



MEDIA GUIDE

**Reach members who spend more
than \$268 million annually!**

Membership Directory & Meeting Planners' Guide
mpiweb.org/chapters/arizona-sunbelt advertising

FOR MORE INFORMATION, PLEASE CONTACT:

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**ARIZONA
SUNBELT
CHAPTER**

BY THE NUMBERS

\$268 M

MPI Arizona Sunbelt Chapter members have an annual buying power of more than \$268 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!

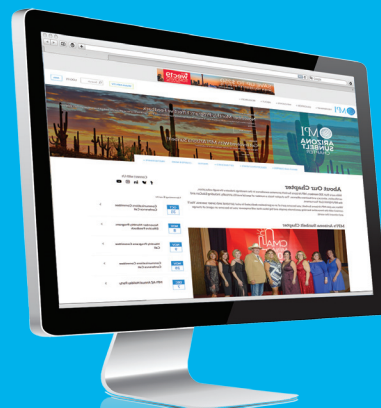
MEMBERSHIP DIRECTORY & MEETING PLANNERS GUIDE

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 advertising

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Membership Directory & Meeting Planners' Guide

Net Advertising Rates

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

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color	Rates
Double Page Spread	\$ 3,489.50
Outside Back Cover	\$ 3,079.50
Inside Front or Inside Back Cover	\$ 2,869.50
Full Page	\$ 2,339.50
2/3 Page	\$ 2,039.50
1/2 Page	\$ 1,629.50
1/3 Page	\$ 1,409.50
1/4 Page	\$ 1,119.50
1/6 Page	\$ 959.50
1/8 Page	\$ 819.50

Black-and-White	Rates
Full Page	\$ 1,429.50
2/3 Page	\$ 1,269.50
1/2 Page	\$ 979.50
1/3 Page	\$ 779.50
1/4 Page	\$ 629.50
1/6 Page	\$ 479.50
1/8 Page	\$ 359.50

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.

Digital Edition Branding Opportunities

Sponsorship | \$599.50
Belly Band | \$629.50

Skyscraper | \$799.50
Leaderboard | \$899.50

Toolbar | \$399.50

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



Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). Rates as of October 2018



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Extend your print advertising investment with the unique benefits of digital media - www.naylornetwork.com/maz-directory

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on MPI Arizona Sunbelt's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, MPI Arizona Sunbelt Chapter's *Membership Directory & Meeting Planners' Guide* 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 advertiser's website.



Digital Ad Positions



1 Large Toolbar | \$399.50

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

2 Skyscraper | \$799.50

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

3 Belly Band | \$629.50

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

4 Leaderboard | \$899.50

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

5 Sponsorship* | \$599.50

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available.

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

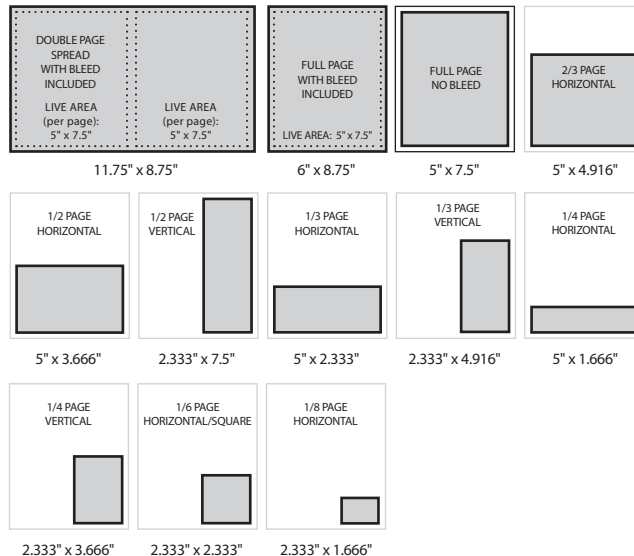


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SUNBELT
CHAPTER**

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Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Specs for Outsert/Inserts

1 Pg / 2 Surface 5.75" x 8.5"
3 Pg / 6 Surface 5.75" x 8.5"
Postcards 6" x 4.25"
Heavy Card Stock Insert 5.25" x 8.25"
Postal flyersheets 5.75" x 8.5"

Artwork Requirements

All digital color and greyscale 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 greyscale 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 website at www.naylor.com/adupload

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

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



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Membership Directory & Meeting Planners' Guide

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|---|---|--|
| <input type="checkbox"/> Appointment-Based Events | <input type="checkbox"/> Displays, Portable | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Association Management Softwares (AMS) | <input type="checkbox"/> Drop-Off Catering | <input type="checkbox"/> Plant Rentals & Supplies |
| <input type="checkbox"/> Attractions/Theme Parks | <input type="checkbox"/> Editorial Services | <input type="checkbox"/> Portable Displays |
| <input type="checkbox"/> Audiovisual Services | <input type="checkbox"/> Education & Certification | <input type="checkbox"/> Promotional Item |
| <input type="checkbox"/> Backdrops & Murals | <input type="checkbox"/> Entertainment & Music Services | <input type="checkbox"/> Props |
| <input type="checkbox"/> Badges/Awards/Incentives | <input type="checkbox"/> Entertainment & Team Building | <input type="checkbox"/> Public Speakers |
| <input type="checkbox"/> Bed and Breakfast Inns | <input type="checkbox"/> Event Design | <input type="checkbox"/> Publishing |
| <input type="checkbox"/> Car Rental/Leasing | <input type="checkbox"/> Event Design & Production | <input type="checkbox"/> Registration Services |
| <input type="checkbox"/> Casino Parties | <input type="checkbox"/> Exhibit Design | <input type="checkbox"/> Restaurants & Clubs |
| <input type="checkbox"/> Casinos | <input type="checkbox"/> Exhibition Services | <input type="checkbox"/> Seated Massage |
| <input type="checkbox"/> Catering | <input type="checkbox"/> Fax Broadcast Services | <input type="checkbox"/> Security |
| <input type="checkbox"/> Career Centers/Job Boards | <input type="checkbox"/> Florists & Plant Rentals | <input type="checkbox"/> Shipping/Courier Services |
| <input type="checkbox"/> Charter Boats/Sightseeing | <input type="checkbox"/> Gift Baskets | <input type="checkbox"/> Shuttles & Transportation |
| <input type="checkbox"/> Communications | <input type="checkbox"/> Golf Courses | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Computer & Presentation Rental Equipment | <input type="checkbox"/> Graphic Design Services | <input type="checkbox"/> Sightseeing Tours |
| <input type="checkbox"/> Computer Hardware | <input type="checkbox"/> Horse-Drawn Carriages | <input type="checkbox"/> Ski Resorts |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Hotels & Resorts | <input type="checkbox"/> Speakers Bureaus |
| <input type="checkbox"/> Computer Supplies & Equipment | <input type="checkbox"/> Housing & Registration Management | <input type="checkbox"/> Speakers, Public |
| <input type="checkbox"/> Computer/AV Rentals | <input type="checkbox"/> Internet Service Providers | <input type="checkbox"/> Special Events Design |
| <input type="checkbox"/> Computer/Video Projection | <input type="checkbox"/> Kiosks | <input type="checkbox"/> Special Events Management |
| <input type="checkbox"/> Conference & Convention Centers | <input type="checkbox"/> Magicians & Entertainment | <input type="checkbox"/> Teleconferencing Services |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Mailing Houses | <input type="checkbox"/> Teleprompting Services |
| <input type="checkbox"/> Convention & Visitors Bureaus | <input type="checkbox"/> Massage | <input type="checkbox"/> Tradeshow Management |
| <input type="checkbox"/> Convention Furnishings | <input type="checkbox"/> Meeting & Banquet Facilities | <input type="checkbox"/> Tradeshow Marketing Services |
| <input type="checkbox"/> Convention Services | <input type="checkbox"/> Meeting & Event Web Portal | <input type="checkbox"/> Training Services |
| <input type="checkbox"/> Copiers/Faxes/Computers/Printers | <input type="checkbox"/> Meeting & Membership Software/Technology | <input type="checkbox"/> Translation/Interpretation Services |
| <input type="checkbox"/> Corporate Gift Packages | <input type="checkbox"/> Meeting Planning Services | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Court Reporting/Transcription | <input type="checkbox"/> Membership | <input type="checkbox"/> Travel Agencies |
| <input type="checkbox"/> Destination Management | <input type="checkbox"/> Multimedia/Video Production | <input type="checkbox"/> Videography |
| <input type="checkbox"/> Direct Mail/Marketing | <input type="checkbox"/> Museums | <input type="checkbox"/> Virtual Events |
| | <input type="checkbox"/> Non-Dues Revenue | <input type="checkbox"/> Website Design & Development |
| | <input type="checkbox"/> Outdoor Recreation | <input type="checkbox"/> Other: _____ |
| | <input type="checkbox"/> PDA Services & Lead Retrieval | _____ |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20 = \$ _____

Initial: _____ Date: _____



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MPI Arizona Sunbelt Chapter Website

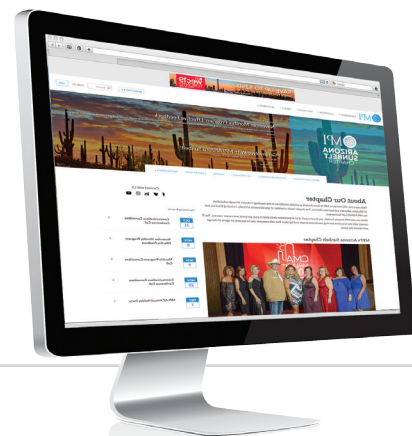
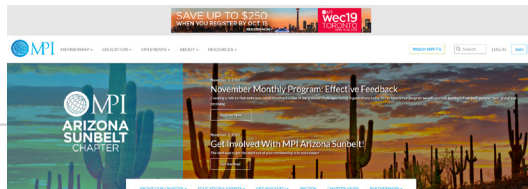
Advertising on the MPI Arizona Sunbelt Chapter Website

- 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



About Our Chapter

With more than 200 members, MPI Arizona Sunbelt provides excellence in the meetings industry through education, conferences, association and business alliances. The chapter hosts a number of award events annually including Education and the MPIA DMM Golf Tournament.

When you join MPI Arizona Sunbelt, you become part of an organization dedicated to your personal and career success. We'll connect you with the most forward-thinking people and big ideas that will empower you to become an agent of change and reinvent the world.

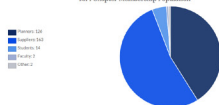
MPI's Arizona Sunbelt Chapter



"The Arizona Sunbelt Chapter continually strives to provide you, our members, with a variety of opportunities through educational experiences, networking and community outreach that not only promote professional growth but allow us to come together and connect as a community."

- Mary Higgins, MPI Arizona Sunbelt Chapter President-Elect

MPI Chapter Membership Population



PREMIER EDUCATION PARTNERS



COLLEGE AT WORK



WELLS FARGO



CARPENTERS



UNIVERSITY OF ARIZONA



SCOTTSDALE



TEMPE

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 five advertisers

For the latest online specs, please visit

www.naylor.com/online-specs

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