



KANSAS CITY CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

KCMPI produces an estimated **\$417 million** in buying power for meetings planned by members.

MEET KCMPI

Founded in 1981, Meeting Professionals International Kansas City Chapter (KCMPI) is the leading regional organization committed to shaping and defining the meeting and event industry. In order to build a rich global meetings industry in the community, KCMPI works closely with its members, MPI headquarters and regional businesses to provide useful meeting planning resources. KCMPI is a top-rated chapter, both regionally and globally.

MEMBER & READER PROFILE

KCMPI's strength lies with its members, most of whom have been in the industry for more than 15 years and represent organizations within a 150-mile radius of Kansas City. Members include:

----- Meeting planners from the following sectors:

- Corporate
- Association
- Government
- Religious
- Non-profit

----- Independent meeting planners

----- Industry suppliers

To learn more about KCMPI, visit: www.kcmpi.org.

If your business caters to the midwestern meeting planning and events industry, KCMPI's annual **Membership Directory** and the bimonthly eNewsletter **KCMPI Times** are ideal advertising outlets. To participate, contact your Naylor account executive today.

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Connect with KCMPI members throughout the year.

IN PRINT



KCMPI's annual **Membership Directory** is the leading resource of networking and product and service information for meeting planners in the region.

ONLINE



The **KCMPI Times** eNewsletter keeps members and other industry leaders up to date on the latest news and events in the regional and global meeting planning communities.

2009 ADVERTISERS INCLUDED:

Argosy Casino Hotel & Spa
Best Western Branson Inn & Conference Center
Big Cedar Lodge
Buca, Inc.
Chateau on the Lake Resort
Spa & Convention Center
Clarion Hotel & Conference Center
Gates Bar-B-Q
Great Wolf Lodge
Hard Rock Hotel & Casino
Tulsa
Harrah's North Kansas City
Helms Briscoe
Hilton Garden Inn
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Tanque Verde Guest Ranch
The Keeter Center at College of the Ozarks
The Lodge of Four Seasons
The Melting Pot
The Stone Castle Hotel & Convention Center
The Woodlands Resort & Conference Center
Van Till Agri Lands
Wichita Marriott Hotel

About KCMPI Times

http://www.kcmpi.org/html/member_resources/newsletter.html

Now more than ever, professionals consume information on the go. The *KCMPI Times* 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 decision-makers every other month
- In addition to KCMPI members, our opt-in subscription feature 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 KCMPI publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible on KCMPI's Web site for unlimited online viewing
- Limited available ad space makes each position exclusive
- Artwork may be changed monthly at no additional cost to promote time-sensitive offers and events



Vertical Banner

- Only four spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed
- 120 x 240 pixels

6 issues | \$1,400

3 issues | \$900

1 issue | \$400

Horizontal Banner

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter
- 468 x 60 pixels

6 issues | \$1,450

3 issues | \$950

1 issue | \$450

Distributed bimonthly

Sections include

- President's Message
- Events
- Industry News/Information
- Member Profiles
- News & Notes
- Editor's Notes

...and more!

File Submission

All files should be JPG or GIF (no animation) and should not exceed 100kb. For maximum readability, online ad text should be set at a minimum of 18 point using a sans serif font.