

2023-2024 Digital Advertising Guide



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Expand Your Brand With Digital Advertising

Take advantage of our digital advertising opportunities to reach out to our members. MPI AZ's official website, mpi-az.org, connects you with MPI Arizona Sunbelt Chapter members throughout the year to keep current on industry news and learn about events that are happening throughout the state! The MPI AZ website receives nearly 1,500 visitors per month. Our site is also now a part of the MPI Global website, www.mpiweb.org, providing additional exposure to more than 85,000 visitors monthly.

Additionally, our monthly e-newsletters direct over 500 recipients to our website monthly. The newsletter is distributed to a private opt-in list with an average of over 40% open rates.

These opportunities ensure your brand will reach your target audience of Meeting Professionals and build brand awareness for your company.

Website Ads	Frequency	MPI Member	Non-Member	Size
Home Page				
Bottom Banner	1 Year*	\$1,000.00	\$1,500.00	720x90 px
Sidekick Banner	1 Year*	\$1,500.00	\$2,000.00	300x250 px
Secondary Pages				
Bottom Banner	1 Year*	\$800.00	\$1,200.00	720x90 px
Sidekick Banner	1 Year*	\$1,200.00	\$1,600.00	300x250 px

*Ads published the first of the month after purchase payment is processed. The ad ends on day 366.

Newsletter Ads*	Frequency	MPI Member**	Non-Member	Size
Top Banner	1X	\$250.00	\$325.00	1200x300 px
Top Banner	12X	\$2,500.00	\$2,925.00	1200x300 px
Mid-Banner	1X	\$200.00	\$300.00	1200x300 px
Mid-Banner	12X	\$2,000.00	\$2,500.00	1200x300 px
Bottom Banner	1X	\$150.00	\$275.00	1200x300 px
Bottom Banner	12X	\$1,500.00	\$2,275.00	1200x300 px

*Monthly newsletters are sent to members/subscribers on or before the 10th of the month. Buy for one month or for the entire year!

**MPI member rates apply to members of all MPI Chapters. Non-Arizona Sunbelt MPI Member rates have the option to add a Chapter Affiliate Membership for an additional \$75. Inquire about benefits.

EXAMPLE AD SIZES (Not to scale)



[CLICK HERE](#) to request your advertising space today!

All proceeds from Digital Advertising go directly to the MPI AZ Chapter and help to support our members and our mission.



www.mpi-az.org