



Gain direct access to D/FW MPI members and tap into the region's **multi-million dollar** meeting and event market!

The D/FW MPI Advantage:

- Our members spend more than **\$416 million** on industry products and services each year.
- Each D/FW MPI member controls an average annual budget of **\$1.5 million** and is responsible for booking an average of **1,200** rooms per year.
- MPI Dallas/Fort Worth Chapter represents the world's **sixth-largest** chapter of MPI.

Who We Are:

D/FW MPI is a prominent chapter of Meeting Professionals International, the meeting and event industry's largest and most vibrant global community with **more than 24,000 members worldwide**. D/FW MPI members have average budgets of **\$1.5 million** and are the premier meeting professionals in the region. Our association strives to encourage personal and professional growth for our members and promotes high ethical standards throughout the industry.

Why Advertise?

D/FW MPI members are meeting planners and industry professionals who **spend more than \$400 million per year on products and services like yours**. Our members include representatives from Helmsbriscoe, KPMG, Conference Direct, Maritz, Pricewaterhouse Coopers, Experient, PRA Destination Management, Novartis, American Express and Pfizer, just to name a few!

Put your company's message directly into the hands of individuals with purchasing authority in the D/FW meeting and event market! Contact your Naylor representative and reserve your ad space today in our official publications.

For more information, please contact:

Heather Ciocca
Publication Director | Naylor, LLC
Toll-free: (800) 369-6220 ext. 3463
Direct: (352) 333-3463
Email: hciocca@naylor.com



IN PRINT AND ONLINE —

Gain access to D/FW MPI members throughout the year.



Current (Print edition)

Published quarterly, **Current** magazine features coverage of the latest industry topics and trends. Meeting planning and event professionals throughout D/FW rely on **Current** to remain up-to-date about the latest products and services to hit the market.

Current (Digital edition)

In addition to print, **Current** is also available to readers in a fully interactive digital version. Extend your print advertising investment with the unique benefits of digital media. Your ad will automatically link to your homepage!



Membership and Resource Guide

Published annually, this "who's who" industry guide stays on the desks of key contacts at D/FW MPI member companies all year long. Our trusted networking tool puts recipients in touch with fellow members, as well as the vendors that provide product and service solutions.



To learn more about D/FW MPI, visit:

www.mpidfw.org

Current – print edition Annual Membership and Resource Guide

Net Advertising Rates

All rates include an eLink in the digital edition of the magazine.

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

Full-Color Rates	1-2x	3-5x
Double Page Spread	\$3,119.50	\$2,689.50
Outside Back Cover	\$2,899.50	\$2,629.50
Inside Front or Inside Back Cover	\$2,739.50	\$2,469.50
Full Page Guarantee	\$2,529.50	\$2,219.50
Full Page	\$2,199.50	\$1,929.50
2/3 Page	\$1,949.50	\$1,729.50
1/2-Page Island	\$1,839.50	\$1,679.50
1/2 Page	\$1,799.50	\$1,609.50
1/3 Page	\$1,609.50	\$1,459.50
1/4 Page	\$1,479.50	\$1,349.50
1/6 Page	\$1,309.50	\$1,209.50
1/8 Page	\$1,999.50	\$1,149.50

Black-and-White Rates	1-2x	3-5x
Full Page	\$1,399.50	\$1,129.50
2/3 Page	\$1,149.50	\$929.50
1/2-Page Island	\$1,039.50	\$879.50
1/2 Page	\$999.50	\$809.50
1/3 Page	\$809.50	\$659.50
1/4 Page	\$679.50	\$549.50
1/6 Page	\$509.50	\$409.50
1/8 Page	\$429.50	\$349.50

New Product Spotlight:



Do you have a new product you would like to introduce to MPI D/FW members? Use our New Product Spotlight to launch your newest, never-before-seen products into the market.

Special Advertising Sections:



Full-Color Special
Hotels & Resorts Showcase
Products & Services Showcase
City Talk

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). MDF-Q0112 (LR 8/28/08)

Current – print edition Annual Membership and Resource Guide

Net Advertising Member Rates

All rates include an eLink in the digital edition of the magazine.

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

Full-Color Rates	1-2x	3-5x
Double Page Spread	\$3,039.50	\$2,619.50
Outside Back Cover	\$2,769.50	\$2,539.50
Inside Front or Inside Back Cover	\$2,609.50	\$2,379.50
Full Page Guarantee	\$2,379.50	\$2,119.50
Full Page	\$2,069.50	\$1,839.50
2/3 Page	\$1,919.50	\$1,709.50
1/2-Page Island	\$1,829.50	\$1,679.50
1/2 Page	\$1,749.50	\$1,579.50
1/3 Page	\$1,619.50	\$1,479.50
1/4 Page	\$1,469.50	\$1,349.50
1/6 Page	\$1,349.50	\$1,249.50
1/8 Page	\$1,249.50	\$1,179.50

Black-and-White Rates	1-2x	3-5x
Full Page	\$1,229.50	\$999.50
2/3 Page	\$1,079.50	\$869.50
1/2-Page Island	\$989.50	\$839.50
1/2 Page	\$909.50	\$739.50
1/3 Page	\$759.50	\$619.50
1/4 Page	\$599.50	\$489.50
1/6 Page	\$489.50	\$389.50
1/8 Page	\$389.50	\$309.50

New Product Spotlight:



Do you have a new product you would like to introduce to MPI D/FW members? Use our New Product Spotlight to launch your newest, never-before-seen products into the market.

Special Advertising Sections:



Full-Color Special
Hotels & Resorts Showcase
Products & Services Showcase
City Talk

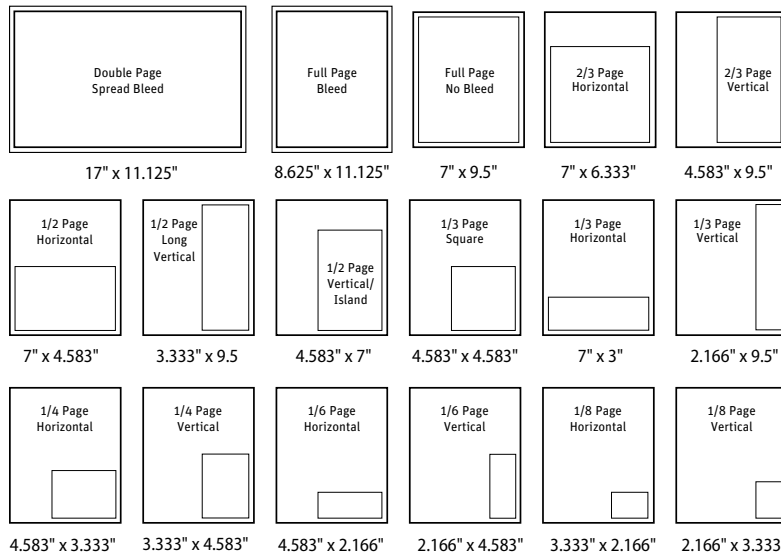
Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors 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). MDF-Q0112 (LR 8/28/08)



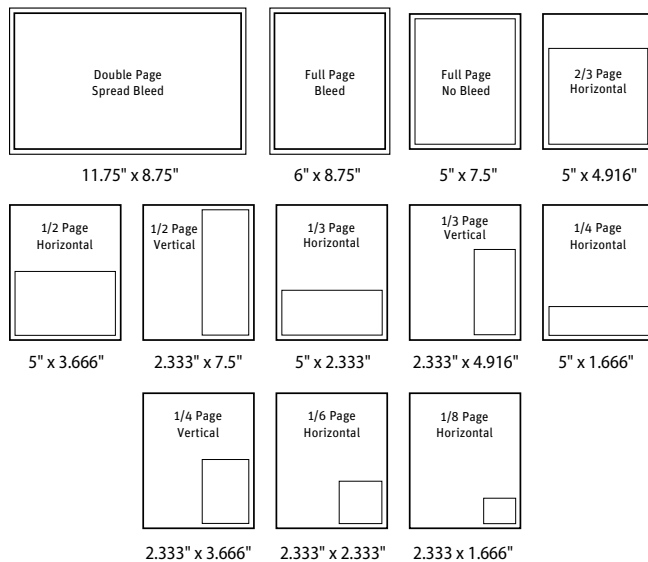
Current – print edition Annual Membership and Resource Guide

Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



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.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

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.

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.

Current – digital edition

Digital Edition

In addition to print, *Current* 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.



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

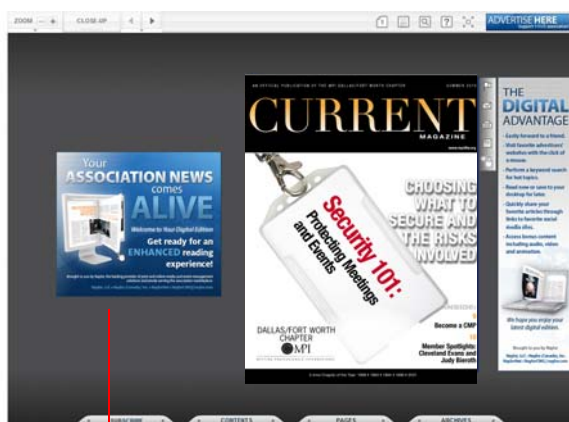
- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via e-mail and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

Ad Positions



eSponsorship | \$1,575

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

eLink | Included in display ad rates

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate e-mail address. Additional fees apply where noted.



eToolbar | \$789.50

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

eSkyscraper | \$1,259.50

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

Ad "Jolt" Upgrade | \$309.50

Transform your static print advertisement into an attention-grabbing animated message. The digital edition of the magazine offers dynamic capabilities not available in the print version.

Current – digital edition

Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Digital Edition

eSponsor

- 550 x 480 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

eSkyscraper

- 200 x 783 pixels
- JPG only (no animation)

eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)

Digital Edition Guidelines

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the NXTbook engine, such as `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setInterval`.
- **Note: Do not add and Web links or URLs;** we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.

*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 animation.
- Please loop supplied animations 3-4 times and add a stop action (no continuous loops allowed). For Web ads, animation must not exceed 25 seconds (including multiple loops).

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 and Action Script 2.0. 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/

Current Annual Membership and Resource 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 who 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"/> Attractions/Theme Parks | <input type="checkbox"/> Event Design | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Audio/Visual Services | <input type="checkbox"/> Event Design & Production | <input type="checkbox"/> SightseeingTours |
| <input type="checkbox"/> Backdrops & Murals | <input type="checkbox"/> Exhibit Design | <input type="checkbox"/> Ski Resorts |
| <input type="checkbox"/> Badges/Awards/Incentives | <input type="checkbox"/> Exhibition Services | <input type="checkbox"/> Speakers Bureau |
| <input type="checkbox"/> Banquet Facilities | <input type="checkbox"/> Fax Broadcast Services | <input type="checkbox"/> Speakers, Public |
| <input type="checkbox"/> Car Rental/Leasing | <input type="checkbox"/> Florists & Plant Rentals | <input type="checkbox"/> Special Events Design |
| <input type="checkbox"/> Casino Parties | <input type="checkbox"/> Gift Baskets | <input type="checkbox"/> Special Events Management |
| <input type="checkbox"/> Casinos | <input type="checkbox"/> Golf Courses | <input type="checkbox"/> Stage Production - Design & Management |
| <input type="checkbox"/> Catering | <input type="checkbox"/> Ground Transportation | <input type="checkbox"/> Teleconferencing Services |
| <input type="checkbox"/> Charter Boats/Sightseeing | <input type="checkbox"/> Horse-Drawn Carriages | <input type="checkbox"/> Teleprompting Services |
| <input type="checkbox"/> Computer & Presentation Rental Equipment | <input type="checkbox"/> Hotels & Resorts | <input type="checkbox"/> Tradeshow Management |
| <input type="checkbox"/> Computer Supplies & Equipment | <input type="checkbox"/> Hotels/Small Meetings | <input type="checkbox"/> Tradeshow Marketing Services |
| <input type="checkbox"/> Computer, Hardware | <input type="checkbox"/> Internet Service Providers | <input type="checkbox"/> Training Services |
| <input type="checkbox"/> Computer, Software | <input type="checkbox"/> Kiosks | <input type="checkbox"/> Translation/Interpretation Services |
| <input type="checkbox"/> Computer/AV Rentals | <input type="checkbox"/> Magicians & Entertainment | <input type="checkbox"/> Travel Agencies |
| <input type="checkbox"/> Computer/Video Projection | <input type="checkbox"/> Mailing Houses | <input type="checkbox"/> Videography |
| <input type="checkbox"/> Conference & Convention Centers | <input type="checkbox"/> Meeting & Banquet Facilities | <input type="checkbox"/> Web site Design & Development |
| <input type="checkbox"/> Convention & Visitors Bureaus | <input type="checkbox"/> Meeting & Event Web Portal | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Convention Furnishings | <input type="checkbox"/> Meeting Planning Services | _____ |
| <input type="checkbox"/> Convention Services | <input type="checkbox"/> Multimedia/Video Production | _____ |
| <input type="checkbox"/> Copiers/Faxes/Computers/Printers | <input type="checkbox"/> Museums | |
| <input type="checkbox"/> Corporate Gift Packages | <input type="checkbox"/> Outdoor Recreation | |
| <input type="checkbox"/> Court Reporting/Transcription | <input type="checkbox"/> Party Venues | |
| <input type="checkbox"/> Cruise Meetings | <input type="checkbox"/> PDA Services & Lead Retrieval | |
| <input type="checkbox"/> Destination Management | <input type="checkbox"/> Photography | |
| <input type="checkbox"/> Dinner Shows | <input type="checkbox"/> Promotional Items | |
| <input type="checkbox"/> Direct Mail/Marketing | <input type="checkbox"/> Props | |
| <input type="checkbox"/> Displays, Portable | <input type="checkbox"/> Public Speakers | |
| <input type="checkbox"/> Education & Certification | <input type="checkbox"/> Registration Services | |
| <input type="checkbox"/> Entertainment & Music Services | <input type="checkbox"/> Restaurants & Clubs | |
| <input type="checkbox"/> Entertainment & Team Building | <input type="checkbox"/> Security | |
| | <input type="checkbox"/> Shipping/Courier Services | |

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: _____

Current – print edition

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the *D/FW 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 *D/FW MPI*.

Aequor	Millennium Vegas Parties
Crowne Plaza Hotels and Resorts National	Naylor, LLC
Elite Restroom Rentals	Odessa CVB
Emerald Coast CVB, Inc.	Outstanding Productions
Grand Sierra Resort & Casino	Overton Hotel and Conference Center
Great Wolf Lodge	Plano CVB
HiltonGardenInnDFWAirport	Purple Sage Ranch
Hyatt Hotels & Resorts	RioCibolo Ranch
Irving Convention & Visitors Bureau	San Angelo Convention & Visitors Bureau
LaTorrettaLakeResort & Spa	Site Solutions Worldwide
LoewsLakeLas VegasResort	Snowbird Ski & Summer Resort
Marriott Grand Hotel Resort & Golf Club	Ultimate Ventures
MCM Elegante Suites	United Party Rental Center
Media 2Way Radio	Visit Charlotte
Meetings & Conventions Calgary	Visit Lubbock
Midland Convention & Visitors Bureau	Visit Newport Beach
	Visit Norfolk

We appreciate your support!