

# MPI Digital Marketplace

MPI's newly re-designed digital marketplace offers greater member connectivity, easier access to knowledge and information, and more strategic placement for advertising partners. With an average of 451,000 user sessions per month, your brand message receives focused attention from a global audience. For additional information and all digital opportunities, contact your Regional Sales Manager or phone MPI's Manager of Client Services at 972.702.3002.

## Digital Pricing Structure

### MPINews Weekly E-Newsletter

MPINews is MPI's newest product aimed at providing relevant and timely industry news to our global community. It will be sent via email each week to MPI's more than 23,000 members worldwide. It will give them the news they need to know about because it is shaping their industry and their world. It offers the tools to share those stories with their peers via social media networks such as Twitter, Facebook and LinkedIn, as well as email and blogs. The e-newsletter will be fully compatible with all media devices (including PDAs, BlackBerries and iPhones) as well as the traditional home/office computer allowing our members to stay updated from anywhere at any time.

### MPIWeb: Homepage Banners

	Gross/Net
Homepage Co-Branding (includes side and catfish bottom)	\$6,000/5,100.00/month
Homepage Co-Branding (includes side expandable or video ad and catfish bottom)	\$8,824/7,500.00/month
Homepage Side Banner Only	\$4,118/3,500.00/month
Homepage Side Only (expandable or video)	\$5,294/4,500.00/month
Homepage Catfish Banner Only	\$5,294/4,500.00/month

### MPIWeb: Run of Site Banners

Run of Site Side Banner	\$3,000/2,550.00/month
Run of Site Side (expandable or video) Banner	\$4,118/3,500.00/month
Run of Site Bottom Banner	\$1,000/850.00/month

### MPIWeb: Special Interest Pages

WEC Page – Side Banner Only	\$1,765/1,500.00/month
WEC Page – Expandable or Video	\$2,941/2,500.00/month
EMEA – Side and Bottom Banner	\$2,000/1,700.00/month

### Global Marketplace Website

#### Banner Specifications

**Skyscraper Banner**  
Dimensions: 120w x 600h pixels  
File Size: 75K Max  
Format: 72 dpi/.gif or jpeg only

#### Leaderboard Banners

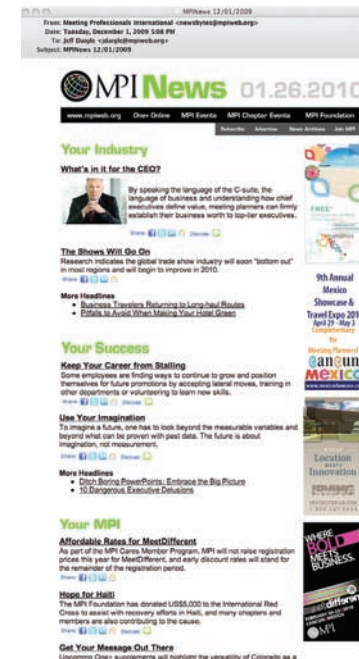
Dimensions: 728w x 90h pixels  
File Size: 25K Max  
Format: 72 dpi/.gif or jpeg only

#### Pricing

**Banner Package:** Leaderboard Top&Bottom, 2 skyscrapers - \$5,000.00/year (includes one free listing on site)

**Banner Package:** Leaderboard Top & Bottom - \$3,500.00/year

**Banner Package:** Skyscraper Right & Left - \$3,500.00/year



## MPINews Weekly E-Newsletter

Banner ads should be graphic files and must be provided in electronic format either by e-mailing attached files to publications@mpiweb.org. Please include the web address with materials.

For additional information, contact your Regional Sales Manager or phone MPI's Manager of Client Services at 972.702.3002.

### MPINews Weekly E-Newsletter

#### Graphic Specifications:

##### Vertical Banner

Dimensions: 120w X 240h pixels

File Size: 25K max

Format: 72 dpi gif or Animated gif or jpg

**No flash banners or 3rd party tags**

Email all digital materials for MPI ads one week prior to delivery date to:

Meeting Professionals International  
Attn: Publications Coordinator  
3030 LBJ Freeway, Suite 1700  
Dallas, TX 75234-2759 USA  
Email: publications@mpiweb.org

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File Size: 75K Max  
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Dimensions: 728w x 90h pixels  
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Format: 72 dpi/.gif or jpeg only

#### Pricing

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**Banner Package:** Leaderboard Top & Bottom - \$3,500.00/year

**Banner Package:** Skyscraper Right & Left - \$3,500.00/year

## Mobile Banners

Consumers can now access MPIweb.org and MPI's World Education Congress on the go! MPI's newly created mobile website platforms are clean and concise with easy navigation to access MPI content and membership information – anytime, anywhere.



**Homepage Catfish Ad**  
\$3,000 net  
per month/per banner

**Dimensions:**  
320 x 50 pixels  
**Format:**  
72 dpi, GIF/PNG/JPEG  
No visible borders  
**File Size:**  
75k maximum



**InLine Run of Site Ad**  
\$1,500 net  
per month/per banner

**Dimensions:**  
320 x 50 pixels  
**Format:**  
72 dpi, GIF/PNG/JPEG  
No visible borders  
**File Size:**  
75k maximum

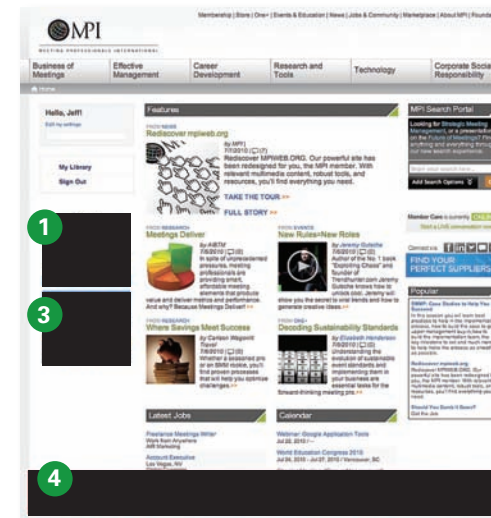
## Digital Technical Specifications

Banner ads must be provided in electronic format by e-mailing attached files to publications@mpiweb.org. MPI **will not pull** banner ads from client ftp sites. They must be provided as specified below – NO EXCEPTIONS. A URL should also be provided when submitting materials.

Specifications for the structure of the ad graphics as well as links should be provided on the MPIWeb Advertising Insertion Order under "Other Specifications." Call your Regional Sales Manager to obtain copies of the MPIWeb Advertising Insertion Order.

Banner ads will be posted on the first of the month only. In the event the first of the month falls on a weekend, they will be posted by 5 p.m. CST the following business day. If materials are not received one week prior to the delivery date, they will not be posted until the following month.

For additional information, contact your Regional Sales Manager or phone MPI's Manager of Client Services at 972.702.3002.



## Web Banners

### Graphic Specifications:

#### 1 Side Banner

Dimensions: 180w X 150h pixels

File Size: 50K max

Format: 72 dpi / .gif, .jpg, Flash(.swf),

Third-Party Tags

#### 2 Side Banner Expanded

Dimensions: 180w X 150h (image)

540x150 (expanded image)

File Size: 50K max

Format: 72 dpi / .gif, .jpg, Flash(.swf),

Third-Party Tags

#### 3 Side Banner Video

Dimensions 320wx240h (video)

180x150 (image for video)

File size: Final encode size 5mbs (max)

Format: flv,.mov,.mpeg4,.wmv

File Size: 50K max

Format: 72 dpi / .gif, .jpg, Flash(.swf),

Third-Party Tags

#### 4 Catfish Banner

Dimensions within 990x90

File Size: 75K max

Format: 72 dpi / .gif, .jpg, Flash(.swf),

Third-Party Tags

#### 5 Run of Site Bottom

Dimensions: 728w x 90h pixels

File Size: 50K Max

Format: 72 dpi / .gif, Jpg, Flash,

Third-Party Tags