



**SOUTH FLORIDA**  
CHAPTER

# ADVERTISING PROSPECTUS



**Your way to reach qualified meeting and event professionals!**

[www.mpisfl.org](http://www.mpisfl.org)



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# MARKETING & MEDIA SOLUTIONS

The South Florida Chapter of Meeting Professionals International is a professional association comprised of over 450 meeting planners, suppliers and affiliates. Our members include a wide spectrum of South Florida industry professionals who represent corporate, government, association and management companies. Many who carry planning responsibilities for national and international meetings. In our chapter alone, MPI members are responsible for an annual meeting and event spend of over \$397 million

The chapter, known as MPISFL, provides members with networking and professional development opportunities. MPISFL is a chapter of Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant professional community. MPI helps our members thrive by providing global human connections to knowledge and ideas, relationships and marketplaces.

MPI membership is comprised of 18,000 members. We have 70 chapters worldwide.

Taking advantage of the following marketing opportunities and you will get your message in front of South Florida meeting and event professionals who are responsible for the coordination of local, regional, national and international meetings.



Contact: Erica Geisland, VP of Communications  
MPI South Florida Chapter | MPISFL  
Email: [vpcommunications@mpisfl.org](mailto:vpcommunications@mpisfl.org)



# TROPIC TOPICS

Tropic Topics is the official **quarterly newsletter** published by MPISFL. This electronic newsletter provides members with important industry information as well as up-to-date details regarding MPISFL events and initiatives. Tropic Topics is emailed directly to each member and non-member in our database of 2,500 meeting and event professionals.

Only (6) spots available each quarterly issue!

Advertising Deadlines: 30 days prior to publication

## **ADVERTISING SPECIFICATIONS**

**AD PLACEMENT:** horizontal ads are placed at the top right edge of the newsletter just below the MPISFL masthead. Vertical ads are placed below the first newsletter article.

### **DIGITAL AD SIZES:**

Large Header Banner – 500x200 pixels (1) \$375

Left Vertical Banner – 120x240 pixels (4) \$175

Right Square Banner – 275x275 (1) middle placement \$225

Web Link: Provide a URL address or email address

Preferred File Format: JPG or PNG without crop marks

Email your URL address and electronic files to [dirmarketing@mpisfl.org](mailto:dirmarketing@mpisfl.org)



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# WEBSITE ADVERTISING

Through [www.mpisfl.org](http://www.mpisfl.org) web visitor's access industry information, register for MPISFL events, browse our member directory, access archived copies of MPISFL communications, as well as tap into many other helpful tools designed to appeal to South Florida meeting professionals. Take advantage of engaging our web visitors and direct them to your website through a MPISFL web banner ad and link! All ads include a link to your website.

<b>Features TOP RIGHT PLACEMENT (Limit 4 Advertiser Rotations) Pixels: 200 W by 300</b>		
<b>3 Months:</b> Members \$75/month Non-Members \$95/month <b>Will be available 8/19/2020</b>	<b>6 Months:</b> Members \$65/month Non-Members \$85/month <b>Will be available 8/19/2020</b>	<b>12 Months:</b> Members \$55/month Non-Members \$75/month <b>Will be available 8/19/2020</b>
<b>Features MIDDLE RIGHT PLACEMENT (Limit 8 Advertiser Rotations) Pixels: 200W</b>		
<b>3 Months:</b> Members \$80/month Non-Members \$90/month	<b>6 Months:</b> Members \$60/month Non-Members \$80/month	<b>12 Months:</b> Members \$50/month Non-Members \$70/month

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# ADVERTISING SPECIFICATIONS

## AD PLACEMENT

All banner ads are placed on the right edge of the web page – just below the MPISFL Header and Event Dates. Order of ad placement is based on date contracted. Ad spots are filled from top to bottom with earliest ad contracts appearing the top.

## PREFERRED FILE FORMAT

JPG or PNG

## WEB LINK

Provide a URL address

## SUBMISSION PROCEDURES

Email your URL address and electronic files to:

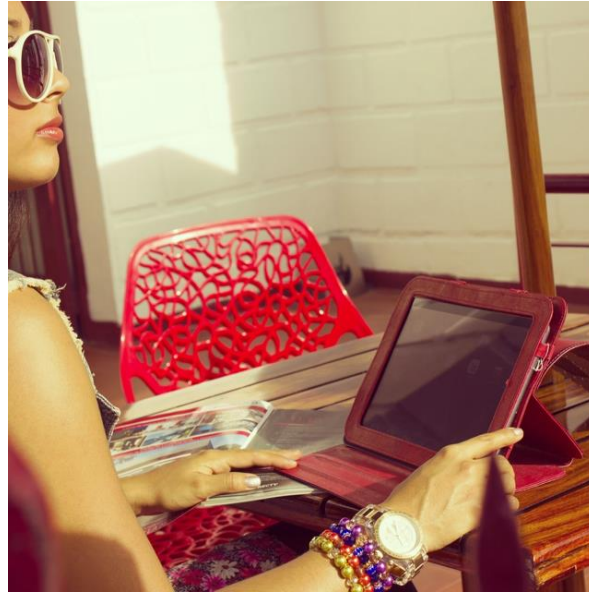
Erica Geisland, VP of Communications

MPI South Florida Chapter | MPISFL

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### DEDICATED E-BLAST

Reach 3,045 meeting professionals straight to their inbox  
\$500 Standard Pricing per blast \*some restrictions apply

\$350 Fall Special - Ends October 15

\$150 Summer Special - Ends August 15

## SOCIAL MEDIA MARKETING

### Monthly Package:

3 Posts on Facebook

10 Tweets | 3 Instagram Post

and (1) Article on LinkedIn

\$425 Per Package - Members Only



### A La Carte Posts:

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Friday Favs Series (featuring our favorite vendors and venues),

Tuesday Event Tip Series, etc.

Facebook, Twitter or Instagram Post

\$75 Per Post Per Social Media Channel

## **Blog Post:**

**Monthly Topics Posted on the second Monday of the month**

Special events and Educational Events recap

What's new and upcoming

**\$350 to write the post, and have your company info featured on the post.**

**MPI reserves the right to approve content.**

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Category	Ad/Package	Details	Cost
Tropic Topics - Quarterly	Large Header Banner (1)	Quarterly Newsletter Ad	\$375
Tropic Topics - Quarterly	Left Vertical Banner (4)	Quarterly Newsletter Ad	\$175
Tropic Topics - Quarterly	Right Square Banner (1)	Quarterly Newsletter Ad	\$225
Website Ad	3 Months	Top Right Placement (Limit 4 Ad Rotations)	\$75/Month- Members \$95/Month - Non-Mem.
Website Ad	6 Months	Top Right Placement (Limit 4 Ad Rotations)	\$65/Month- Members \$85/Month - Non-Mem.
Website Ad	12 Months	Top Right Placement (Limit 4 Ad Rotations)	\$55/Month- Members \$75/Month - Non-Mem.
Website Ad	3 Months	Middle Right Placement (Limit 8 Ad Rotations)	\$80/Month- Members \$90/Month - Non-Mem.
Website Ad	6 Months	Middle Right Placement (Limit 8 Ad Rotations)	\$60/Month- Members \$80/Month - Non-Mem.
Website Ad	12 Months	Middle Right Placement (Limit 8 Ad Rotations)	\$50/Month- Members \$70/Month - Non-Mem.
Dedicated E-Blast		Limit 12 per year available	\$350 - Fall Special \$500 - Standard Pricing
Social Media	Monthly Package	3 Posts on Facebook 10 Tweets   3 Instagram Post and (1) Article on LinkedIN	\$425 - Members Only
Social Media	A La Carte Posts	Featured in Friday Favs Series or Event Tip Tuesday Series	\$75 per post
Blog Post	Monthly Blog Post	Limit 1 per month available	\$150 - Summer Special- Members Only \$250 - Standard Pricing

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Publication Dates:

	Publication Date	Ad Deadline
Tropic Topics Q1	Last week of January	January 1
Tropic Topics Q2	Last week of April	April 1
Tropic Topics Q3	Last week of July	July 1
Tropic Topics Q4	Last week of October	October 1
Website Ad	Monthly/Ongoing	15th of the month prior to the ad begins
Dedicated E-Blast	Monthly	15th of the month prior to the eblast
Social Media Advertising	ongoing	n/a- to be designed by MPI
Blog Post	monthly	If the blog is to be written by the advertiser, then it must be submitted by the 15th of the month prior to the month it's to be posted.

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