



FOR MORE INFORMATION, CONTACT:

- Engage print edition
- Engage digital edition
- Membership Directory and Resource Guide
- MPI Potomac website advertising
- FYI eNewsletter

Make the Right Impression

MPI Potomac is the third-largest chapter in the United States. We provide our members the most current and useful information on the meeting planning industry through our full complement of communication options.

IN PRINT AND ONLINE:

We make it easy to connect with MPI Potomac members throughout the year.



Membership Directory and Resource Guide

Our annual directory contains valuable member contact information and is used as a trusted purchasing tool throughout the year. Available in both print and digital.



Engage print edition

MPI Potomac's flagship magazine serves as a vital communication tool for members. It is published biannually and has a standard circulation of 1,100 copies.



MPI Potomac Website Advertising

Members turn to mpipotomac.org to learn about the most up-to-date industry news and information as well as upcoming events.

www.mpiweb.org/chapters/potomac



Engage digital edition

An exact replica of the print edition, published biannually. Each issue is emailed to members as well as posted on mpipotomac.org.



FYI eNewsletter

Your company's message in *FYI* will be delivered to the inboxes of more than 1,000 MPI Potomac members monthly.

www.naylornetwork.com/pmp-nwl





The Potomac Meetings Marketplace

AN AUDIENCE WITH BUYING POWER



Our members represent more than \$1.09 billion in annual buying power.



MPI Potomac represents professional meeting planners for corporations, associations and meeting management firms.

ACCESS TO INDUSTRY LEADERS



MPI Potomac is the 3rd largest chapter of MPI, which has more than 71 chapters internationally.



Members are headquartered in Maryland, Washington D.C. and Northern Virginia.

OUR MEMBERS WANT YOUR BUSINESS -



More than 2 out of 5 of our members control an annual meetings budget of \$1 - \$10+ million.*



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

*Among those who control budgets

Why **ENGAGE**?

Engage is MPI Potomac's official magazine and communication tool for all members. Published biannually, Engage delivers readers timely information about all aspects of the meetings and events industry and the activities of MPI Potomac. Our 1,100 readers are meeting professionals along with affiliate/supplier members involved in all facets of the meetings and events industry in the Washington, D.C. area.

TOP THATE BLASONS TO ATTEND MACE 2019 IN FEBRUARY

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MPI POTOMAC PLANNER ORGANIZATIONAL PROFILE

- 48% Association/Non-profit planners
- 30% Corporate planners
- 18% Meeting Management planners
- **4%** Vertical Markets such as University and Government planners

ENGAGE READERS BY THE NUMBERS

- 525 Client-side planners: corporate, association, government, non-profit and others planning meetings and events for clients internal to their organization.
- 96 Meeting management and service professionals or intermediaries: independent planners, PCOs (professional conference organizers) and those working for third-party, multimanagement, site selection or other meeting services providers.





ENGAGE Digital Edition

Extend your print advertising investment with the unique benefits of digital media

ENGAGE is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- Reading view (default): The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!





• Rectangle (all views) | \$750

The rectangle ad is on the table of contents, appearing onscreen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

- 2 Top TOC Mobile Banner | \$500
- 3 2nd TOC Mobile Banner | \$350

In-Magazine Digital Options (HTML reading view)

HTML5 Ad | \$1,250

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$1,000

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | \$750
- Medium Insert | \$500



Each issue, we'll take a look at the accommodations and attractions that different cities and regions have to offer meeting planners looking to schedule an upcoming event.

Content Plan*	Winter/Spring	Summer/Fall
Editorial Features	MACE! 2019, Insights from seasoned planners and Networking/Benchmarking	Current Meeting Trends & The Latest in Innovative Venues and Technology
Destination Spotlight	Capitol Hill: Washington, D.C., Arlington, VA, Alexandria, VA, Bethesda, MD, Silver Spring, MD	Canada: Toronto, Niagara Falls, Thunder Bay
Space Reservation	December 18, 2018	July 10, 2019
Materials Deadline	December 20, 2018 Bonus Distribution at MACE! 2019	July 12, 2019

^{*}Content plan is subject to change without notice

IN EVERY ISSUE

President's Message

This column keeps readers up-to-date on the Chapter and the industry.

Volunteer Spotlight

Get to know an MPI Potomac volunteer in each issue, and find out how you can get involved with the chapter.

Calendar of Events

Save the dates - Did you know? MPI Potomac is a CMP Preferred Provider.

Thought Leadership

Expertise and inspiration on hot topics in the meetings industry.

Members on the Move

Stay current on members' addresses and companies.

New Members

Be the first to welcome new members to the MPI Potomac Chapter.

Index of Advertisers

Locate the product or service you're looking for in our Index of Advertisers.



ENGAGE Reach these MPI Potomac members & more:

INTERNATIONAL

International Association of Amusement Parks and Attractions

International Association of Chiefs of Police International City/County Management Association

International Launch Services International Life Sciences Institute International Meetings Inc. International Monetary Conference

ASIS International

Chamber Partnerships International, LLC

Ernst & Young Exxon Mobil

Capital One

Federal Trade Commission

Goodwill Industries International, Inc. Helicopter Association International

Lockheed Martin

Marriott Global Meetings & Special Events

Marriott International

NOVA Research Company Novartis Pharmaceuticals

Professional Meeting Services

Public Housing Authorities Directors Association

Public Justice Foundation

Public Risk Management Association Regulatory Affairs Professionals Society

Resort Meetings Consortium

Rolls-Royce

Ronald Reagan Building & International

Trade Center

Science Applications International Corporation (SAIC)

Service Employees International Union (SEIU)

SRA International, Inc.

Strategic Partnerships International LLC Technical Resources International

The Boeing Company

The International Association of Chiefs of

Police

United Nations Foundation

NATIONAL

AARP

American Association of Airport Executives American Association of Attorney-Certified Public Accountants

American Association of State Colleges and Universities

American Bankers Association

American College of Obstetricians & Gynecologists

American College of Real Estate Lawyers American Council of Engineering Companies

American Dental Education Association

American Diabetes Association

American Farm Bureau Federation

American Financial Services Association

American Frozen Food Institute

American Hotel & Motel Association

American Institute of Architects

American Institute of Biological Sciences

American Meat Institute

American Petroleum Institute

American Pharmaceutical Association

American Public Health Association

American Red Cross

American Society of Interior Designers

Americans for the Arts

Association of American Medical Colleges

Association of American Publishers

National Academy of Sciences

National Alliance for Public Charter Schools

National Apartment Association

National Association of Corporate

Directors

National Association of Home Builders

National Association of Manufacturers

National Bar Association

National Business Travel Association

National Conference Services, Inc.

National Council of Farmer Cooperatives

National Court Reporters Association

National Education Association

National Federation of Independent

Business

National Governors Association

National Institute of Governmental

Purchasing

National Recreation and Park Association

National Telecommunications Cooperative

Association

National Turkey Federation

Nature Conservancy

NeighborWorks America

Newspaper Association of America

Smithsonian National Air and Space

Museum

The Federal Circuit Bar Association

U.S. Environmental Protection Agency

United Way of America

REGIONAL

American Library Association — Washington Office

Booz Allen Hamilton

DC Affairs

District of Columbia Bar

George Washington University, Marvin

Center and University Conferences

George Washington University

Howard Hughes Medical Institute

Lockheed Martin

Maryland Trial Lawyers Association

Potomac Management Resources

University of Maryland Alumni Association

University of Maryland Conferences &

Visitor Services

Washington Performing Arts Society Windsor Association Management

Contact your sales representative for information on how your business can target these associations and more!



Annual MPI Potomac Membership Directory

Reach these MPI Potomac members & more:

INTERNATIONAL

International Association of Amusement Parks and Attractions

International Association of Chiefs of Police International City/County Management Association

International Launch Services International Life Sciences Institute International Meetings Inc.

International Monetary Conference

ASIS International Capital One

Chamber Partnerships International, LLC Ernst & Young

Exxon Mobil

Federal Trade Commission

Goodwill Industries International, Inc. Helicopter Association International

Lockheed Martin

Marriott Global Meetings &

Special Events

Marriott International NOVA Research Company Novartis Pharmaceuticals Professional Meeting Services Public Housing Authorities

Directors Association Public Justice Foundation

Public Risk Management Association Regulatory Affairs Professionals Society

Resort Meetings Consortium

Rolls-Royce

Ronald Reagan Building & International Trade Center

Science Applications International Corporation (SAIC)

Service Employees International Union (SEIU) SRA International, Inc.

Strategic Partnerships International LLC

Technical Resources International

The Boeing Company

The International Association of Chiefs of Police

United Nations Foundation

NATIONAL

AARP

American Association of Airport Executives American Association of Attorney-Certified Public Accountants

American Association of State Colleges and Universities

American Bankers Association American College of Obstetricians & Gynecologists

American College of Real Estate Lawyers
American Council of Engineering Companies

American Dental Education Association
American Diabetes Association

American Farm Bureau Federation

American Financial Services Association

American Frozen Food Institute American Hotel & Motel Association

American Institute of Architects

American Institute of Biological Sciences American Meat Institute

American Petroleum Institute
American Pharmaceutical Association

American Public Health Association

American Red Cross

American Society of Interior Designers

Americans for the Arts

Association of American Medical Colleges Association of American Publishers

National Academy of Sciences

National Alliance for Public Charter Schools

National Apartment Association

National Association of Corporate Directors

National Association of Home Builders National Association of Manufacturers

National Bar Association

National Business Travel Association

National Conference Services, Inc.

National Council of Farmer Cooperatives

National Court Reporters Association

National Education Association

National Federation of Independent

Business

National Governors Association National Institute of Governmental

Purchasing

National Recreation and Park Association National Telecommunications Cooperative Association

National Turkey Federation Nature Conservancy

NeighborWorks America

Newspaper Association of America Smithsonian National Air and Space Museum

The Federal Circuit Bar Association U.S. Environmental Protection Agency United Way of America

REGIONAL

American Library Association — Washington Office

Booz Allen Hamilton

DC Affairs

District of Columbia Bar

George Washington University, Marvin Center and University Conferences

George Washington University

Howard Hughes Medical Institute

Lockheed Martin

Maryland Trial Lawyers Association Potomac Management Resources

University of Maryland Alumni Association University of Maryland Conferences

& Visitor Services

Washington Performing Arts Society Windsor Association Management

Contact your sales representative for information on how your business can target these associations and more!

Why MPI Potomac?

ANNUAL MPI POTOMAC MEMBERSHIP DIRECTORY

Our annual *Membership Directory* grants unrivaled access to MPI Potomac members. This publication provides direct access to the actively-engaged association members and decision-makers. MPI Potomac members rely on the annual Membership Directory to keep up with the latest industry trends, reference important membership information and find the industry's most trusted suppliers.

POTOMAC MPI PLANNER ORGANIZATIONAL PROFILE

- 48% Association/Non-profit planners
- 30% Corporate planners
- 18% Meeting Management planners
- 4% Vertical Markets such as University and Government planners

ENGAGE READERS BY THE NUMBERS

- 525 Client-side planners: corporate, association, government, non-profit and others planning meetings and events for clients internal to their organization.
- 96 Meeting management and service professionals or intermediaries: independent planners, PCOs (professional conference organizers) and those working for third-party, multimanagement, site selection or other meeting services providers.



POTOMAC



ENGAGE

Net Advertising Rates

Revisions and Proofs: \$50.00 Position Guarantee: 15% Premium Direct-mail opportunities available: please ask your representative for details.

All rates include Ad Link in the digital edition of the magazine.

Full-Color Rates

SIZE	1x	2x	3x Includes Membership Directory
Double-Page Spread	\$3219.50	\$3059.50	\$2899.50
Outside Back Cover	\$2859.50	\$2749.50	\$2639.50
Inside Front or Inside Back Cover	\$2659.50	\$2549.50	\$2439.50
Full Page	\$2149.50	\$2039.50	\$1929.50
2/3 Page	\$1879.50	\$1789.50	\$1689.50
1/2 Page	\$1499.50	\$1419.50	\$1349.50
1/3 Page	\$1309.50	\$1239.50	\$1179.50
1/4 Page	\$1039.50	\$989.50	\$939.50
1/6 Page	\$889.50	\$849.50	\$799.50
1/8 Page	\$769.50	\$729.50	\$689.50

Black-and-White Rates

SIZE	1x	2x	3x Includes Membership Directory
Full Page	\$1319.50	\$1249.50	\$1189.50
2/3 Page	\$1159.50	\$1099.50	\$1039.50
1/2 Page	\$909.50	\$859.50	\$819.50
1/3 Page	\$719.50	\$679.50	\$649.50
1/4 Page	\$589.50	\$559.50	\$529.50
1/6 Page	\$449.50	\$429.50	\$399.50
1/8 Page	\$339.50	\$319.50	\$309.50

Die-Cut Tabs Available in the Directory Only!

Full-Page, Full-Color | \$2,489.50 Full-Page, Black-and-White | \$1,659.50

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.



Annual MPI Potomac Membership Directory

Net Advertising Rates

Revisions and Proofs: \$50.00 Position Guarantee: 15% Premium Direct-mail opportunities available: please ask your representative for details.

All rates include Ad Link in the digital edition of the directory.

Full-Color Rates

SIZE	1x
Double-Page Spread	\$3389.50
Outside Back Cover	\$3009.50
Inside Front or Inside Back Cover	\$2799.50
Full Page	\$2269.50
2/3 Page	\$1979.50
1/2 Page	\$1579.50
1/3 Page	\$1369.50
1/4 Page	\$1089.50
1/6 Page	\$929.50
1/8 Page	\$799.50

Black-and-White Rates

SIZE	1x
Full Page	\$1389.50
2/3 Page	\$1229.50
1/2 Page	\$949.50
1/3 Page	\$759.50
1/4 Page	\$609.50
1/6 Page	\$469.50
1/8 Page	\$349.50

Die-Cut Tabs Available in the Directory Only!

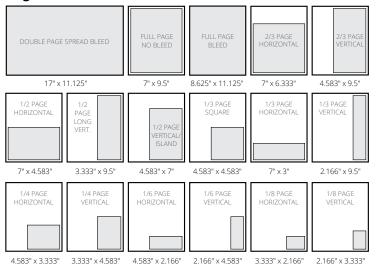
Full-Page, Full-Color | \$2,489.50 Full-Page, Black-and-White | \$1,659.50

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Print Specifications

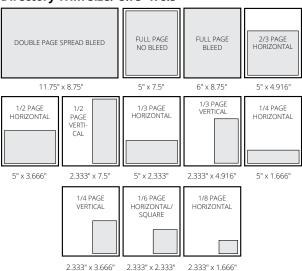
Magazine Ad Sizes and Depictions

Magazine Trim Size: 8.375" x 10.875"



Directory Ad Sizes and Depictions

Directory Trim Size: 5.75" x 8.5"



Artwork Requirements

All digital color and grayscale 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 grayscale 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 Web site at www.naylor.com and click on "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top righthand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

Production Services, Proofs and Revisions

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







MPI Potomac Website Sales



mpiweb.org/chapters/potomac

Prominent ad positions are available onmpiweb.org/chapters/potomac. Take advantage of this opportunity to reach members of the third-largest MPI Chapter 24/7.

MPI Potomac members turn to mpiweb.org/chapters/potomac to provide them with up-to-date meeting news and information as well as upcoming events in the industry. mpiweb.org/chapters/potomac averages more than 1,800 pageviews a month with visitors that spend an average of 2:11 minutes on site per visit.*

Extend your message – reach MPI Potomac members online!

Reach your market and:

- Interact with viewers and facilitate the buying process
- Generate an immediate response
- Direct clients to the landing page of your choice
- Track ad performance
- Promote time-sensitive offers or events

Advertising opportunities on MPI Potomac's website include:

• Run-of-Site Top Rectangle

300 x 250 (five rotations)

12 Months \$2,850

Run-of-Site Bottom Rectangle

300 x 250 (five rotations)

12 Months \$2,850

Run-of-Site Custom Leaderboard

728 x 90 and 320 x 50 (six rotations)

12 Months \$2,675



*Numbers averaged from 12/2018 - 4/2019

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. For the latest online specs, please visit: **www.naylor.com/onlinespecs**



FYI, the MPI Potomac eNewsletter

FYI, the official eNewsletter of MPI Potomac

Your company's message in *FYI* will be delivered to the inboxes of more than 980 MPI Potomac members who rely on our eNewsletter to keep them current on issues specific to the meetings and events industry and our association.

Enjoy the benefits of a targeted eNewsletter:

- Frequently forwarded to others for additional exposure
- Cross-promoted in other MPI Potomac 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. They can be seen at http://naylornetwork.com/pmp-nwl





Advertising opportunities on FYI include:

Sponsored Content (2 total)

12 Months \$2,389.50

Medium Rectangle (4 total)

- Four 300 x 100 pixel banners placed next to content on FYI.
- **12 Months** \$2,889.50

Large Rectangle (4 total)

- Four 300 x 250 pixel banners located between popular sections of FYI.
- **12 Months** \$3,470

 $Naylor\ charges\ a\ \$50\ artwork\ surcharge\ for\ artwork\ creation\ or\ changes.\ This\ additional\ fee\ will\ appear\ on\ your\ final\ invoice\ if\ the\ artwork\ submitted\ is\ not\ publishing\ ready.$

Online Specifications

For the latest online specs, please visit: www.naylor.com/onlinespecs

WFBSITF

Custom leaderboard

- 728 x 90 pixels
- · JPG/GIF
- Animation must be no longer than 25 seconds (this includes multiple loops)

Custom Rectangle

- 300 x 250 pixels
- · JPG/GIF
- Animation must be no longer than 25 seconds (this includes multiple loops)

ENEWSLETTER

Sponsored Content

- · Image/Logo must be 180 x 150 pixels
- Image/Logo format must be JPEG or .PNG file, @72dpi, RGB
- · No animation
- · No contact info included
- Image cannot be treated as a regular banner ad
- Headline: Advertiser supplies 5-7 words
- Summary text: Advertiser supplies 50-70 words
- Headline/Summary text must be plain text and cannot contain HTML or odd characters
- Call to Action text: Advertiser supplies text (e.g. Click Here, Read More)
- · Advertiser supplies URL ad should link to

Medium Rectangle

• 300 x 100 pixels

Large Rectangle

• 300 x 250 pixels

ENGAGE DIGITAL EDITION





Annual MPI Potomac Membership Directory

Digital Edition

In addition to print, MPI Potomac's Membership Directory 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 company's website.

Extend your print advertising investment with the unique benefits of digital media:

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





Sponsorship \$750

Be the first ad readers see. Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities bring your message to life.

Ad Link: FREE with purchase of display ad!

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate email address. All of our advertising options include this upgrade.

Large Toolbar \$300

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition.

Leaderboard \$1,250

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.

Skyscraper \$950

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

Bellyband \$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.

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