



MPI
**PHILADELPHIA
AREA**
CHAPTER
MEDIA KIT

Reach Philadelphia area meeting planners
with more than \$576 million in buying power.

Membership Directory and Resource Guide

FOR MORE INFORMATION, PLEASE CONTACT:

www.pampi.org

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Media Director
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sallen@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS

MPI
**PHILADELPHIA
AREA**
CHAPTER

Serving through education, connections and leadership development.

The MPI PHL Advantage



- Our planner members have an average **annual budget control of more than \$1 million.***



- **74% of our members** planned meetings at convention or conference centers.



- 86% of MPI planner members **purchase from suppliers who advertise with MPI.**

*Source: MPI PHL Demographic Report

Reach members with an annual buying power of more than \$576 million. Contact your Naylor representative today!



Who We Are

Our members are the **region's leading meeting professionals**; members include representatives from:

- Allstate Insurance
- American Express
- AstraZeneca
- Johnson & Johnson
- Motorola
- Pfizer, and more!

MPI PHL is dedicated to serving the diverse needs of meeting professionals through education, connections and leadership development. When making purchasing decisions, **our members utilize the *Membership Directory and Resource Guide* to find the companies they need.**

Membership Directory and Resource Guide
Connecting you with MPI PHL members throughout the year

Membership Directory and Resource Guide

Net Advertising Rates

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

Full-Color Rates

Double Page Spread	\$ 3,289.50
Outside Back Cover	\$ 2,769.50
Inside Front or Inside Back Cover	\$ 2,599.50
Full Page	\$ 2,199.50
2/3 Page	\$ 1,919.50
1/2 Page	\$ 1,529.50
1/3 Page	\$ 1,329.50
1/4 Page	\$ 1,059.50
1/6 Page	\$ 899.50
1/8 Page	\$ 779.50

Black-and-White Rates

Full Page	\$ 1,349.50
2/3 Page	\$ 1,189.50
1/2 Page	\$ 919.50
1/3 Page	\$ 739.50
1/4 Page	\$ 589.50
1/6 Page	\$ 459.50
1/8 Page	\$ 339.50

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 Edition Branding Opportunities

Sponsorship & Toolbar | \$1,250

Skyscraper | \$1,000

Toolbar | \$1,000

25% OFF lesser of two ads placed within the *Membership Directory and Resource Guide*

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)

Membership Directory and Resource Guide

Member Net Advertising Rates

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

Full-Color Rates

Double Page Spread	\$ 2,960.55
Outside Back Cover	\$ 2,549.55
Inside Front or Inside Back Cover	\$ 2,379.55
Full Page	\$ 1,979.55
2/3 Page	\$ 1,727.55
1/2 Page	\$ 1,376.55
1/3 Page	\$ 1,196.55
1/4 Page	\$ 953.55
1/6 Page	\$ 809.55
1/8 Page	\$ 701.55

Black-and-White Rates

Full Page	\$ 1,214.55
2/3 Page	\$ 1,070.55
1/2 Page	\$ 827.55
1/3 Page	\$ 665.55
1/4 Page	\$ 530.55
1/6 Page	\$ 413.55
1/8 Page	\$ 305.55

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(Rates as of May 2017)

Membership Directory and Resource Guide

digital edition

Digital Edition

In addition to print, the *Membership Directory and Resource Guide* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the MPI-PHL's website. An archive of the Membership Directory and Resource Guide is available, securing your ad a lasting online presence.*

Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire directory**
- **Navigate and magnify pages with one click**
- **View instantly from most smartphones and tablets**
- **View archives and find a list of sections for one-click access**
- **Read the *Membership Directory and Resource Guide* online or download and print for later**

Extend your advertising investment with digital media:

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

Ad Positions



Digital Leaderboard | \$1,000

Located at the top of the digital edition, the leaderboard ad is displayed the entire time the publication is open, giving your message constant and lasting exposure.

Digital Skyscraper | \$1,000

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

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

Digital Sponsorship & Toolbar | \$1,250

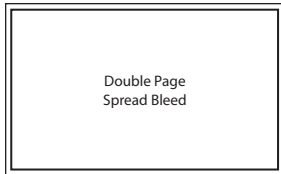
With the sponsorship, your message will be prominently displayed directly across from the cover of the directory. Animation capabilities are available. With the toolbar, your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons.

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.

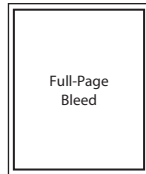
Membership Directory and Resource Guide

Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



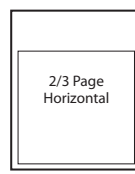
11.75" x 8.75"



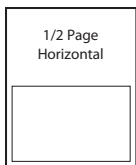
6" x 8.75"



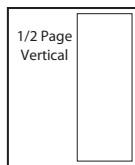
5" x 7.5"



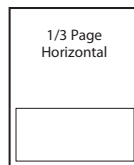
5" x 4.916"



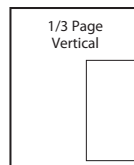
5" x 3.666"



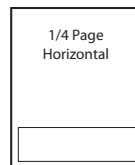
2.333" x 7.5"



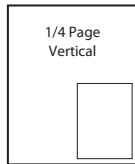
5" x 2.333"



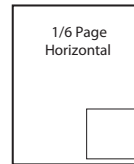
2.333" x 4.916"



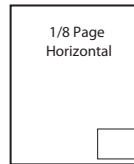
5" x 1.666"



2.333" x 3.666"



2.333" x 2.333"



2.333 x 1.666"

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: 10.75" x 7.5"

Full Page Live Area: 5" x 7.5"

Specs for Outsert/Inserts

Roster

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"

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 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 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.*

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

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:** _____