

MPI Toronto Chapter
MEDIA GUIDE



**REACH THE 5TH LARGEST
MPI CHAPTER IN THE WORLD.**

meeting magazine / meeting LITE eNewsletter / Membership Directory & Resource Guide

FOR MORE INFORMATION, PLEASE CONTACT:

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MPI TORONTO BY THE NUMBERS

\$630 M

Our members have a combined annual buying power of more than \$630 million.

70 M

Canada's meeting sector organizes more than 600,000 meetings with more than 70 million participants annually.

53.1%

More than half of our members spend \$250,000+ on hotels and convention centres annually.

5TH

MPI Toronto Chapter is the 5th largest chapter of MPI internationally.

OUR MEMBERS

We are the largest Canadian chapter of Meeting Professionals International, the leading global community committed to shaping the future of the meeting and event industry. Our members are leading industry professionals who spend millions per year on:

- Hotels
- Convention Centres
- Audio/Visual
- Unique Venues
- Tourist Attractions
- Decor
- Entertainment
- And much more!

Connect with MPI Toronto and get your business in front of the largest Canadian chapter of MPI. Contact your Naylor account executive today!

meeting MAGAZINE

MPI Toronto's flagship publication and our member's go-to resource for industry news, events and education. Available in print and online. Read the latest issue here:

naylornetwork.com/mpt-nxt

MEMBERSHIP DIRECTORY & RESOURCE GUIDE

This publication is our member's desk reference tool and purchasing guide. Available in print and online.

meeting LITE ENEWSLETTER

MPI Toronto's eNewsletter delivered to more than 600 meeting professionals in Canada every other month. Read the latest issue here:

naylornetwork.com/mpt-nwl

2018 EDITORIAL CALENDAR

ISSUE	Special Marketplaces per Issue	Destination Spotlights	SPACE RESERVATION	AD COPY DATE
Winter	Food & Beverage	Quebec	12/12/2017	12/14/2017
Spring	CVBs, Hotels, Venues	Atlantic Provinces	TBD	TBD
Summer	Team Building/Incentives	Alberta	TBD	TBD
Fall	AV	Ontario	TBD	TBD

**Editorial Calendar is tentative and subject to change.*



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	1x
Tab	\$2,289.50
Full Page	\$2,029.50
1/2 Page	\$1,329.50
1/4 Page	\$869.50

Black-and-White Rates	1x
Tab	\$1,839.50
Full Page	\$1,579.50
1/2 Page	\$979.50
1/4 Page	\$579.50

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

Sponsorship | \$515

Sponsorship Max | \$775

Skyscraper | \$725

Ad "Jolt" Upgrade | \$150

Toolbar | \$315

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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, LLC 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). Rates as of May 2017.

meeting MAGAZINE AND MEMBERSHIP DIRECTORY & 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-Colour Rates	1-2x	3-4x	5x
Double Page Spread	\$3,539.50	\$3,189.50	\$2,829.50
Inside Front/Inside Back Cover	\$2,349.50	\$2,139.50	\$1,919.50
Outside Back Cover	\$2,799.50	\$2,589.50	\$2,369.50
Full Page	\$2,129.50	\$1,919.50	\$1,699.50
1/2 Page	\$1,399.50	\$1,259.50	\$1,119.50
1/3 Page	\$1,129.50	\$1,019.50	\$899.50
1/4 Page	\$909.50	\$819.50	\$729.50

Black-and-White Rates	1-2x	3-4x	5x
Full Page	\$1,659.50	\$1,489.50	\$1,329.50
1/2 Page	\$1,029.50	\$929.50	\$819.50
1/3 Page	\$779.50	\$699.50	\$619.50
1/4 Page	\$609.50	\$549.50	\$489.50

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Leaderboard | \$875

Toolbar | \$315

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meeting MAGAZINE DIGITAL EDITION BRANDING OPPORTUNITIES - naylornetwork.com/mpt-nxt

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

In addition to print, *meeting* magazine 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.



MEETING MAGAZINE DIGITAL EDITION



Leaderboard | \$875

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

Sponsorship | \$515

Sponsorship MAX | \$775

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

Toolbar | \$315

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

Skyscraper | \$725

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

Belly Band | \$315

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

Ad "Jolt" Upgrade | \$150

Transform your static print ad into an attention-grabbing animated message. The digital edition offers dynamic capabilities not available in print.

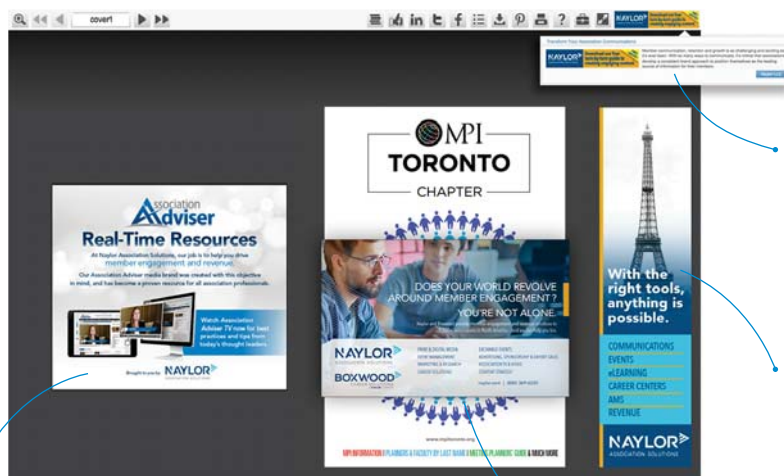
MEMBERSHIP DIRECTORY & RESOURCE GUIDE DIGITAL EDITION BRANDING OPPORTUNITIES

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



In addition to print, Membership Directory & Resource Guide 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.

MEMBERSHIP DIRECTORY & RESOURCE GUIDE DIGITAL EDITION



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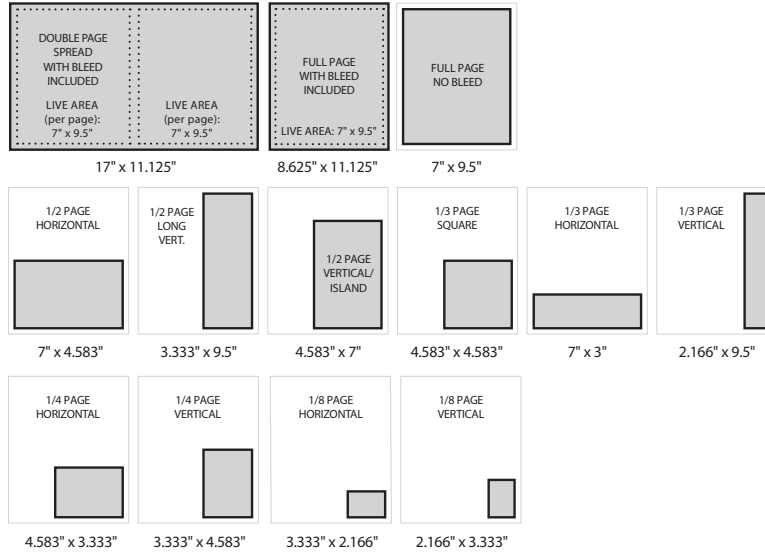
Sponsorship MAX | \$775

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

PRINT ADVERTISING SPECIFICATIONS

MEETING MAGAZINE

Magazine 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

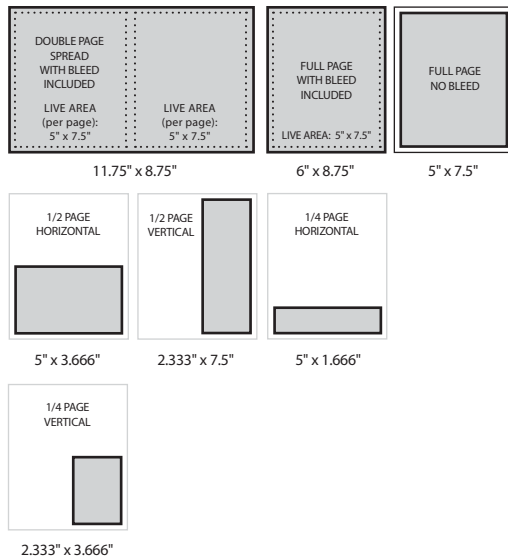
Go to the Naylor website at www.naylor.com

Proofs and Revisions

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MEMBERSHIP DIRECTORY & RESOURCE GUIDE

Roster Trim Size: 5.75" x 8.5"



Specs for Outsert/Inserts

Meeting 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 & 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 more information, visit:
<http://www.naylor.com/digitalmagspecs>

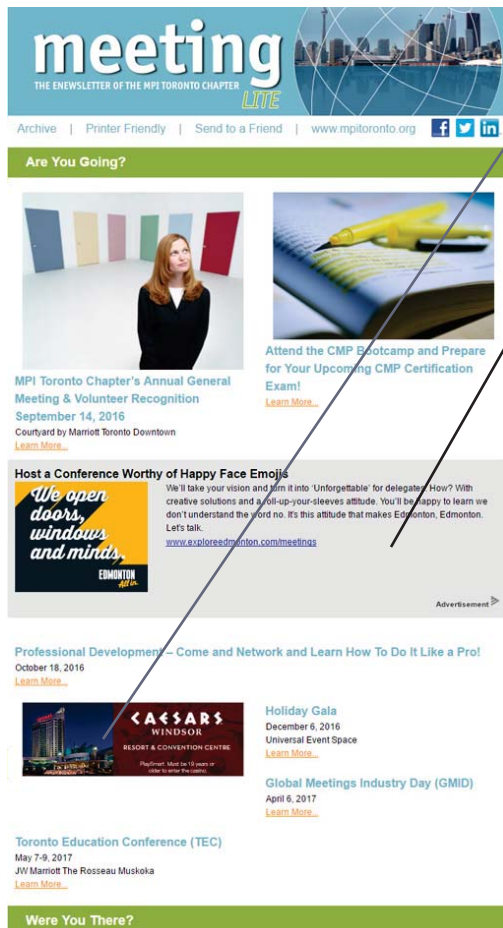
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted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

MEETING LITE ENEWSLETTER – NAYLORNETWORK.COM/MPT-NWL

Now more than ever, professionals consume information on the go. Our *meeting LITE* 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 600 MPI Toronto decision-makers on a regular basis
- In addition to MPI Toronto 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 MPI Toronto 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
- Change artwork monthly at no additional cost to promote time-sensitive offers and events
- Each issue has an open percentage of more than 40%
- Stats calculated from 2/2017 - 8/2017



Rectangle (300 x 100 pixels) 6 available

6 Issues | \$3,150 3 Issues | \$1,750 1 Issue | \$750

- JPG or GIF accepted (no animation.)
- File size must be no greater than 100kb

Sponsored Content (180 x 150 pixels) 3 available positions

6 Issues | \$3,475 3 Issues | \$2,060 1 Issue | \$950

- Thumbnail image (180 x 150 pixels)
- Headline (3-6 words)
- Summary (30-50 words)
- Web link

Distributed bimonthly

To members of MPI Toronto Chapter — delivering your message directly to the key decision-makers in Toronto's meetings industry.

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MPI TORONTO WEBSITE – MPITORONTO.ORG

Advertising on the MPI Toronto website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to mpitoronto.org to learn about upcoming association events, and discover ways to maximize their MPI Toronto membership. Advertising on mpitoronto.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of meeting professionals.

Features of MPI Toronto website advertising:

- Cross-promoted in other MPI Toronto publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces your brand recognition
- Allows dynamic, time-sensitive promotion



MPI Toronto Website Home Page



Leaderboard (728 x 90 pixels)

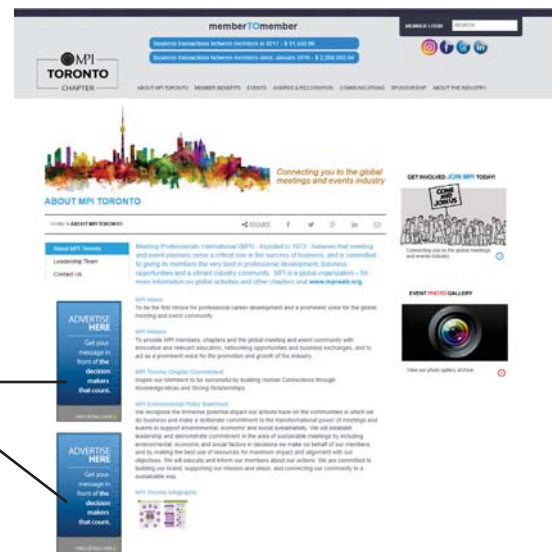
12 Months | \$2,750

- Home Page Only - 2 Rotations

Half Skyscrapers (160 x 300 pixels)

12 Months | \$2,250

- 2 Available: Subpages Only (2 rotations each)



MPI Toronto Website SubPage

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.