



## MEDIA GUIDE

**Reach members who spend nearly  
\$140 million annually!**

*Membership Directory & Meeting Planners' Guide*  
[mpiweb.org/chapters/arizona-sunbelt](http://mpiweb.org/chapters/arizona-sunbelt) advertising

FOR MORE INFORMATION, PLEASE CONTACT:

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CHAPTER**

## BY THE NUMBERS

**\$140 M**

MPI Arizona Sunbelt Chapter members have an annual buying power of nearly \$140 million.

**3 Out Of 10**

More than 3 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.

**1 Out Of 4**

Nearly 1 out of 4 meetings planned by our members had more than 1,000 attendees.

## OUR MEMBERS

MPI Arizona represents all aspects of the meeting and tourism industry, including:

- **Corporate Meeting Planners**
- **Association Meeting Planners**
- **Independent Meeting Planners**

## WHO WE ARE

MPI Arizona Sunbelt Chapter is among the top 20 largest chapters of MPI globally. Our chapter was founded in 1979 to empower our members and help them increase their strategic value. We provide education, professional development and business growth opportunities to help all of our members succeed.

**Reach the Arizona meeting planners with more than \$268 million in annual buying power! Contact your Naylor representative today!**

## MEMBERSHIP DIRECTORY & MEETING PLANNERS GUIDE

Available in a print and online edition, this valued resource is used by members all year round.



## MPI ARIZONA SUNBELT WEBSITE

Our website is the go-to resource for industry information, events, education and more.



[mpiweb.org/chapters/arizona-sunbelt](http://mpiweb.org/chapters/arizona-sunbelt) advertising

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# MPI Arizona Sunbelt Chapter Website

## Advertising on the MPI Arizona Sunbelt Chapter Website

- [www.mpiweb.org/chapters/arizona-sunbelt](http://www.mpiweb.org/chapters/arizona-sunbelt)

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

## Features of MPI Arizona Sunbelt Chapter website advertising:

- Cross-promoted in other MPI Arizona Sunbelt Chapter 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 Arizona Sunbelt Chapter receives:

- More than 1,300 page views per month
- Nearly 350 visitors per month
- Sessions lasting more than 2.5 minutes

Stats as of 11/2018 to 3/2019



### 1 Rectangle | \$1,850 for 12 months

300 x 250 pixels

The rectangle is run-of-site and rotates between five advertisers

### 2 Leaderboard | \$1,650 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/online-specs](http://www.naylor.com/online-specs)

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.

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