

# MPI Greater New York Chapter Media Guide



**Reach New York Meeting Planners With  
More Than \$326 Million in Annual Buying  
Power.**

**@MPIGNY** magazine  
*Membership Directory and Resource Guide*  
*MPIGNY 30/30 eNewsletter*  
[mpigny.org](http://mpigny.org) website advertising

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS

 **MPI**  
**GREATER  
NEW YORK**  
CHAPTER



## MPIGNY By The Numbers\*

MPIGNY members are meeting professionals, C-level executives, senior executives and project managers for corporations, associations and meeting management firms across the New York Meetings industry.

### \$326 M

Our planner members have a buying power of **\$326 million** annually

### 4th Largest

We are the **8th largest chapter** of MPI internationally and are **4th largest** in terms of buying power

### 85%

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

### \$1 M

**45% of our planner members** control an annual budget of more than **\$1 million\*\***

### 3 out of 5

**Nearly 3 out of 5 of our members** are CMP or CMM certified



## Who We Are

Our members represent well-known companies such as American Express, Capital One Bank, Coca-Cola and Foot Locker. We are the 8th largest chapter of MPI internationally. We support our membership's professional and personal growth through education, networking, and communications.

\*Source: MPIGNY Demographic Report

\*\*Among those who control budgets



@MPIGNY  
magazine



Membership  
Directory and  
Resource Guide



MPIGNY 30/30  
eNewsletter



[mpiweb.org/  
chapters/greater-  
new-york](http://mpiweb.org/chapters/greater-new-york)

**NAYLOR**   
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# @MPIGNY Magazine Membership Directory and Resource Guide



## Net Advertising Rates

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

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

Full-Color Rates	1x	2x	Directory Included
Double Page Spread	\$ 3,489.50	\$ 3,319.50	\$ 2,989.50
Outside Back Cover	\$ 3,049.50	\$ 2,929.50	\$ 2,699.50
Inside Front or Inside Back Cover	\$ 2,849.50	\$ 2,729.50	\$ 2,499.50
Full Page	\$ 2,339.50	\$ 2,219.50	\$ 1,989.50
2/3 Page	\$ 2,039.50	\$ 1,939.50	\$ 1,739.50
1/2 Page	\$ 1,629.50	\$ 1,549.50	\$ 1,389.50
1/3 Page	\$ 1,409.50	\$ 1,339.50	\$ 1,209.50
1/4 Page	\$ 1,119.50	\$ 1,059.50	\$ 969.50
1/6 Page	\$ 959.50	\$ 909.50	\$ 819.50
1/8 Page	\$ 819.50	\$ 779.50	\$ 709.50

Black-and-White Rates	1x	2x	Directory Included
Full Page	\$ 1,429.50	\$ 1,359.50	\$ 1,229.50
2/3 Page	\$ 1,269.50	\$ 1,209.50	\$ 1,069.50
1/2 Page	\$ 979.50	\$ 929.50	\$ 839.50
1/3 Page	\$ 779.50	\$ 739.50	\$ 669.50
1/4 Page	\$ 629.50	\$ 599.50	\$ 549.50
1/6 Page	\$ 479.50	\$ 459.50	\$ 409.50
1/8 Page	\$ 359.50	\$ 339.50	\$ 319.50

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 in the Directory

**Sponsorship** | \$739.50

**Sponsorship Max** | \$839.50

**Skyscraper** | \$949.50

**Large Toolbar** | \$419.50

**Leaderboard** | \$1,159.50

**Ad "Jolt" Upgrade** | \$259.50

## Digital Edition Branding Opportunities in the Magazine

**Display Ad Package 1** | \$1,250

**Display Ad Package 2** | \$1,000

**Top TOC Mobile Banner** | \$425

**HTML5 Ad** | \$850

**Digital Video Sponsorship** | \$750

**Large Insert** | \$500

**Medium Insert** | \$350

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 and Resource Guide

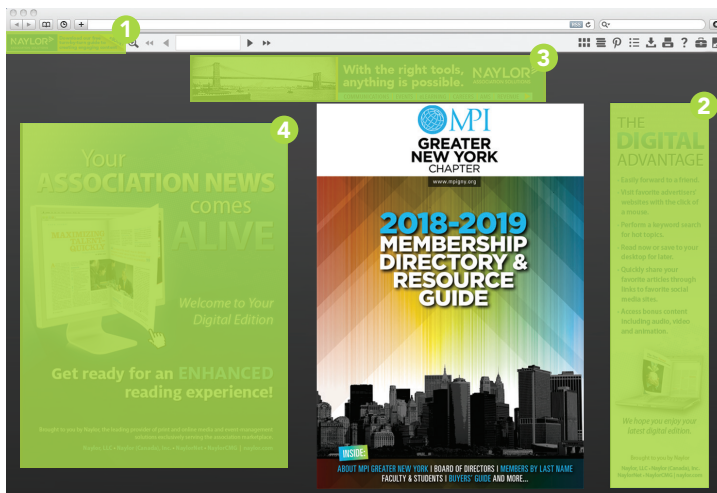
Extend your print advertising investment with the unique benefits of digital media!

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

In addition to print, the *Membership Directory and Resource Guide* will also be 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 | \$419.50

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 | \$949.50

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

### 3 Leaderboard | \$1,159.50

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

### 4 Sponsorship\* | \$739.50 Sponsorship MAX\* | \$839.50

Your message will be prominently displayed directly across from the cover of the magazine.

\*Video capabilities are not supported for Sponsorship MAX.

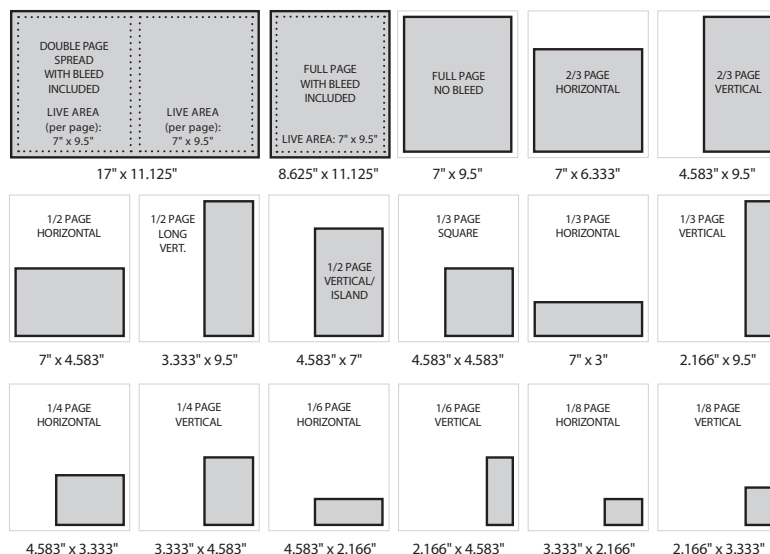
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

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

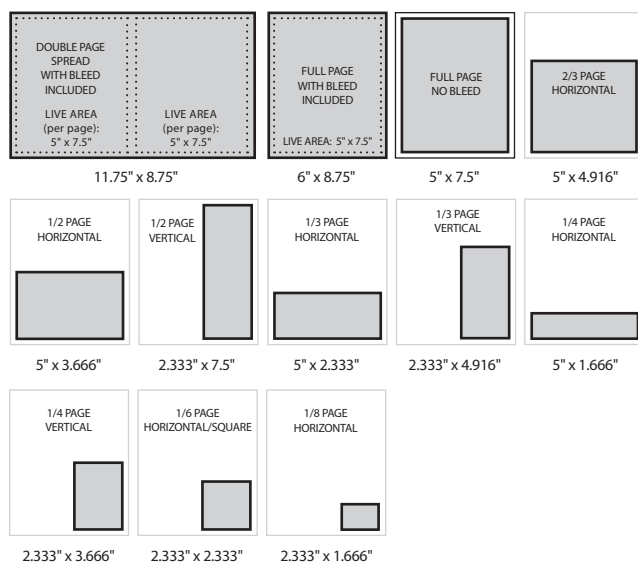
## Membership Directory and Resource Guide

### Print Advertising Specifications

#### 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.

#### 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)

#### 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.

#### Specs for Outsert/Inserts

##### @MPIGNY Magazine

1 page / 1 surface: 8.375" x 10.875"

1 page / 2 Surface: 8.375" x 10.875"

2 Pg / 4 Surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Heavy Card Stock Insert: 8.25" x 10.75"

Postal flyersheets: 8.5" x 11"

##### Membership Directory and Resource Guide

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"

#### Digital Edition

For the latest online specs, please visit

[www.naylor.com/online specs](http://www.naylor.com/online specs)



# MPIGNY Website

## Advertising on the MPIGNY Website – [www.mpiweb.org/chapters/greater-new-york](http://www.mpiweb.org/chapters/greater-new-york)

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

### Features of MPIGNY website advertising:

- Cross-promoted in other MPIGNY 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



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

300 x 250 pixels

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

#### 2 Second Rectangle | \$1,750 for 12 months

300 x 250 pixels

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

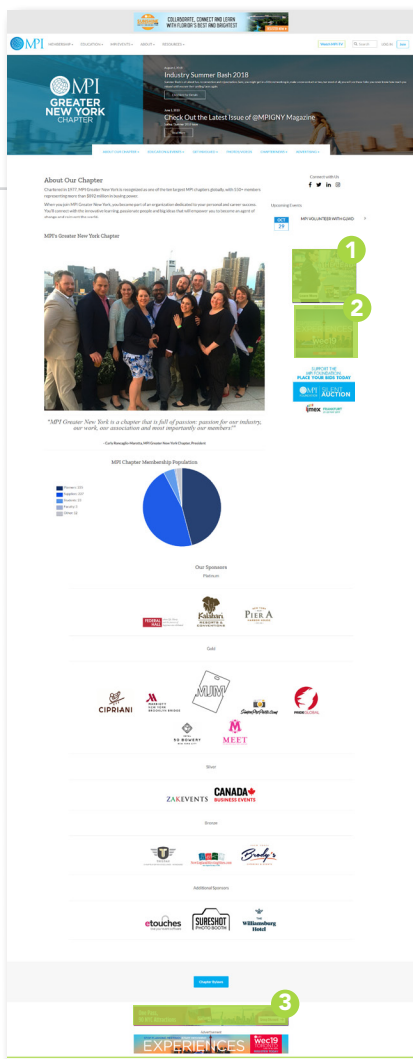
#### 3 Leaderboard | \$1,750 for 12 months

728 x 90 pixels

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

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

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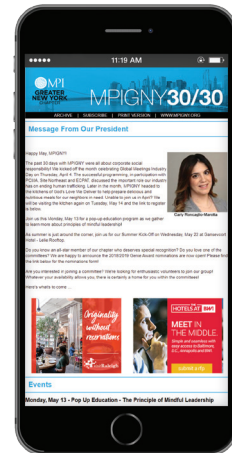


## About the eNewsletter – [www.naylornetwork.com/mny-nwl](http://www.naylornetwork.com/mny-nwl)

Now more than ever, professionals consume information on the go. Our MPIGNY 30/30 eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 600 decision-makers on a monthly basis
- In addition to more than 600 members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other MPIGNY publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



#### Message From Our President

Happy May, MPIGNY!

The past 30 days with MPIGNY were all about corporate social responsibility. We kicked off the month celebrating Global Giving's Industry Day on Thursday, April 4. The successful programming, in partnership with PCMA, Site Northwest and ECPAT, discussed the important role our industry has on ending human trafficking. Later in the month, MPIGNY headed to the kitchens of God's Love We Deliver to help prepare delicious and nutritious meals for our neighbors in need. Unable to join us in April? We will be visiting the kitchen again on Tuesday, May 14 and the link to register is below.



Carly Rencapin-Murphy

Join us this Monday, May 13 for a pop-up education program as we gather to learn more about principles of mindful leadership!

As summer is just around the corner, join us for our Summer Kick-Off on Wednesday, May 22 at Governors' Hall - Let's Roam!

Do you know an all-star member of our chapter who deserves special recognition? Do you love one of the committees? We are happy to announce the 2019/2020 Dine Award nominations are now open! Please find the link below for the nominations form!

Are you interested in joining a committee? We're looking for enthusiastic volunteers to join our group! Whatever your availability allows you, there is certainly a home for you within the committee!

Here's what's to come:



#### Events

**Monday, May 13 - Pop Up Education - The Principle of Mindful Leadership**

**Monday, May 13**  
6 a.m. to 8 p.m.  
Innovation Loft  
151 West 36th Avenue (near Seventh Ave), 2nd Floor  
RSVP Here: [Registration Link](#)

**MINDFULNESS**

Join us Monday as we explore how we can become more effective, thoughtful and productive leaders. Based on the scientific research on mindfulness, our speaker will provide the tools you need to help create a more positive work environment.

Mindful leaders provide constructive feedback balanced with a healthy dose of appreciation. This program will deliver useful tips on how to create an atmosphere where the contributions of co-workers are appreciated instead being viewed as a threat.

#### Learner Outcomes:

- Leaders and the workforce will understand the importance of appreciating each other's contributions.
- Discover techniques on how we can be more mindful about our communication, how it might be received and the way we deliver the message.
- Learn how to manage emotions during heated situations.
- Audience will understand the value of leading by example to inspire others.
- Leaders or those aspiring for leadership will understand the value of humility in leading.

**About Our Speaker:** Parodi Dasa is a mindful leadership expert. He has spoken on mindful leadership and conducted workshops at Google, IBM, JP Morgan Chase, Citibank, State Farm, Bank of America, Nationwide, Intel, Novartis, The World Bank, UBS, Royal Bank of Canada, AIG, The UPS Store, UNICEF, Bank of Montreal, AIG, Networks, Harvard, Columbia University and many other institutions. He has also presented at the World Government Summit in Dubai, UNICEF National Convention, SIFUSA Arkansas, Oracle HCM Conference, ATD2016, LEAD2017 and the Workman Conferences.

In his book, Urban Monk, Dasa writes about the turning point in his life that came after his family lost their multi-million-dollar business, which ultimately led to him living as a monk for 15 years in New York City.



### A 6 Custom Rectangles

**12 Months | \$2,100**

- 300 x 250 pixels
- Located on the right side of the eNewsletter
- Only six spots available per Newsletter
- NO ROTATION

### B Sponsored Content

**12 Months | \$2,385**

- NO ROTATION
- 180 x 150 pixel thumbnail graphic
  - Can be logo or product image (JPEG, PNG file @72dpi, RGB)
  - Can have no more than a small tagline of text
  - No contact info included
  - Not to be treated as a regular banner ad
- Headline advertiser supplies 3-6 words
- Summary text: Advertiser supplies 30-50 words
- Web Link: Advertiser supplies URL to link at bottom of text no email addresses

## Distributed Monthly

### Sections include

- The Next 30...
- The Past 30...
- Chapter Opportunities
- Get Social
- Noteworthy Updates
- Meet Our Volunteers

**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. Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.



**GREATER  
NEW YORK  
CHAPTER**

# @MPIGNY Magazine

## EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

@MPIGNY magazine is available in a fully interactive digital magazine. 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 | \$425

### 4 2<sup>nd</sup> TOC Mobile Banner | See Display Ad Package 2

## Display Ad Package 1 | \$1,250

Includes Leaderboard and 3<sup>rd</sup> TOC Mobile Banner.

## Display Ad Package 2 | \$1,000

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 | \$850

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 | \$750

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 | \$500

• Medium Insert | \$350

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