on our annual directory and guide as a trusted reference tool for locating products and services and as a resource for networking with other members.

Official AzMPI website:
www.azmpi.org

Viewers access our site to keep current on industry news and to learn about events that are happening throughout the state. AZMPI.org receives more than 4,600 page views per month!



Contact your Naylor account executive today to learn more about the media opportunities available with AzMPI.

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

www.azmpi.org

ARIZONA SUNBELT
CHAPTER
MPI

MEETING PROFESSIONALS INTERNATIONAL



Net Print 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.

AzMPI Website Rates:

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



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).

2011-2012 Membership Directory and Meeting Planners' Guide

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad, and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|---|--|--|
| <input type="checkbox"/> Accountants | <input type="checkbox"/> Direct Mail/Marketing | <input type="checkbox"/> Teleconferencing Services |
| <input type="checkbox"/> Airlines | <input type="checkbox"/> Education & Certification | <input type="checkbox"/> Telephone Services (Voicemail) |
| <input type="checkbox"/> Art | <input type="checkbox"/> Employee Benefits/Services | <input type="checkbox"/> Tradeshow Marketing Services |
| <input type="checkbox"/> Association Management Companies | <input type="checkbox"/> Entertainment & Music Services | <input type="checkbox"/> Tradeshow Management |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Exhibit Design | <input type="checkbox"/> Training Services |
| <input type="checkbox"/> Attractions/Theme Parks | <input type="checkbox"/> Fax Broadcast Services | <input type="checkbox"/> Translation/Interpretation Services |
| <input type="checkbox"/> Audio-Visual Services | <input type="checkbox"/> Fundraising | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Badges/Awards/Incentives | <input type="checkbox"/> Gifts & Jewelry | <input type="checkbox"/> Travel Agencies |
| <input type="checkbox"/> Bankcard Processing Services | <input type="checkbox"/> Hotels & Resorts | <input type="checkbox"/> Website Design & Development |
| <input type="checkbox"/> Banks/Financing | <input type="checkbox"/> Insurance & Risk Management | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Bed & Breakfasts | <input type="checkbox"/> Internet Service Providers | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Business Equipment Services | <input type="checkbox"/> Investment Programs | _____ |
| <input type="checkbox"/> Casinos/Resorts | <input type="checkbox"/> Lobbyists | _____ |
| <input type="checkbox"/> Car Rental/Leasing | <input type="checkbox"/> Long Distance Telephone Providers | |
| <input type="checkbox"/> Catering | <input type="checkbox"/> Mailing Houses | |
| <input type="checkbox"/> Charters/Boats/Sightseeing | <input type="checkbox"/> Meeting & Banquet Facilities | |
| <input type="checkbox"/> Computer Supplies & Equipment | <input type="checkbox"/> Meeting Planning Services | |
| <input type="checkbox"/> Computer, Hardware | <input type="checkbox"/> Membership Plaques | |
| <input type="checkbox"/> Computer, Software | <input type="checkbox"/> Office Equipment & Supplies | |
| <input type="checkbox"/> Commercial Real Estate | <input type="checkbox"/> Photography | |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Public Speakers | |
| <input type="checkbox"/> Conference & Convention Centers | <input type="checkbox"/> Registration Services | |
| <input type="checkbox"/> Convention & Visitors Bureaus | <input type="checkbox"/> Restaurants & Clubs | |
| <input type="checkbox"/> Convention Services | <input type="checkbox"/> Security | |
| <input type="checkbox"/> Cruise Lines | <input type="checkbox"/> Shipping/Courier Services | |
| <input type="checkbox"/> Destination Management | <input type="checkbox"/> Signage | |
| | <input type="checkbox"/> Speakers Bureaus | |
| | <input type="checkbox"/> Speakers, Public | |
| | <input type="checkbox"/> Special Events Design/Planning | |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

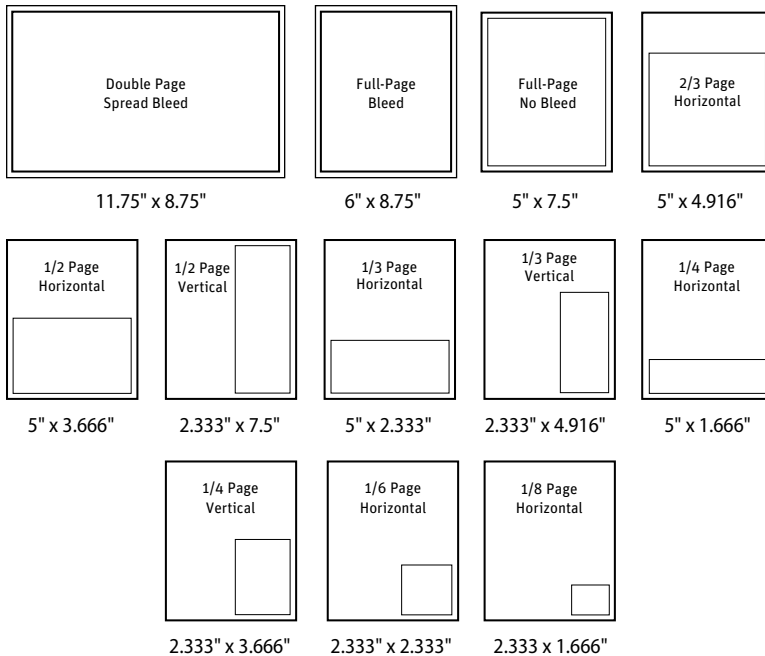
Initial: _____ **Date:** _____



2011-2012 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 website at 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 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.

Website

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/



2011-2012 Membership Directory and Meeting Planner

2010 Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with *Meeting Professionals International* and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of *MPI*.

Banco Nacional de Mexico S.A. Fideicomiso De

Promocion Turistica de Cancun

Bob Bondurant School of High Performance Driving

Brede Exposition Services

Dave & Buster's Phoenix/Scottsdale

Dave & Buster's Tempe

Desert Dog Adventures

Driver Provider, The

Gainey Suites Hotel

Hotel Valley Ho

Inn Suites Tucson City Center

Keystone Resort & Conference Center

Las Cruces Convention & Visitors Bureau

Metropolitan Tucson CVB

Phoenix Convention Center

Prescott Resort, The

Red Rock Western Jeep Tours, Inc.

Sanctuary on Camelback Mountain, The

Scottsdale Resort & Conference Center

Sonoma County Tourism Bureau

Southwest Scenic Group, Inc.

Tanque Verde Guest Ranch

Tubac Golf Resort

We appreciate your support!

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 550 unique visitors per month
- 1,450 total visits per month
- 3 average page views per visit
- Sessions lasting an average of 2:26 minutes

*Traffic numbers from Oct. 9, 2010 - Oct. 9, 2011.



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www.naylor.com

