



Meeting Professionals International Philadelphia Area Chapter

Gain targeted access to Philadelphia's meeting planners.

The PAMPI Advantage:

- PAMPI is one of the top 10 largest chapters of MPI in the world.
- PAMPI includes more than **650 key decision makers** in the meeting planning industry.
- PAMPI members control an average annual budget of **\$1.5 million** and are responsible for booking an average of **1,200 rooms** per year.
- Philadelphia is home to more than **20,000 hotel rooms** and nearly **1.2 million square feet of meeting space**.

Who We Are:

The Philadelphia Area Chapter of Meeting Professionals International (PAMPI) is a regional professional organization dedicated to serving the diverse needs of meeting professionals by promoting the professional advancement of the meetings industry through a commitment to excellence and the growth and development of its members by providing a variety of educational, informational and networking forums.

Reach Industry Leaders with Purchasing Power

Each year, meeting professionals account for more than **\$122.3 billion** nationally in spending on travel, conventions, meetings and professional services. Don't miss the opportunity to place your company's products and services in front of key industry purchasers.

Call your Naylor representative today to increase your company's industry presence with this valuable resource.

For more information, please contact:

Heather Ciocca

Publication Director

Naylor, LLC

Toll-Free: 800-369-6220, ext. 3463

Email: hciocca@naylor.com



2011 Membership Directory

The PAMPI *2011 Membership Directory* is mailed directly to every member of PAMPI, including meeting planners and suppliers in all facets of the meetings and events industry. When making a purchasing decision, PAMPI members turn to the pages of our publication to find companies who supply the products and services they need.



Advertising in the PAMPI 2011 Membership Directory...

Maximizes Exposure: Special placement within the publication ensures high visibility and relevancy for your ad. Your message can be strategically placed for maximum impact.

Enhances Visibility: All advertisers receive a free custom listing in our *Index of Advertisers*. Your company will be listed under the category of your choice along with the page number of your ad.

Drives Traffic: All advertisers receive an Advertiser.com listing. Our cross-reference highlights your company's Web address to increase online traffic.

To learn more about PAMPI, visit:

www.pampi.org



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Net Advertising Rates

DIRECT MAIL OPPORTUNITIES AVAILABLE:

Please ask your representative for details.

Revisions and Proofs: \$50.00

Position Guarantee: 15% Premium

Full-Color Rates*

1x

Double Page Spread	\$2,869.50
Outside Back Cover	\$2,569.50
Inside Front or Inside Back Cover	\$2,409.50
Full Page	\$2,029.50
2/3 Page	\$1,559.50
1/2 Page	\$1,359.50
1/3 Page	\$1,179.50
1/4 Page	\$1,019.50
1/6 Page	\$679.50
1/8 Page	\$469.50

*Color ads will be placed within color sections of the publication.

Premium Advertising Options - Ask your representative for specifications.

Black-and-White Rates

1x

Full Page	\$1,119.50
2/3 Page	\$969.50
1/2 Page	\$699.50
1/3 Page	\$529.50
1/4 Page	\$419.50
1/6 Page	\$329.50
1/8 Page	\$239.50

Special Advertising Section:

Meeting Planners Guide



This special section is designed to highlight hotels, resorts and attractions to Philadelphia meeting professionals. Located in the front of the directory and listed in the Table of Contents, this section can gain additional exposure for your company.

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). PHI-R0011 (LR 10/10/08 PHI-R0009)



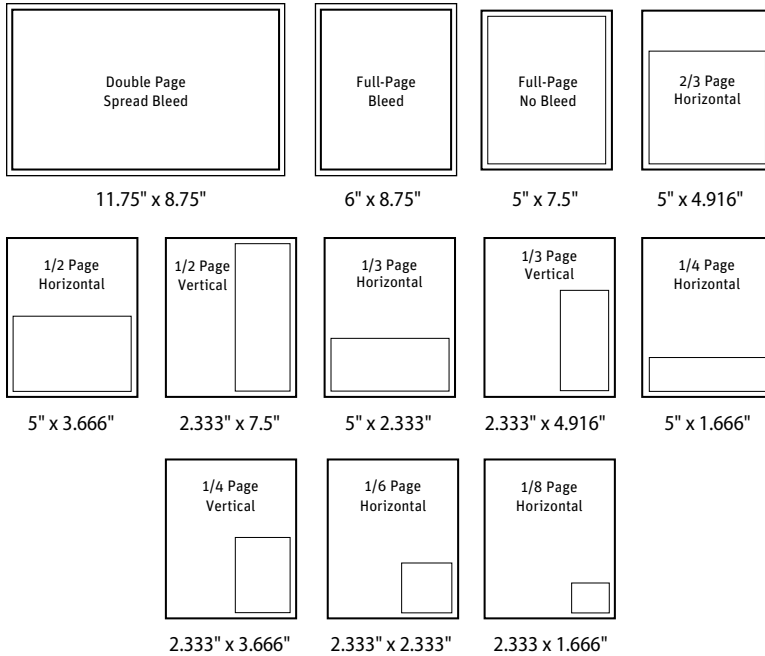


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Print Advertising Specifications

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: 10.75" x 7.5"
Full Page Live Area: 5" x 7.5"

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.





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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.*

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

