

A supplement to

one+

2011 Meeting Guide to

COLORADO

**ADVERTISE
AND RECEIVE
FACE-TO-FACE MEETINGS
WITH QUALIFIED
PLANNERS!**

The Value of MPI Opportunitites

Meeting Professionals International is offering you an opportunity to reach highly qualified meetings industry buyers and familiarize them with your unique Colorado destination. With the endorsement of the Colorado Association of Destination Marketing Organizations (CADMO) and Destination Colorado, Meeting Professionals International (MPI)—the global authority of and resource for the meetings industry—is producing the 6th edition of Meeting Guide to Colorado.

The Value of MPI

As the industry's leading source for valuable content that transforms into results for our members, Meeting Professionals International serves more than **23,000 members** belonging to 71 chapters and clubs worldwide. Through a focus on creating human connections to knowledge and ideas, relationships, and marketplaces, MPI connects the **US\$16.9 billion buying power** of planners with suppliers seeking the most effective way to profile their products and services. For more than 30 years, loyal readers within the meetings industry have turned to MPI and *One+* magazine for their marketing solutions. Reach the audience that matters most to you and **reserve your space today!**

MPI Planner Member Profile

- 46% Corporate
- 30% Independent/Consultant/
Multi-management Companies
- 21% Association/Non-profit
- 3% Vertical Markets such as University,
Government and Medical

The Value of The Meeting Guide to you

The 2011 Meeting Guide to Colorado, a feature supplement to MPI's award-winning monthly magazine, *One+*, will be a comprehensive guide featuring a variety of Colorado destinations. It will be included with the March/April 2011 issue of *One+*.

To maximize your exposure, through the 30,000 readers of *One+*, as an advertiser, you will receive value-added benefits:

Full-page advertisers receive:

- Full-page advertorial
- Mailing list of MPI planner members
- Placement on Colorado Map
- 25 copies of the Supplement
- Banner Ad inside *MPI*News
- *Banner Ad* on www.mpiweb.org
- Invitation to attend 2011 MPI Destination Colorado Summit

Half-page advertisers receive:

- Half-page advertorial
- Placement on Colorado map
- Banner Ad on www.mpiweb.org
- Invitation to attend 2011 MPI Destination Colorado Summit

Third-page and quarter-page advertisers receive::

- Placement on Colorado map

Issue Date: March/April 2011

**Ad Reservation Deadline:
JANUARY 14, 2011**

**Ad Materials Deadline:
JANUARY 21, 2011**

Full-Page, four color
\$7,770 gross/\$6,604.50 net

Third-Page, four color
\$4,021 gross/\$3,417.85 net

Half-Page, four color
\$5,424 gross/\$4,610.40 net

Quarter-Page, four color
\$2,887 gross/\$2,454 net



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one+



MEETING PROFESSIONALS INTERNATIONAL

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