



**NORTHERN
CALIFORNIA**
CHAPTER

MEDIA GUIDE

**Reach the meeting planners who
have an annual buying power of
more than \$572 million in the world's
largest MPI chapter.**

*Perspective magazine
Membership Directory & Resource Guide*

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



**NORTHERN
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BY THE NUMBERS

MPINCC empowers members to increase their strategic value through education, professional development and networking opportunities.

2 out of 5 The Largest

In the past year, **more than 2 out of 5** of our member's meetings had 2,500 attendees or more!

We are the **largest** MPI chapter with the **greatest** buying power worldwide

85%

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

\$572 M

MPINCC members have a combined annual buying power of more than **\$572 million**

Reach meeting planners who have a combined annual buying power of more than \$572 million!



California holds more meetings than any other state in the U.S.

WHO WE ARE

Our members are decision-makers that approve and recommend facilities, purchase products and services and serve California's leading companies and associations. We represent professional meeting planners for corporations such as:

- CORELOGIC
- Apple, Inc.
- California Host, Inc.
- Synopsys, Inc.
- Fujitsu
- Clorox Company
- Wells Fargo
- And many more!



*Perspective
magazine*



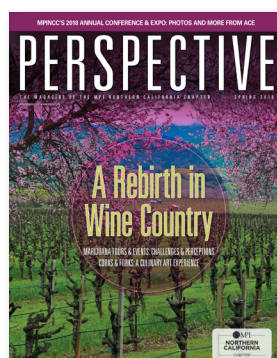
*Membership
Directory &
Resource Guide*

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2019 Editorial Calendar

Issue	Themes	Destination	Ad Copy Date	Ships
Winter 2019 Bonus Distribution: MPINCC ACE	<ul style="list-style-type: none"> Ethics in the Meetings Industry MPINCC Annual Conference & Expo Preview (ACE) CMP University Holiday Program Recap 	San Francisco, CA	11/23/18	January 2019
Spring 2019	<ul style="list-style-type: none"> Safe Travel Tips MPINCC Annual Conference & Expo Coverage Corks and Forks Impact of Hotel Strikes on the Meetings Industry MPINCC Holiday Event & Book Drive Global Meetings Industry Day Preview 	Napa Valley/Wine Country	3/8/19	April 2019
Summer 2019	<ul style="list-style-type: none"> Benefits of Mentorship in Meetings Industry Taking Advantage of a Hot Hotel Market MPINCC Annual Gala & Silent Auction Coverage Active Shooter Global Meetings Industry Day Recap 	Denver, CO	6/7/19	July 2019
Fall 2019	<ul style="list-style-type: none"> TBA 	Orange County, CA	8/29/19	October 2019

*Editorial Calendar is tentative and subject to change.



In Every Issue

President's Message

This column keeps readers up-to-date on the Chapter and the industry

Editor's Note

This column from the Perspective magazine committee chair

Innovation Corner

Time-savers, trends and technology updates to help you be a better meeting industry professional

Member Spotlight

Get to know your fellow MPINCC members with this Q&A with a different planner and supplier member each issue

Thought Leadership

Expertise and inspiration on hot topics in the meetings industry

Chapter Updates

New members, upcoming events and more need-to-know chapter information

Index of Advertisers

Locate the product or service you're looking for in our Index of Advertisers

Perspective Magazine

Net Advertising Rates

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

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates	1x	2-4x	Directory Included
Double Page Spread	\$ 3,319.50	\$ 3,149.50	\$ 2,989.50
Outside Back Cover	\$ 2,919.50	\$ 2,809.50	\$ 2,719.50
Inside Front or Inside Back Cover	\$ 2,719.50	\$ 2,609.50	\$ 2,509.50
Full Page	\$ 2,209.50	\$ 2,099.50	\$ 1,989.50
2/3 Page	\$ 1,939.50	\$ 1,839.50	\$ 1,739.50
1/2 Page	\$ 1,539.50	\$ 1,459.50	\$ 1,389.50
1/3 Page	\$ 1,349.50	\$ 1,279.50	\$ 1,209.50
1/4 Page	\$ 1,069.50	\$ 1,019.50	\$ 969.50
1/6 Page	\$ 919.50	\$ 869.50	\$ 819.50
1/8 Page	\$ 789.50	\$ 749.50	\$ 709.50

Black-and-White Rates	1x	2-4x	Directory Included
Full Page	\$ 1,359.50	\$ 1,289.50	\$ 1,229.50
2/3 Page	\$ 1,189.50	\$ 1,129.50	\$ 1,069.50
1/2 Page	\$ 939.50	\$ 889.50	\$ 839.50
1/3 Page	\$ 739.50	\$ 699.50	\$ 669.50
1/4 Page	\$ 609.50	\$ 579.50	\$ 549.50
1/6 Page	\$ 459.50	\$ 439.50	\$ 409.50
1/8 Page	\$ 349.50	\$ 329.50	\$ 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

Leaderboard | \$1,499.50

Rectangle | \$1,229.50

Top TOC Mobile Banner | \$599.50

2nd TOC Mobile Banner | \$799.50

HTML5 Ad | \$1,999.50

Video Sponsorship | \$999.50

Large Insert | \$799.50

Medium Insert | \$599.50

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 August 2018)

Membership Directory & Resource 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

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Digital Edition Branding Opportunities

Sponsorship | \$899.50

Skyscraper | \$1,299.50

Toolbar | \$509.50

Leaderboard | \$1,499.50

Belly Band | \$1,000

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Digital Edition

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

Perspective 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



1 Leaderboard (all views) | \$1,499.50

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views) | \$1,229.50

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 1st article, and the 2nd mobile banner appears after the 6th article.

3 Top TOC Mobile Banner | \$599.50

4 2nd TOC Mobile Banner | \$399.50

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 | \$1,999.50

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 | \$999.50

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• Large Insert | \$799.50

• Medium Insert | \$599.50

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.

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

Membership Directory & Resource Guide



Digital Edition

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

In addition to print, the *Membership Directory & 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 | \$509.50

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 | \$1,499.50

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

3 Leaderboard | \$1,299.50

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

4 Belly Band | \$1,000

Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

5 Sponsorship | \$899.50

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

Ad Link | Included in display ad rates

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

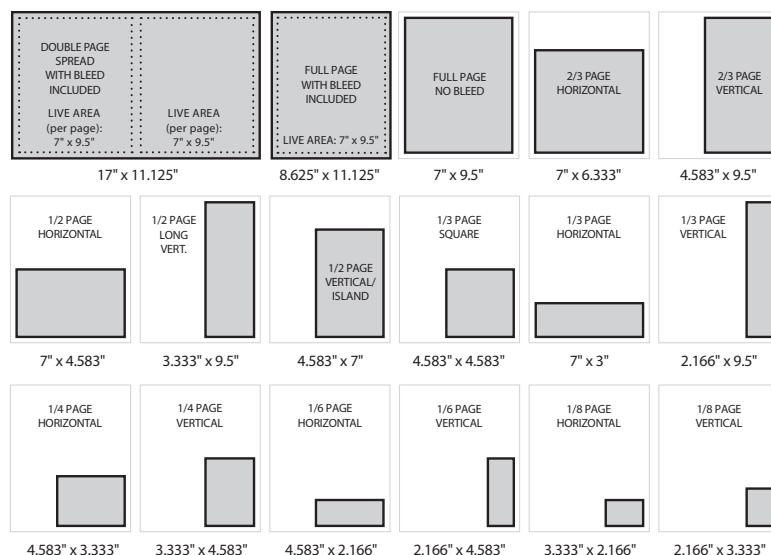
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For the latest online specs, please visit www.naylor.com/online specs

Perspective Magazine Membership Directory & Resource Guide

Print Advertising Specifications

Magazine/Directory Trim Size: 8.375" x 10.875"



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

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

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"

Digital Edition

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



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