

2012 global advertising media kit

MPI MARKETPLACE. REACH YOUR BEST AUDIENCE.



buying power

\$18

BILLION IN BUYING DECISIONS ARE CONTROLLED BY MPI PLANNER MEMBERS.

67%

OF FORTUNE 100 COMPANIES EMPLOY MPI PLANNER MEMBERS AS DECISION-MAKERS.

71%

OF MPI PLANNER MEMBERS BUY FROM SUPPLIERS THAT ADVERTISE WITH MPI.

Tap into the best buying power in the industry.

Improve your leads, maximize brand presence, and scale up sales by reaching the most elite audience in the meetings and events industry.

- Meeting Professionals International (MPI) is home to more corporate meeting and event planners than any association in the world.
- No other industry association matches our members' buying power.
- MPI planner members purchase meeting space, food, technology and everything in between for many of the highest-profile meetings and events in the industry.

Members respect MPI for its leadership, innovative ideas, career development opportunities and supportive community.

Associate your brand with MPI and you're immediately perceived as a **valued industry partner.**

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channels

The best platforms for your brand.

Get your message to our lucrative audience of MPI members through the print and digital media channels they value most.

advertising channels

- **One+ magazine** is industry-leading and award-winning—the publication your MPI audience reads most.
- **MPIweb.org** averages more than 451,000 user sessions monthly, in the U.S. and globally.
- **Digital versions of MPIweb.org and award-winning One+** take you online, on tablets and mobile, for anytime/anywhere messaging.
- **Conference publications** help you speak to readers when they're discovering new directions.
- **E-newsletters** let you reach our members weekly in *The Pulse*, or twice monthly in *Spotlight*.

23,000 members in 80 countries make MPI the industry's largest global community.



THE INDUSTRY'S BEST VOICE:

The award-winning *One+* magazine is an industry standout, with a 2.5 pass-along rate.

- More than 30 top awards for design and editorial — the most in the industry.
- Reaches more than 30,000 global industry professionals.
- Print and digital editions.



2012

editorial calendar

Content Subject to Change

	January (Tablet only)	February	March	April	May	June
One+ Features	Social Media Best Practices	Technology	CSR	Future of Meetings	Executive Education	SMM
	Securing Sponsorships	The Value of Trade Shows	A/V Trends	Convention Center Changes	Teambuilding	Trends in Medical Meetings
	Contract Negotiations		EMEC Wrap Up			WEC/RISE Awards Preview
Destination Case Studies	S. California Tennessee Calgary Switzerland	Georgia Luxembourg South Korea	Texas Indiana Caribbean	New York District of Columbia China	Missouri Pennsylvania Germany	Maryland Singapore
Custom Publishing Supplements		1) Canada 2) C-Suite	Colorado	1) Gaming 2) Midwest	Visit Florida	1) CVBs 2) California
Special Insert/Section		FutureWatch 2012 Update	Business Barometer	New Mexico	Business Barometer	Quebec City
		Meetings in the Northeast U.S.	Arizona	Best Chefs	Caribbean	Arkansas
		All-Inclusive Resorts	Ontario, Canada	Meetings in the Southeast U.S.	Golf Resort Meetings	Mountain Resorts
Event Distribution		EMEC	GIBTM	Mexico Showcase	IMEX-Frankfurt	AIBTM
Ad Close Date	11/28/11	12/10/11	1/14/12	2/11/12	3/11/12	4/15/12
Ad Materials Due	12/5/11	12/17/11	1/21/12	2/18/12	3/18/12	4/22/12
One+ Tablet Exclusives		Emerging Destinations	Educating the C-Suite on the Value of Tech	Budget-Friendly CSR	Reinventing Your Meeting's Design	Hosted Buyer Value
		Spain	N. Florida	Alabama	Alaska	Georgia

2012

editorial calendar

Content Subject to Change

	July	August	September	October (Tablet only)	November	December
One+ Features	Business Value of Meetings	Quest for Talent	CSR	Innovation = Business Success	Business Value of Meetings	Special Issue: Trends for 2013
	Regional Meetings	Second-Tier Cities	Event Marketing Best Practices	Embracing Creative Risk	International Meetings	The Value of CVBs
	RISE Awards Preview	WEC Wrap Up	Incentive Meeting Trends			EMEC Preview
Destination Case Studies	Colorado Ohio Mexico	Texas N. Florida UK	Oklahoma Alabama Montreal, Canada	Kentucky Texas Arizona	Utah C. Florida	S. Florida Nevada South Africa
Custom Publishing Supplements	Affordable Hotels and Resorts	Convention Centers	1) Renovations 2) Guide to IMEX-America		Texas	
Special Insert/Section	Louisiana	Business Barometer	FutureWatch 2012		Business Barometer	British Columbia
	Alberta, Canada	The Carolinas	Meetings in the Northwest U.S.		Meetings in Wine Country	Illinois
		Las Vegas	Meetings in the Southwest U.S.		Connecticut	Michigan
			The Capital Region		Hawaii	
Event Distribution	WEC		Motivation Show		EIBTM	EMEC
	DMAI		IMEX-America			
Ad Close Date	5/13/12	6/10/12	7/15/12	8/29/12	9/9/12	10/7/12
Ad Materials Due	5/20/12	6/17/12	7/22/12	9/05/12	9/16/12	10/14/12
One+ Tablet Exclusives	Event Marketing Best Practices	Increasing Audience Engagement	Using Tradeshow Tech to Your Advantage		Tools for Trend Spotting	Enhancing Your Career as a Meeting Pro
	Illinois	Toronto, Canada	Idaho		Banff/ Lake Louise	North Carolina

One+ magazine ads rates

Four-Color Ads, Per Insertion:

Size	1x		3x		6x		9x		10x	
	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates
Full page	\$9,129	\$7,760	\$8,221	\$6,988	\$7,770	\$6,605	\$7,308	\$6,212	\$6,853	\$5,826
2/3 page	\$7,770	\$6,605	\$6,993	\$5,945	\$6,600	\$5,611	\$6,208	\$5,277	\$5,828	\$4,954
1/2 page	\$6,395	\$5,436	\$5,759	\$4,896	\$5,424	\$4,611	\$5,120	\$4,353	\$4,806	\$4,086
1/3 page	\$5,030	\$4,276	\$4,528	\$3,849	\$4,279	\$3,638	\$4,021	\$3,418	\$3,770	\$3,205

Four-Color Spreads, Per Insertion:

Size	1x		3x		6x		9x		10x	
	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates
Full page	\$12,337	\$10,487	\$11,111	\$9,445	\$10,486	\$8,914	\$9,856	\$8,378	\$9,250	\$7,863
Half page	\$9,920	\$8,432	\$8,924	\$7,586	\$8,414	\$7,152	\$7,932	\$6,743	\$7,444	\$6,328

Four-Color Ads, Per Insertion:

Size	1x		2x or more	
	Gross	Net Rates	Gross	Net Rates
1/4 page	\$2,887	\$2,454	\$2,304	\$1,959
1/6 page	\$1,562	\$1,327	\$1,352	\$1,154

Premium Positions:

(Guaranteed Premium Positions are an additional 10% to gross rate)

Size	Gross	Net Rates
Inside front cover gatefold (4 pages)	\$29,412	\$25,000
Reverse cover gatefold (2 pages)	\$23,530	\$20,000
Gatefold inside (3 pages)	\$17,510	\$14,884
Belly band (printed at advertiser's expense)	\$17,647	\$15,000

Inserts/Outserts*:

(Printed at advertiser's expense)

Single leaf – 2 pages**	\$9,261	\$7,872
4 pages**	\$11,576	\$9,840
8 pages**	\$13,892	\$11,809
12 pages***	\$17,364	\$14,760
Inserts over 12 pages***	\$1,157/ page	\$984/ page
Business Reply Card (BRC)	\$1,135	\$965

If an advertiser has an annual schedule worth more than \$30,000, the BRC is free if attached to a full-page ad.

*Outserts/Supplements
Outserts are same rates as Inserts except for additional postage cost to advertiser.
Maximum weight is 3.3 oz. to qualify for periodical mailing rate.

**Page 1 = 1 side

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

One+ advertorials

- **Format 1:** 3 pages; 1 full-page ad and 2 pages editorial/photos, premium placement within first half of the pub, 1,000 words. Limited to one sold each issue. **\$9,856 gross/\$8,378 net**
- **Format 2:** 3 pages; 1 full-page ad and 2 pages editorial/photos, premium placement about halfway into pub, 1,000 words. Limited to one sold each issue. **\$9,250 gross/\$7,863 net**
- **Format 3:** 2 pages; 1 full-page ad and one page editorial/photos, positioned in back half of pub, 500 words. Limited to one sold each issue. **\$7,308 gross/\$6,212 net**

One+ magazine specifications

Trim size of magazine:

The overall trim size of the magazine is 8 1/8" wide by 10 7/8" high and 1/8" minimum thickness.

Print Advertising Specifications

Ad Size	Non-Bleed	Bleed
Full page	7" x 10"	8 3/8" x 11 1/8"
Full-page spread	15 1/2" x 10"	16 3/4" x 11 1/8"
2/3-page vertical	4 1/2" x 10"	5" x 11 1/8"
1/2-page island	4 1/2" x 7 1/2"	5 1/8" x 7 3/4"
1/2-page horizontal	7" x 4 7/8"	8 3/8" x 5 5/8"
1/2-page spread	15 1/2" x 4 7/8"	16 1/2" x 5 5/8"
1/3-page vertical	2 1/4" x 10"	2 7/8" x 11 1/8"
1/3-page square	4 1/2" x 4 7/8"	N/A
1/4-page horizontal	7" x 2 7/16"	N/A
1/4-page island	3 1/2" x 4 1/2"	N/A
1/6-page vertical	2 1/4" x 5"	N/A

Gatefolds

Gatefolds require space to fold; therefore sizes by page are:

Outside flap	7 3/4" x 10 7/8"
Gutter panel	7 7/8" x 10 7/8"
Live area on all pages	7" x 10"

If pages bleed, allow an extra 1/8" on the head, foot, face and gutter. Therefore, the bleed sizes by page are:

Outside flap	7 3/4" x 11 1/8"
Gutter panel	8 1/8" x 11 1/8"
Live area on all pages	7" x 10"

Important notes:

The safety for the live matter should be the page trim size less 1/2". See page 19 for file submission requirements.

Belly Bands

Dimensions:

Width: 8 5/8" x 5" FRONT, then add 1 1/2" for overlap (glue area) = 18 3/4"

Height: 5"

Total size: 18 3/4" x 5"

Paper stock weight:

Minimum of 60 lb. Text
Maximum of 100 lb. Cover

Quantity to ship:

35,000 pieces

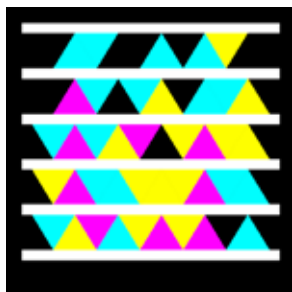
Approval process:

Draft of final creative must be approved by MPI prior to printing. Once approval is received, belly bands are to be preprinted at advertiser's expense and delivered to the printer. See details on page 19.

Advertorial Specifications

- All advertorials must be accompanied with an ad.
- Advertorial will be a combination of text and graphics. MPI will create a consistent template and will lay out all submitted copy and graphics for each advertorial.
- All graphics and images should be submitted as full-size, 300 dpi resolution; CMYK or grayscale (no RGB); and saved as a TIF or EPS (no JPEG).
- Copy (text only) word counts for one page of advertorial:
 - With two high-res images, can be no more than 400 words.
 - With one high-res image, can be no more than 450 words.
- Copy (text only) word counts for two pages of advertorial:
 - With four high-res images, can be no more than 800 words.
 - With two high-res images, can be no more than 900 words.
- Copy (text only) word counts for 1/2 page of advertorial:
 - With logo or images can be no more than 200 words.
 - With text only (no image or logo) can be no more than 250 words.

One+ magazine digital tags



Placed with a feature profile of Ed Begley Jr. (see below), this tag's purpose was to extend the story, connecting readers to an exclusive, five-minute video interview.

Specifications

Size: At least one inch.

Color/Design: Multicolored, "plain." Black & white is acceptable, as are any of the design options, but the multicolored and "plain" options are preferred.

Video specs: When connecting to an educational video, recommended video length is 30 seconds or less.

One+ magazine digital tags grab more attention.

Drive readers to mobile-device-accessible added-value content, such as audio and/or video presentations, interviews, and tours. 2D bar codes (digital tags) are one of the hottest ad techniques for attracting readers.

To make accessing this bonus content as easy as possible for *One+* readers, *One+* uses only Microsoft digital tags — not QR codes. That way, no matter the type of smartphone (Android, BlackBerry, iPhone, etc.), the Microsoft Tag reader app is free and available at a central website: www.gettag.mobi.

Rates

	Gross	Net Rates
Digital tag on cover (includes full-page ad within magazine)	\$11,765	\$10,000
Digital tag on cover (without full-page ad)	\$5,882	\$5,000

Create a digital tag.

Visit <http://tag.microsoft.com> — registration is free and there is no cost to create or use a tag.

Acceptable tagged content.

The purpose of incorporating tags is to offer added-value content to our readers. This applies to all tags placed in *One+*. See tag at upper left for an example of suitable usage.

One+ must approve all content linked with tags prior to printing.

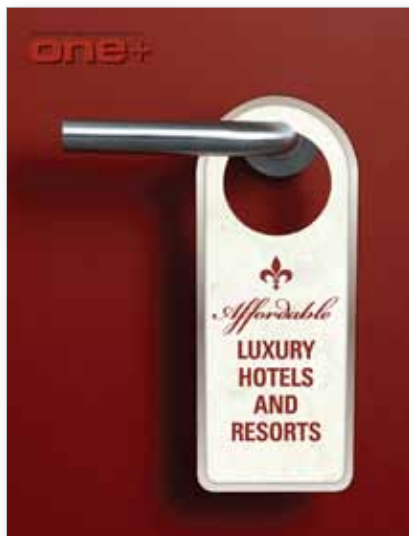
If such content does not provide added value to readers or otherwise does not fit with *One+* editorial or advertising guidelines, *One+* reserves the right to reject the tag placement. Keep in mind the purpose and value of your tagged content to readers.



One+ supplements rates

The best add-ons.

Target your audience even more directly with our supplements that focus on anchor features and destinations. The rate includes a complimentary advertorial so you can provide your own specific message to our member planners. Supplements are also distributed at all MPI conferences and industry trade shows attended by MPI staff.



Supplement Rates

	Gross	Net Rates
Full-page spread ad w/2 full pages of advertorial	\$10,486	\$8,914
Full-page ad w/full page of advertorial	\$7,770	\$6,605
1/2-page spread ad w/full page of advertorial	\$7,770	\$6,605
1/2-page ad w/ 1/2 page of advertorial	\$5,424	\$4,611

Premium Positions

	Gross	Net Rates
Inside front cover or back cover ad, no advertorial	\$6,853	\$5,826
Inside back cover ad w/advertorial	\$8,547	\$7,265
First full-page ad w/advertorial	\$8,547	\$7,265

Supplement Ad Specifications

Trim size of publication: The overall trim size is 8" wide by 10 1/2" high.

Ad Size	Non-Bleed Specifications
Full page	7" x 9 1/2"
Full-page spread	14" x 9 1/2"
1/2-page horizontal	7" x 4 1/2"
1/2-page spread	14" x 4 1/2"

NOTE: For bleed ads, please add 1/8" to the overall trim size.

Supplement Advertorial Specifications

1. Advertorial will ideally be a combination of text and graphics. MPI will create a consistent template and will lay out all submitted copy and graphics for each advertorial.
2. Copy (text only) should be submitted in a Microsoft Word document.
3. All graphics and images should be submitted as full-size, 300 dpi resolution; CMYK or grayscale (no RGB); and saved as a TIF or EPS (no JPEG).
4. Copy (text only) word counts for full-page advertorial:
 - a. With logo and an image, can be no more than 350 words.
 - b. With logo or image, can be no more than 400 words.
 - c. With text only (no image or logo), can be no more than 500 words.
5. Copy (text only) word counts for half-page advertorial:
 - a. With logo or an image, can be no more than 200 words.
 - b. With text only (no image or logo), can be no more than 250 words.

See page 19 for file submission requirements.

One+ tablet app

Align your brand with innovation.

The *One+* tablet app is the first in the meetings and events industry that's compatible with any tablet and accessible even without an Internet connection (after download). Get out ahead of the competition and put your brand in front of the 20%* of our members who own a tablet and the 46% who plan to buy one in the coming months.

*According to a February 2011 survey of MPI members.



Seven in 10 MPI planner members buy from MPI supplier partners. That means it's critical to showcase your message in the cutting-edge media where they consume highly valued MPI content.

One+ tablet app

rates and specifications

Tell your brand story on our industry-leading *One+* tablet app and be seen as an innovator by our audience of engaged planner members.

Tablet devices are rapidly becoming another way meeting professionals receive industry news and research purchasing decisions. In fact, MPI research indicates that two-thirds of planner members could own a tablet by the end of 2012. Our breakthrough *One+* tablet app empowers you to be viewed as an innovator by amplifying your message via this increasingly popular information channel.

Rates

First premium position (1 per issue) **\$5,000 net per issue/ad**

Includes:

- Premium position in *One+* tablet app
- Splash page on mobile website
- Ad on chapter websites
- Ad (banner #4 or #5) in one issue of *The Pulse* e-newsletter

Run-of-book positions (up to 4 per issue) **\$2,500 net per issue/ad**

Includes:

- Rotating position in *One+* tablet app
- In-line rotating ad on mobile website
- Ad on chapter websites

Full-page destination feature ad **\$850 net per issue/ad**

Limit 3 per destination.



Specifications

First premium position:

Client must provide MPI with a full-color logo, 300 dpi.

All static ads, including premium position and those within destination stories:

- 768 x 974 pixels in .png or .jpg format.
- Recommend a 20px buffer between edges and any text.

All interactive ads, including premium position:

- 768 x 974 pixels in .png or .jpg format.
- HTML5 and JS1.3.
- Latest jQuery only, no Flash or autoplay media.

Video:

- MPEG-4 video, up to 2.5 Mbps.
- 640 x 480 pixels.
- 30 frames per second.
- Simple Profile with AAC-LC audio up to 160 Kbps per channel.
- 48kHz, stereo audio in .m4v, .mp4 and .mov file formats.

File delivery:

Ads must be provided in electronic format by emailing attached files to publications@mpiweb.org. They must be provided as specified above — NO EXCEPTIONS. Also provide a URL when submitting materials. For additional information please contact your Strategic Account Manager or MPI's Publications Coordinator at 972.702.3025.

Websites and mobile sites digital

Make the best connections, everywhere.

Our digital platforms bring greater member connectivity, convenient access to knowledge and information, and strategic placement for advertising partners. Your brand message will receive focused attention from your targeted audience.

Mobile Banners

Maintain top-of-mind awareness on the device that rarely leaves planners' hands. They can access MPIweb.org and MPI's World Education Congress on the go. Be seen anywhere, anytime on our easy-to-navigate mobile website at m.mpiweb.org.

Ad opportunities: Home page splash page, in-line run-of-site.



Home Page
Splash Page



In-Line
Run-of-Site Ad

Web Banners

MPIweb.org puts you in front of 451,000 active users across the globe each month.

Ad opportunities: Side banners, catfish banner, run-of-site bottom.
See page 14 for details.

MPIweb.eu, our website home page for Europe, Middle East and Africa (EMEA), showcases information and events specific to the EMEA audience.

Ad opportunities: Side banners, run-of-site bottom.
See page 14 for details.

MPIweb.org conference pages, including the home pages for 2012 World Education Conference (July 28–31, St. Louis, Mo.) and the European Meetings & Events Conference (EMEC, Jan. 29–31, Budapest, Hungary).

Ad opportunities: Side banners.
See page 14 for details.



E-newsletters digital

New from MPI: *Spotlight* and *The Pulse* e-newsletters.

For efficient reach and measurable engagement, email should be a building block in any brand's integrated marketing program. Now MPI offers two high-impact, highly read e-newsletters for reaching and connecting with our members. See page 14 for rates and specifications.

The Pulse

MPI members are aggressive and aspirational when it comes to growing their knowledge base and exploring career horizons. *The Pulse* delivers every Tuesday to 25,000 MPI members and MPI WebConnect users. Each issue brims with a rich collection of videos and blogs featuring industry news and professional development content, as well as news features that spotlight MPI members and chapters in action.

Spotlight

More than an association, MPI is a vibrant community of like-minded professionals committed to networking and sharing with one another. *Spotlight* connects and informs that community every other Thursday, reaching 25,000 MPI members and MPI WebConnect users with links to videos, blogs, articles, webinars — the best, most relevant content currently available on MPI's website.

Spotlight

- 1 Banner Ad



The Pulse

- 1 Top Banner
- 2 Side Banner #1 or #2
- 3 Side Banner #3
- 4 Side Banner #4
- 5 Side Banner #5
- 6 Bottom Horizontal



Rates digital

MPI Website

Home Page Banners	Gross	Net
Home page co-branding (includes side and catfish bottom)	\$6,000/month	\$5,100/month
Home page co-branding (includes side expandable or video ad and catfish bottom)	\$8,824/month	\$7,500/month
Home page side banner only	\$4,118/month	\$3,500/month
Home page side only (expandable or video)	\$5,294/month	\$4,500/month
Home page catfish banner only	\$5,294/month	\$4,500/month
MPIweb: Run-of-Site Banners		
Run-of-site side banner	\$3,000/month	\$2,550/month
Run-of-site side (expandable or video) banner	\$4,118/month	\$3,500/month
Run-of-site bottom banner	\$1,000/month	\$850/month
MPIweb: Conference Pages		
WEC page – side banner only	\$1,765/month	\$1,500/month
WEC page – expandable or video	\$2,941/month	\$2,500/month
EMEC website home page banner	\$1,200/month	\$1,000/month
MPIweb: Video Content/Webinars		
Injection ads	\$3,500/for life	\$3,000/for life
MPIweb.eu: EMEA Website		
Home page banner (side and bottom banner)	\$2,000/month	\$1,700/month



MPIweb.org



Spotlight



The Pulse

E-Newsletters

New Spotlight		
Top banner (MPI builds each ad)	\$2,941/biweekly	\$2,500/biweekly
The Pulse: Global Edition		
Top banner	\$4,118/week	\$3,500/week
Side banner #1 or #2	\$3,000/week	\$2,550/week
Side banner #3	\$2,500/week	\$2,125/week
Side banner #4	\$2,000/week	\$1,750/week
Side banner #5	\$1,000/week	\$850/week
Bottom horizontal	\$1,000/week	\$850/week

MPI Mobile Site

Home page splash page ad (one position available)	\$3,530/month	\$3,000/month
In-line run-of-site ad (8 positions available)	\$1,765/month	\$1,500 month/ad

WEC Mobile Site

Home page splash page ad (one position available)	\$2,500/month	\$2,125/month
In-line run-of-site ad (8 positions available)	\$1,000 month/ad	\$850 month/ad



Home Page
Splash Ad



In-Line
Run-of-Site Ad

Specifications digital

General digital technical specifications.

Provide all banner ads in digital electronic format by emailing 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. Also provide a URL 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 Strategic Account Manager for copies of the MPIweb Advertising Insertion Order.

Send all digital materials for MPI ads at least one week prior to delivery date.

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.

NEW!

E-Newsletters: *Spotlight* and *The Pulse*



Spotlight

MPI will build each ad in-house, based on the template shown. Banner ads should be graphic files and must be provided in electronic format.

Ad size: 607w x 75h (pixels).

Please provide us with:

- Your logo in vector-based EPS format.
- A 7–12 word message.
- A 3-word maximum call to action.

No Flash banners or third-party tags.



The Pulse

Ad sizes:

Top banner: 607w x 75h (pixels).

Side banners #1 – #5: 180w x 75h (pixels).

Bottom horizontal: 380w x 150h (pixels).

No Flash banners or third-party tags.

For additional information, contact your Strategic Account Manager or call MPI's manager of client services at 972.702.3002.

See page 19 for file submission requirements.

Web Banners

Side banner

Dimensions: 180w x 150h (pixels)

File size: 50K max

Format: 72 dpi/GIF, JPG, Flash (SWF), third-party tags

Side banner expanded

Dimensions: 180w x 150h (pixels) (image)
540 x 150 (expanded image)

File size: 50K max

Format: 72 dpi/GIF, JPG, Flash (SWF), third-party tags

Side banner video/injection ads

Dimensions: 320w x 240h (pixels) (video)
180 x 150 (image for video)

File size: Final encode size 5MB max

Format: FLV, MOV, MPEG4, WMV

File size: 50K max

Format: 72 dpi/GIF, JPG, Flash (SWF), third-party tags

Catfish banner

Dimensions: within 990w x 90h (pixels)

File size: 75K max

Format: 72 dpi/GIF, JPG, Flash (SWF), third-party tags

Run-of-site bottom

Dimensions: 728w x 90h (pixels)

File size: 50K max

Format: 72 dpi/GIF, JPG, Flash (SWF), third-party tags

Mobile Banners

Home page splash page ad

Dimensions: 250 x 250 (pixels)

Format: 72 dpi/GIF, PNG, JPEG

No visible borders, no animated files

File size: 50K max

In-line run-of-site ad

Dimensions: 320w x 50h (pixels)

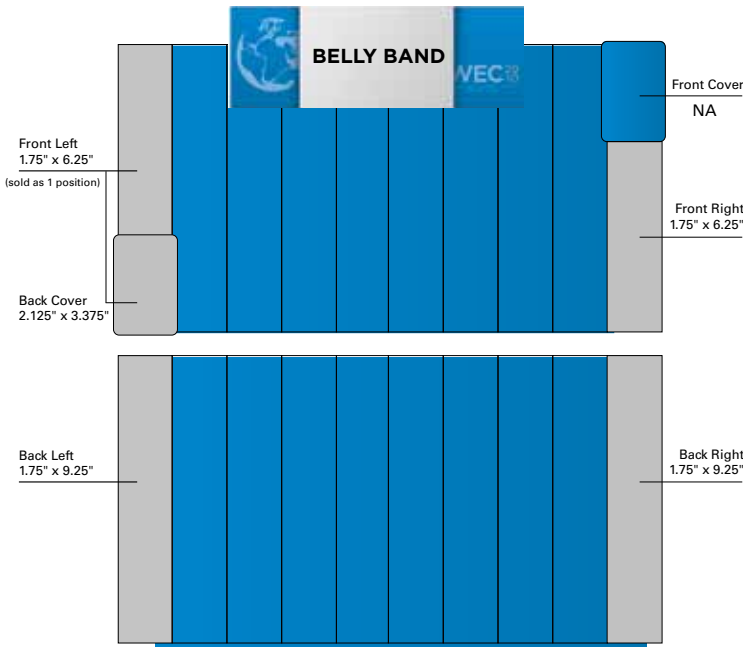
Format: 72 dpi/GIF, PNG, JPEG

No visible borders, no animated files

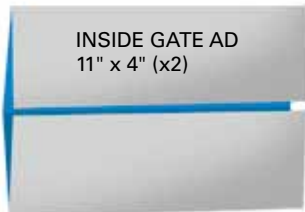
File size: 25K max

WEC Z-Card conference guide

conference publications



BACK COVER AD
11" x 4"



INSIDE GATE AD
11" x 4" (x2)



INSIDE TOP AD
11" x 4"

CARD POCKET AD
11" x 2.75"

Get up close and personal

Put your message directly into the hands of the thousands of attendees at our annual signature event, World Education Conference (WEC).

The WEC pocket-size conference guide is carried and consulted repeatedly by participants throughout the three-day event. A variety of ad placement sites on the card give you outstanding brand visibility, over and over again.

Rates

Folder positions	Gross	Net
Back cover	\$8,182	\$6,955
Inside top	\$8,182	\$6,955
Inside gate – 1/2 page	\$8,182	\$6,955
Inside gate – full page	\$10,000	\$8,500
Card pocket	\$10,000	\$8,500
Belly band	\$8,824	\$7,500

Bundled positions

Belly band/inside top	\$15,300	\$13,000
Belly band/inside top/card pockets	\$23,500	\$20,000

Z-Card positions

Z-Card positions	Gross	Net
Full page per card	\$4,721	\$4,013
1/2 page vertical per card	\$3,145	\$2,675
Back cover per card	\$6,471	\$5,500

Bundled positions

Hosted Buyer locations venue map (all positions)	\$10,000	\$8,500
Three days back cover	\$17,500	\$15,000

Ad reservations for folder and Z-Card due: May 25, 2012

Ad materials for folder and Z-Card due: June 1, 2012

File Submission Requirements:

Provide digital ad files in high-resolution PDF format only — NO EXCEPTIONS — on CD-ROM or uploaded via FTP. All materials should be 300 dpi or higher resolution, in CMYK color (no RGB). No film will be accepted.

A commercial, CMYK color proof/match print (e.g., Epson, Fuji) must accompany all digital ad submissions, whether they're provided on CD-ROM or uploaded via FTP. Inkjet proofs and/or laser proofs on regular paper are not sufficient for accurate color match. MPI will NOT be responsible for accurate CMYK color match if a commercial color proof/match print is not provided with the digital files.

See page 19 for file delivery information.

One+ OnSite conference publications

MPI's official onsite daily newspaper at WEC, this is the only one delivered directly to guest rooms, where readers are likely to spend more time with it. Also distributed at the convention center, it's packed with the latest, most pertinent convention and industry news.

- Previews of professional development, networking and educational opportunities for the day ahead.
- Review of previous day's experiences.
- Innovations, local navigation guides and industry news vital to attendees.

Drive traffic to your business with:

- Repeat impressions — Sunday, Monday, Tuesday editions.
- Direct access each morning to key decision-makers.
- Ability to highlight your brand, or your company's conference sponsorship.

Premium placements enhance brand visibility and booth location:

- Belly band to spotlight your brand message.
- Special cover positions — back cover, inside front cover, or inside back cover.



Rates

Tabloid size, 4-color	Gross	Net	Run
Back cover	\$16,856	\$14,328	3 days
Inside front cover	\$14,262	\$12,123	3 days
Inside back cover	\$12,968	\$11,022	3 days
Full page facing Schedule-at-a-Glance	\$11,670	\$9,920	3 days
Full page facing conference photo page (Mon. & Tues. only, ROP on Sun.)	\$11,418	\$9,746	3 days
Full page	\$10,873	\$8,818	3 days
1/2-page horizontal	\$7,132	\$6,063	3 days
1/4 page	\$3,586	\$3,049	3 days
Belly band	\$7,780	\$6,613	Per day
Insert (8 pgs.)	\$11,765	\$10,000	Per day
Insert (4 pgs.)	\$5,882	\$5,000	Per day
The Pulse: WEC Edition Live			
Top banner	\$4,118	\$3,500	3 days
Side banner #1 or #2	\$3,000	\$2,550	3 days
Side banner #3	\$2,500	\$2,125	3 days
Side banner #4	\$2,000	\$1,750	3 days
Side banner #5	\$1,000	\$850	3 days
Bottom horizontal	\$1,000	\$850	3 days

See page 13 for ad dimensions.

Publication dates for WEC: July 28–31, 2012

Ad reservation due: June 15, 2012

Ad materials due: June 30, 2012



One+ OnSite conference publications



Specifications

Ads

Overall publication trim size:	11 3/8" wide x 15" high
Ad size	Non-bleed
Full-page tabloid	10 1/4" x 14"
1/2-page horizontal tabloid	10 1/4" x 7"
1/4-page tabloid	5" x 7"
1/4-page spread tabloid	20 1/2" x 2 1/2"

Belly Bands

Overall size of <i>OnSite</i> daily newspaper:	11" wide x 15" high
Belly band dimensions:	2 5/8" x 11" FRONT
Live area (text and images):	2 5/8" x 11" front view 2 5/8" x 25" TOTAL (includes 3" for overlap)
Paper stock weight:	Minimum – 70 lb. text Maximum – 100 lb. cover

Quantity to ship: 3,000

Inserts for *One+ OnSite* Daily

Tip-in insert will jog to the head and should be designed to trim at the head (1/4" bleed)
Loose/random insert will float

Maximum size:	10" x 14"
Minimum size:	3" x 4"
Maximum stock weight:	100 lb. text
Minimum stock weight:	70 lb. text (if 4 pgs. or more) 80 lb. text (if single leaf)

Final draft of all inserts and belly bands must be approved by MPI prior to printing. In the event a proof is not sent for approval and any extra charges are incurred after receipt by MPI, the advertiser will be invoiced for those charges.

Materials deadline for WEC: June 30, 2012

File submission requirements

send

Easy steps to the best results.

Advertising File Submission Requirements

1. Provide digital ads in high-resolution PDF format only — no exceptions — on CD-ROM or uploaded via FTP.
2. All materials should be 300 dpi or higher resolution, in CMYK color (no RGB). No film will be accepted.
3. A commercial, CMYK color proof/match (e.g., Epson, Fuji) must accompany all digital ad submissions, whether they are provided on CD-ROM or uploaded via FTP.
4. Inkjet proofs and/or laser proofs on regular paper are not sufficient for accurate color match. MPI will NOT be responsible for accurate CMYK color match if a commercial color proof/match print is not provided with the digital files.

Digital Technical Specifications

1. Provide banner ads in electronic format by emailing files to publications@mpiweb.org.
2. MPI will not pull banner ads from client FTP sites. They must be provided as specified on page 15. No exceptions.
3. Provide a URL when submitting materials.
4. Provide specifications for the structure of the ad graphics as well as links — they should be submitted on the MPIweb Advertising Insertion Order under "Other Specifications."
5. Call your Strategic Account Manager to obtain copies of the MPIweb Advertising Insertion Order.
6. Banner ads will be posted on the first of the month only.
7. 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.
8. For additional information, contact your Strategic Account Manager.

Approval Process

Draft of final creative must be approved by MPI.

We want you to look your best and will do everything we can to help — including verifying that your materials meet all specifications. Please ask your Strategic Account Manager for all details.

Contact the Advertising Department for shipping and production assistance.

Send materials to:
ATTN: Publications Coordinator
Meeting Professionals International
3030 LBJ Freeway, Suite 1700
Dallas, TX 75234-2759

Email: publications@mpiweb.org
Phone: 972.702.3025
Fax: 972.702.3096

contact

Reach the best.

Talk to us about effective, affordable ways to reach the 23,000 global members of the largest and most influential professional association for the meetings and events industry. We'll help you plan a strategic program that will get you noticed, increase leads, and help you meet audience engagement and sales goals.



MEETING PROFESSIONALS INTERNATIONAL

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