



OHIO

CHAPTER

MPI Ohio Sponsorship & Advertising Opportunities

All packages to operate on a calendar year basis

BENEFIT	PLATINUM PACKAGE \$5,000	GOLD PACKAGE \$2,500	SILVER PACKAGE \$1,500	BRONZE PACKAGE \$1,000
Website Banner Ad and Hyperlink on www.mpioh.org	12 Months	12 Months	6 Months	3 Months
Weekly Email Newsletter Banner (e-newsletter of choice)	4 Insertions	2 Insertions	–	–
Social Media Posts	4 Posts throughout the year (All Platforms)	2 Posts throughout the year (All Platforms)	1 Post throughout the year (All Platforms)	1 Post throughout the year (1 Platform)
Define Advertisement (one quarterly issue of choice)	* See Below *	Half Page (Full Color, Digital)	Quarter Page (Full Color, Digital)	–
Commercial at 2 Monthly Chapter Meetings	3-minute Commercial (In Person or Video)	–	–	–
Logo Projected During Lunch at All Chapter Events	✓	✓	✓	✓
Mailing Labels of All Chapter Members During the Year	2 Sets (Phone/Email Excluded)	1 Set (Phone/Email Excluded)	1 Set (Phone/Email Excluded)	–
Listing in Annual Recognition Event Program	✓	✓	✓	✓
Two Complimentary Registrations to MPI Ohio Monthly Educational Programs for 1 Calender Year	All programs (Excludes Navigate Conference)	All programs (Excludes Ignite & Navigate Conferences)	3 programs (Excludes Ignite & Navigate Conference)	1 program (Excludes Ignite & Navigate Conference)
Dedicated E-blast to MPI Ohio's Email Database	1	–	–	–
Recognized on MPI Ohio's Website Sponsor Page	✓	✓	✓	✓
**Customization is available for all sponsor packages				

*Choose between:

• Full page (full color) DEFINE advertisement in one (1) quarterly issue of your choice – digital

• Event Exhibit Table: Showcase your business at a chapter meeting (excluding Navigate)

• Sponsor Spotlight Email Feature: Highlighted feature in MPI Ohio newsletter (short writeup + logo)

A La Carte Options

Each item marked with an “*” is available individually at the listed price. If multiple asterisks are shown, the cost applies per item selected.

<div>\$100</div> <div>*Logo in slide show at 1 Chapter meeting</div>	<div>\$150</div> <div>*Weekly update E-blast ad *One set of mailing labels of all chapter members (phone and email excluded)</div>	<div>\$250</div> <div>*One social media post on 1 platform</div>
<div>\$400</div> <div>*Sponsor spotlight email feature</div>	<div>\$500</div> <div>*One social media post on 1 platform *Table sponsorship at a chapter meeting (excludes Navigate Conference) *Event exhibit table: Showcase your business at a chapter meeting (excluding Navigate) *Chapter meeting video welcome ad: 3-minute video played at 1 chapter event to welcome attendees</div>	<div>\$575</div> <div>*Quarter page digital DEFINE Newsletter Ad (15% premium for special placement ads: back cover)</div>
<div>\$650</div> <div>*Half page Digital DEFINE Newsletter Ad (15% premium for special placement ads: back cover)</div>		<div>\$750</div> <div>*Dedicated E-blast to MPI Ohio's email database (1 blast per month. First come, first serve) *Tier 2 website banner ad-12 months (728x90 pixels) *Social media takeover day: 5 post series across 1 platform for 1 day</div>
<div>\$825</div> <div>*Full page digital DEFINE Newsletter Ad (15% premium for special placement ads: back cover)</div>	<div>\$1000</div> <div>*Sponsor of Digital DEFINE E-blast *3-5 social media posts over 3-5 days *Tier 1 website banner ad-12 months (300x250 pixels) *Sponsored happy hour: branding and speaking opportunity during a member networking event *Sponsored stories series: quarterly video series where suppliers are interviewed about trends, challenges and innovations. Featured on social media and newsletters *"Sips and Suppliers" virtual networking: Themed virtual networking event with supplier-hosted breakout rooms</div>	<div>\$1250</div> <div>*Video business spotlight: 30-minute virtual business update segment recorded and featured in an MPI Ohio E-blast and linked in the weekly newsletter</div>
<div>\$1500</div> <div>*Sponsored webinar: 45-minute virtual education session hosted by sponsor (MPI-approved topic)</div>		<div>\$2500</div> <div>*Video sponsorship played at each chapter meeting (limit of 2 every 12 months)</div>

Ad Specs

General Requirements: Provide high-resolution PDF of ad that is PDF/X-1a:2001 compliant. Export ads using PDF/X-1a:2001 settings with compatibility set to version 1.3. File must contain only one page. DO NOT include crop marks, bleeds or other information beyond the ad size.
Supported Applications: Ad can be created in any application capable of exporting to PDF/X-1a:2001 standards. Adobe InDesign, Illustrator, Photoshop, Quark XPress, CorelDraw, etc. DO NOT create ads in Microsoft Word, Publisher or other word processing programs. Photos and graphics in ads should be 300dpi minimum.
We may require 'native files' if the PDF is not X-1a complaint or has other issues. If this is the case, we will contact you to provide the original files.
Additional charges may apply for ads not adhering to the guidelines above. MPI Ohio and the publisher cannot be held responsible for reproduction quality if the requirements are not met.
Submitting Ads: Email files under 5MB to admin@mpioh.org. Files greater than 5MB we recommend www.yousendit.com. Create a free YouSendIt account and follow the instructions for uploading/delivering files.

Digital DEFINE Newsletter:	
Full Page	8" x 10.5"
Half Page (Vertical) Half Page (Horizontal)	3.812" x 10.5" 8" x 4.875"
Quarter Page	3.812" x 5.125"

Website Banners:	
Tier 1	300 x 250 pixels
Tier 2	728 x 90 pixels
Formats: JPG, PNG Size Limits: 12 KB Animation: 5 seconds max, GIF ONLY	

Weekly Update E-blast:
Up to 30 words of text & company logo (JPG or PNG) for distribution in the weekly newsletter.

25% off Web pricing for all four (4) time DEFINE Submissions may be made via email attachments or on CD or other removable storage.

This Weekly Electronic Newsletter is sent to all MPIOH members and other industry professionals each Friday. Select the week(s) that you want to run your advertisement and reach over 3000 business professionals. Content is due two weeks prior to publication week.

QUESTIONS/INQUIRIES

Shannon Sprau - Meridian 360 | shannon@meridian-360.com
Regina Piercefield - MPI Ohio Chapter Administrator | admin@mpioh.org | 513.563.8674

SHIPPING

Email ad copy to: admin@mpioh.org

PAYMENTS

MPI Ohio (c/o Regina Piercefield - Chapter Administrator) | 4010 Executive Park Drive, Suite 100 | Cincinnati, OH 45241 | 513.563.8674 | admin@mpioh.org

LIABILITY

Liability claims arising from context of ads (text, representation, and illustration) are assumed by advertisers and advertising agencies. The publisher reserves right of refusal of any advertising not in keeping with publisher's standards. Advertising that simulates editorial must have prior approval of publisher and must carry an "Advertisement" line at the top of each ad.
A commitment via email constitutes advertising space is reserved and under contract. An advertising agreement will be issued for formal signatures and payment information. If your company procedure to issue an Insertion Order, indicate that to the sales representative so it can be noted in your record.
Should you need to change your insertion, you must notify MPI Ohio no later than the commitment deadline for said issue or your ad will be billed as denoted in the advertising agreement.