



SOUTHERN  
CALIFORNIA  
CHAPTER

# MEDIA GUIDE

Meet with MPISCC members  
responsible for \$930 million in annual  
buying power.

*Membership Directory & Resource Guide  
mpiscc.org website advertising  
MPI So Cal Connect eNewsletter*

FOR MORE INFORMATION, PLEASE CONTACT:

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**SOUTHERN CALIFORNIA CHAPTER**

## MPISCC By The Numbers

### \$930 M

Our members have a combined annual buying power of **\$930 million**.

### 4 Out Of 10

More than **4 out of 10** of our members control an annual budget of more than **\$1 million\***

### 85%

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

### 6th Largest

MPISCC is the **sixth largest** chapter of MPI internationally.

## Member Profile

Our members are meeting planners and individuals involved in all facets of the meetings and events industry. Nearly half of our members have more than 5 years of experience.

- **Nearly 70%** of our members held meetings at a **hotel or resort** in the past year.
- **1 out of 3** of our members held meetings at a **conference or convention center**.
- Our members host meetings for a variety of different fields including:
  - Entertainment
  - Finance and Insurance
  - Telecommunications
  - Media and Pharmaceutical
  - Research and Consulting
  - And more!

Contact your Naylor representative and find out how you can get in front of meeting planners with more than \$930 million in annual buying power.

Source: MPI Southern California Demographic Report



**Membership Directory & Resource Guide**



[www.mpiweb.org/chapters/southern-california](http://www.mpiweb.org/chapters/southern-california)



**MPI So Cal Connect eNewsletter**

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# Membership Directory & Resource Guide



## Member 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	\$ 3,050.55
Outside Back Cover	\$ 2,782.55
Inside Front or Inside Back Cover	\$ 2,572.55
Full Page	\$ 2,042.55
2/3 Page	\$ 1,781.55
1/2 Page	\$ 1,421.55
1/3 Page	\$ 1,232.55
1/4 Page	\$ 980.55
1/6 Page	\$ 836.55
1/8 Page	\$ 719.55

Black-and-White	Rates
Full Page	\$ 1,250.55
2/3 Page	\$ 1,106.55
1/2 Page	\$ 854.55
1/3 Page	\$ 683.55
1/4 Page	\$ 548.55
1/6 Page	\$ 377.55
1/8 Page	\$ 314.55

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 with Toolbar** | \$1,000

**Leaderboard** | \$1,000

**Skyscraper** | \$1,250

**Belly Band** | \$750

## Digital Edition

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



**\*Complimentary 50-word profile and black-and-white profile with the purchase of a 1/2-page ad or full-page ad.**

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 December 2018

# Membership Directory & Resource Guide



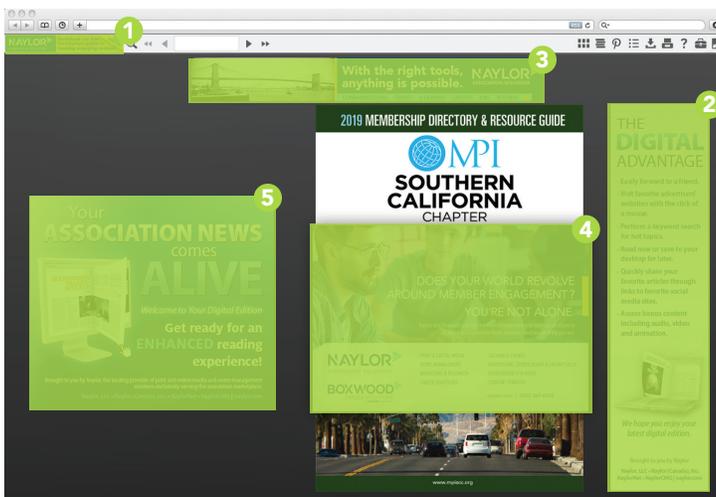
## Digital Edition

- 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 MPISCC'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 | free with sponsorship

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 | \$1,250

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

### 3 Leaderboard | \$1,000

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 with Toolbar | \$1,000

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.

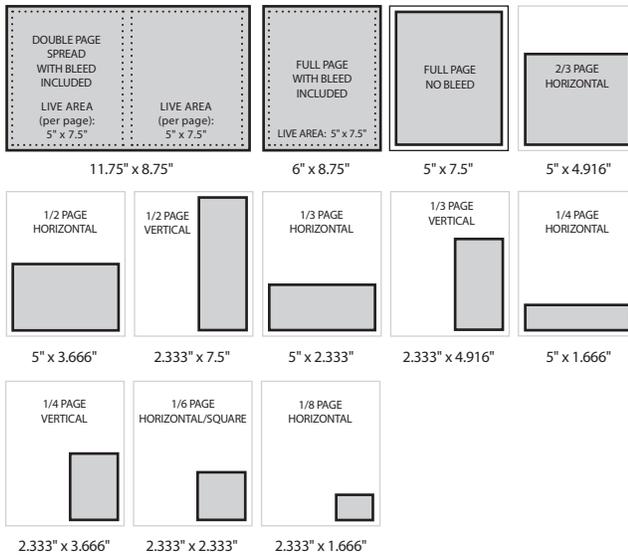
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# Membership Directory & Resource Guide

## 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.

### Specs for Outsert/Inserts

- 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

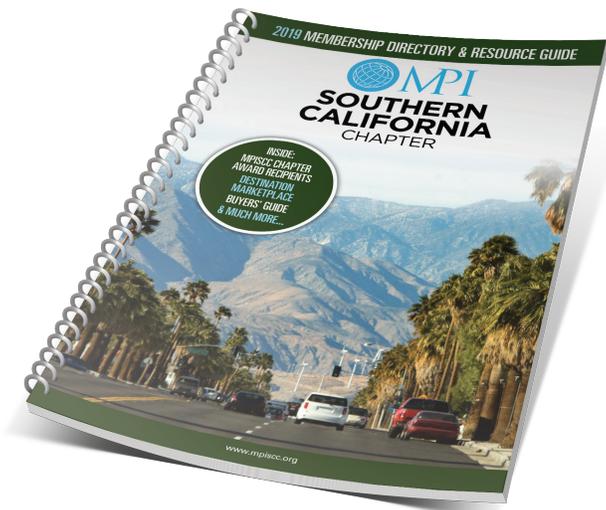
Go to the Naylor website at [www.naylor.com/adupload](http://www.naylor.com/adupload)

### Production Services, Proofs and Revisions

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### Digital Edition

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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 December 2018

# MPI Southern California Chapter Website



## Advertising on the MPI Southern California Chapter Website

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

### Features of MPI Southern California Chapter website advertising:

- Cross-promoted in other MPI Georgia 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

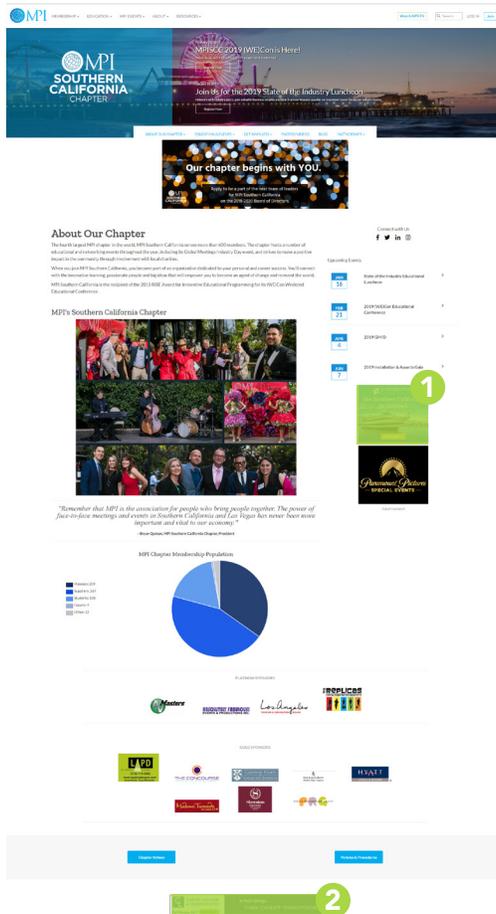
### On average, MPI Southern California Chapter website receives:

- More than 2,900 page views per month
- Nearly 1,000 visitors per month
- Sessions lasting nearly 2 minutes

Stats as of 11/2018 to 3/2019



[www.mpiweb.org/chapters/southern-california](http://www.mpiweb.org/chapters/southern-california)



### 1 Rectangles | \$1,950 for 12 months

300 x 250 pixels

The rectangles are run-of-site and rotate between three advertisers each.

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

728 x 90 pixels

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

For the latest online specs, please visit

[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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# MPI So Cal Connect eNewsletter



## About the eNewsletter

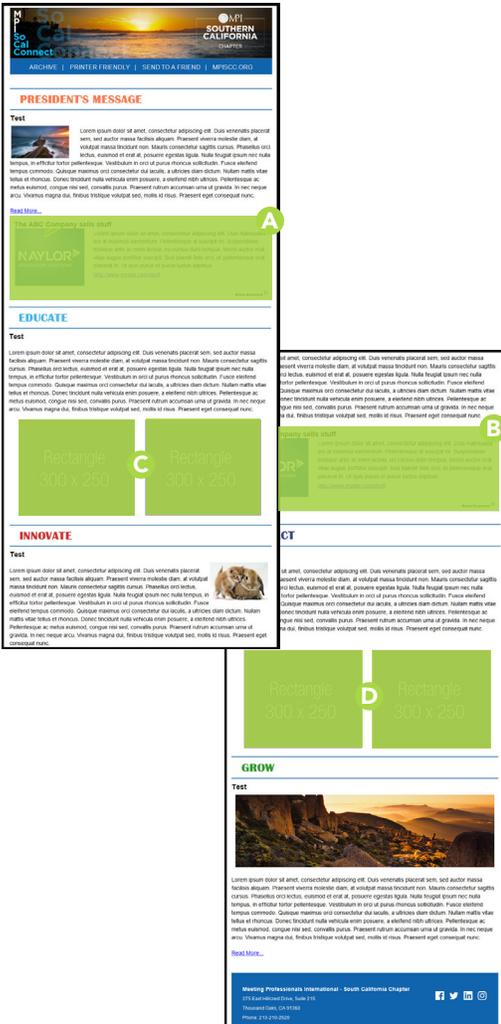
Now more than ever, professionals consume information on the go. Our MPI So Cal Connect eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 3,500 decision-makers on a monthly basis
- In addition to more than 3,500 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 MPISCC 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



www.naylornetwork.com/mps-nw1



### A 1st Sponsored Content

12 Months | \$2,575

- 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

### B 2nd Sponsored Content

12 Months | \$2,060

### C 1st Row Rectangle

12 Months | \$2,315

- 300 x 250 pixels
- Only two spots available per Newsletter
- NO ROTATION

### D 2nd Row Rectangle

12 Months | \$1,800

### Distributed Monthly

#### Sections include

- Industry News
- Association News
- Membership
- Upcoming Events
- Resources



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.