

Publications Advertising Rates

The Meeting Professional

Four-Color Ads: Per Insertion, Gross/Net Rates

(Black-and-white ads: Subtract \$1,575 from gross rate)

All values in U.S. dollars.

Size	1x	3x	6x	9x	12x
Full Page	\$8,441/7,174.85	\$7,602/6,461.70	\$7,185/6,107.25	\$6,757/5,743.45	\$6,336/5,385.60
2/3 Page	\$7,185/6,107.25	\$6,466/5,496.10	\$6,103/5,187.55	\$5,740/4,879.00	\$5,389/4,580.65
1/2 Page	\$5,913/5,026.05	\$5,325/4,526.25	\$5,015/4,262.75	\$4,734/4,023.90	\$4,444/3,777.40
1/3 Page	\$4,651/3,953.35	\$4,187/3,558.95	\$3,956/3,362.40	\$3,718/3,160.30	\$3,486/2,963.10

Any MPI Integrated Advertising will count as a 1x insertion for *The Meeting Professional* frequency discount.

Four-Color Spreads: Per Insertion, Gross/Net Rates

(Black-and-white ads: Subtract \$2,360 from gross rate)

Size	1x	3x	6x	9x	12x
Full Page	\$11,408/9,696.80	\$10,273/8,732.05	\$9,696/8,241.60	\$9,113/7,746.05	\$8,553/7,270.05
Half Page	\$9,172/7,796.20	\$8,251/7,013.35	\$7,780/6,613.00	\$7,334/6,233.90	\$6,883/5,850.55

Four-Color Ads: Per Insertion, Gross/Net Rates

Size	1x	2x or more
1/4 Page	\$2,625/2,231.25	\$2,095/1,780.75
1/6 Page	\$1,470/1,249.50	\$1,234/1,048.90

Premium Positions, Gross/Net Rates

Guaranteed Premium Positions are an additional 10%

- Gatefold Inside Feature (3-Page) \$16,800/14,280.00

Non-ROP Premium Positions, Gross/Net Rates

Business Reply Card (BRC) \$1,050/892.50
 (If an advertiser has an annual schedule worth more than \$30,000, the BRC can be free if it is attached to full-page ad.)

Inserts*/Outserts, Gross/Net Rates (Requires postage)

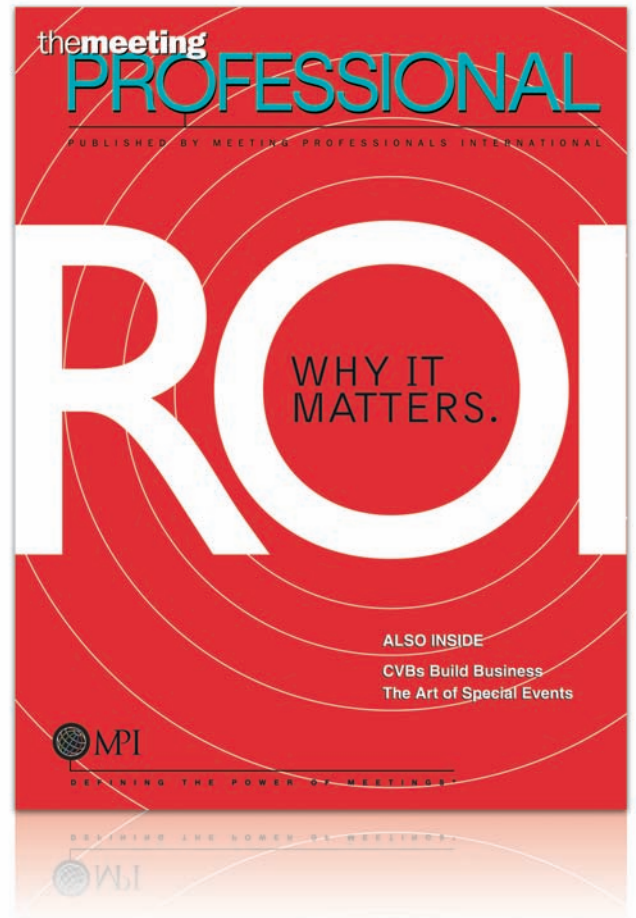
Single Leaf - 2 page **	\$8,400/7,140
4 page**	\$10,500/8,925
8 page**	\$12,600/10,710
12 page**	\$15,750/13,387.50
Inserts over 12 pages**	\$1,050 gross/\$892.50 net, per page

* Page 1 = 1 side

** 4 pages or more require magna-stripping for an additional \$1,000

Outserts/Supplements (require postage)

* Same rates as Inserts except for additional postage cost



To enhance your MPI advertising experience, MPI also has a wealth of other marketing and sponsorship opportunities that can increase the number of impressions your customers receive and help leverage your marketing dollars:

- Exhibition at MPI's annual trade shows World Education Congress and Professional Education Conference – North America
- Sponsorship of products and services at MPI's annual conferences
- Sponsorship of cutting-edge research and educational programs

MPIWeb&e-Marketing

The New MPI Online Membership Directory Banner Positions

Membership Directory Home Page (Search page)

\$9,000 gross/\$7,650 net for three months rotating banner ad (3 advertisers maximum)

Search Results Page

\$4,500 gross/\$3,825 net for three months rotating banner ad (12 advertisers maximum)

The New MPIWeb and My MPI

MPIWeb homepage top and bottom positions: Maximum of three rotating banner ads for each position, which begin running February 2006.

\$3,000 gross/\$2,550 net for one month

\$2,855 gross/\$2,426.75 net per month for three months

\$2,695 gross/\$2,290.75 net per month for six months

\$2,560 gross/\$2,176 net per month for 12 months

A maximum of three advertisers per single banner position will rotate on the home page of each of the following MPIWeb pages:

MyMPIWeb.org, Job Bank, *The Meeting Professional* landing page, World Education Congress homepage or Professional Education Conference-North America homepage.

\$1,000 gross/\$850 net per month for three months

e-Marketing

Community NetNews e-mail – Vertical banner to be included in our weekly e-mail newsletter sent to more than 17,500 MPI members. (Two advertisers maximum per issue.) The editorial features world meetings industry news and MPI headquarters and Chapter news.

\$3,000 gross/\$2,550.00 net, per week

Education NetNews e-mail – Vertical banner to be included in our monthly e-mail publication sent to more than 17,500 MPI members. (Two advertisers maximum per issue.) The editorial primarily promotes MPI's 360 Degrees of Education concept, offering professional development from the chapter to the international level.

\$3,000 gross/\$2,550.00 net, per month

Business NetNews e-mail – Vertical banner to be included in our monthly e-mail publication sent to supplier members only. (Two advertisers maximum per issue.) It provides opportunities for suppliers to grow their businesses by working with MPI via participation in MPI trade shows, development of strategic partnerships and pursuit of integrated advertising solutions.

\$3,000 gross/\$2,550.00 net, per month

AddedValue*

MPI Members List Rental – Labels or Electronic Disk

Minimum advertising expenditure: \$15,000

Pre-Conference Registration List for Annual WEC and PEC-NA

Minimum advertising expenditure: \$15,000

Complimentary Registration to Annual PEC-NA, PEC-Europe or WEC

Minimum advertising expenditure: \$20,000

Complimentary Rotating Banner ad on MPIWeb (3 months)

Minimum advertising expenditure: \$20,000

MPI Summit Focus Group

Minimum advertising expenditure: \$40,000

MPI EduFAM

Minimum advertising expenditure: \$50,000

*Based on Gross Expenditures.