

MPI Georgia Chapter
MEDIA GUIDE



Get your message in front of Georgia meeting planners with more than \$906 million in buying power.

Membership Directory & Resource Guide / mpigeorgia.org

FOR MORE INFORMATION, PLEASE CONTACT:

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MPIGA By The Numbers

\$906 M

Our members have a combined annual buying power of **\$906 million**.

3 Out Of 4

More than **3 out of 4** of our members controls an annual budget of more than **\$250,000***

86%

86% of MPI planner members buy from suppliers who advertise with MPI.

7th Largest

MPIGA is the **seventh largest** chapter of MPI internationally in the Southeast.

Our Members

MPI GA members represent many of Georgia's **Fortune 500 companies**. MPI GA members approve and recommend facilities, products and services to leading companies and associations. Our members include:

- **Corporate:** Bank of America, Coca-Cola, Chick-fil-A, Delta Air Lines, Wells Fargo, Cox Enterprises, Inc., LexisNexis
- **Associations & Non-Profits:** U.S. Poultry & Egg Association, Asian American Hotel Owners Association, 100 Black Men of America, PKF North America, The Coca-Cola Bottlers' Association
- **Meeting Management Professionals:** Kellen Company, Conference Direct, Meeting Expectations

Contact your Naylor representative and find out how you can get in front of meeting planners for leading corporations, associations and meeting management firms headquartered in Georgia!

Membership Directory and Resource Guide



mpigeorgia.org



NAYLOR

ASSOCIATION SOLUTIONS

Source: MPI Georgia Chapter Demographic Report

*Among those who control budgets

Membership Directory & Resource Guide

Member Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates

Double Page Spread	\$ 3,050.55
Outside Back Cover	\$ 2,782.55
Inside Front or Inside Back Cover	\$ 2,579.55
Full Page	\$ 2,042.55
2/3 Page	\$ 1,781.55
1/2 Page	\$ 1,421.55
1/3 Page	\$ 1,232.55
1/4 Page	\$ 980.55
1/6 Page	\$ 827.55
1/8 Page	\$ 719.55

Special Tabs

Full Color	Black-and-White
\$2,409.50	\$1,559.50

Black-and-White Rates

Full Page	\$ 1,250.55
2/3 Page	\$ 1,106.55
1/2 Page	\$ 854.55
1/3 Page	\$ 683.55
1/4 Page	\$ 548.55
1/6 Page	\$ 422.55
1/8 Page	\$ 314.55

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Sponsorship | \$889.50

Skyscraper | \$1,289.50

Toolbar | \$589.50

Belly Band | \$1,099.50

Leaderboard | \$1,399.50

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

(Rates as of August 2017)

Membership Directory & Resource Guide

digital edition

Digital Edition - www.naylornetwork.com/gam-nxt/

In addition to print, the *Membership Directory & Resource Guide* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the MPI GA's website. An archive of issues is available, securing your ad a lasting online presence.*

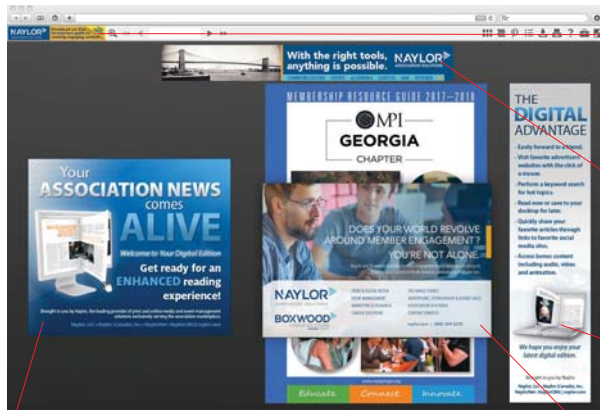
Readers can:

- Bookmark pages and insert notes
- Keyword search the entire directory
- Navigate and magnify pages with one click
- Share on news and social networking sites
- Read online or download and print for later
- View instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Digital Sponsorship | \$889.50

Your message will be prominently displayed directly across from the cover of the directory. Animation capabilities are available.

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Digital Toolbar | \$589.50

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons.

Digital Leaderboard | \$1,399.50

Located at the top of the digital edition, the leaderboard ad is displayed the entire time the publication is open, giving your message constant and lasting exposure.

Digital Skyscraper | \$1,289.50

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital Belly Band | \$1,099.50

Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Membership Directory & Resource Guide

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|-------------------------------------------------------------------|--------------------------------------------------------------------|--------------------------------------------------------------|
| <input type="checkbox"/> Appointment-Based Events | <input type="checkbox"/> Entertainment & Music Services | <input type="checkbox"/> Portable Displays |
| <input type="checkbox"/> Association Management Softwares (AMS) | <input type="checkbox"/> Entertainment & Team Building | <input type="checkbox"/> Promotional Item |
| <input type="checkbox"/> Attractions/Theme Parks | <input type="checkbox"/> Event Design | <input type="checkbox"/> Props |
| <input type="checkbox"/> Audiovisual Services | <input type="checkbox"/> Event Design & Production | <input type="checkbox"/> Public Speakers |
| <input type="checkbox"/> Backdrops & Murals | <input type="checkbox"/> Exhibit Design | <input type="checkbox"/> Publishing |
| <input type="checkbox"/> Badges/Awards/Incentives | <input type="checkbox"/> Exhibition Services | <input type="checkbox"/> Registration Services |
| <input type="checkbox"/> Bed and Breakfast Inns | <input type="checkbox"/> Fax Broadcast Services | <input type="checkbox"/> Restaurants & Clubs |
| <input type="checkbox"/> Car Rental/Leasing | <input type="checkbox"/> Florists & Plant Rentals | <input type="checkbox"/> Seated Massage |
| <input type="checkbox"/> Casino Parties | <input type="checkbox"/> Gift Baskets | <input type="checkbox"/> Security |
| <input type="checkbox"/> Casinos | <input type="checkbox"/> Golf Courses | <input type="checkbox"/> Shipping/Courier Services |
| <input type="checkbox"/> Catering | <input type="checkbox"/> Graphic Design Services | <input type="checkbox"/> Shuttles & Transportation |
| <input type="checkbox"/> Career Centers/ Job Boards | <input type="checkbox"/> Horse-Drawn Carriages | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Charter Boats/Sightseeing | <input type="checkbox"/> Hotels & Resorts | <input type="checkbox"/> Sightseeing Tours |
| <input type="checkbox"/> Communications | <input type="checkbox"/> Housing & Registration Management | <input type="checkbox"/> Ski Resorts |
| <input type="checkbox"/> Computer & Presentation Rental Equipment | <input type="checkbox"/> Internet Service Providers | <input type="checkbox"/> Speakers Bureaus |
| <input type="checkbox"/> Computer Hardware | <input type="checkbox"/> Kiosks | <input type="checkbox"/> Speakers, Public |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Magicians & Entertainment | <input type="checkbox"/> Special Events Design |
| <input type="checkbox"/> Computer Supplies & Equipment | <input type="checkbox"/> Mailing Houses | <input type="checkbox"/> Special Events Management |
| <input type="checkbox"/> Computer/AV Rentals | <input type="checkbox"/> Massage | <input type="checkbox"/> Teleconferencing Services |
| <input type="checkbox"/> Computer/Video Projection | <input type="checkbox"/> Meeting & Banquet Facilities | <input type="checkbox"/> Teleprompting Services |
| <input type="checkbox"/> Conference & Convention Centers | <input type="checkbox"/> Meeting & Event Web Portal | <input type="checkbox"/> Tradeshow Management |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Meeting & Membership Software/ Technology | <input type="checkbox"/> Tradeshow Marketing Services |
| <input type="checkbox"/> Convention & Visitors Bureaus | <input type="checkbox"/> Meeting Planning Services | <input type="checkbox"/> Training Services |
| <input type="checkbox"/> Convention Furnishings | <input type="checkbox"/> Membership | <input type="checkbox"/> Translation/Interpretation Services |
| <input type="checkbox"/> Convention Services | <input type="checkbox"/> Multimedia/Video Production | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Copiers/Faxes/Computers/Printers | <input type="checkbox"/> Museums | <input type="checkbox"/> Travel Agencies |
| <input type="checkbox"/> Corporate Gift Packages | <input type="checkbox"/> Non-Dues Revenue | <input type="checkbox"/> Videography |
| <input type="checkbox"/> Court Reporting/Transcription | <input type="checkbox"/> Outdoor Recreation | <input type="checkbox"/> Virtual Events |
| <input type="checkbox"/> Destination Management | <input type="checkbox"/> PDA Services & Lead Retrieval | <input type="checkbox"/> Website Design & Development |
| <input type="checkbox"/> Direct Mail/Marketing | <input type="checkbox"/> Photography | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Displays, Portable | <input type="checkbox"/> Plant Rentals & Supplies | _____ |
| <input type="checkbox"/> Drop-off Catering | | _____ |
| <input type="checkbox"/> Editorial Services | | |
| <input type="checkbox"/> Education & Certification | | |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____

Membership Directory & Resource Guide

Past Advertisers

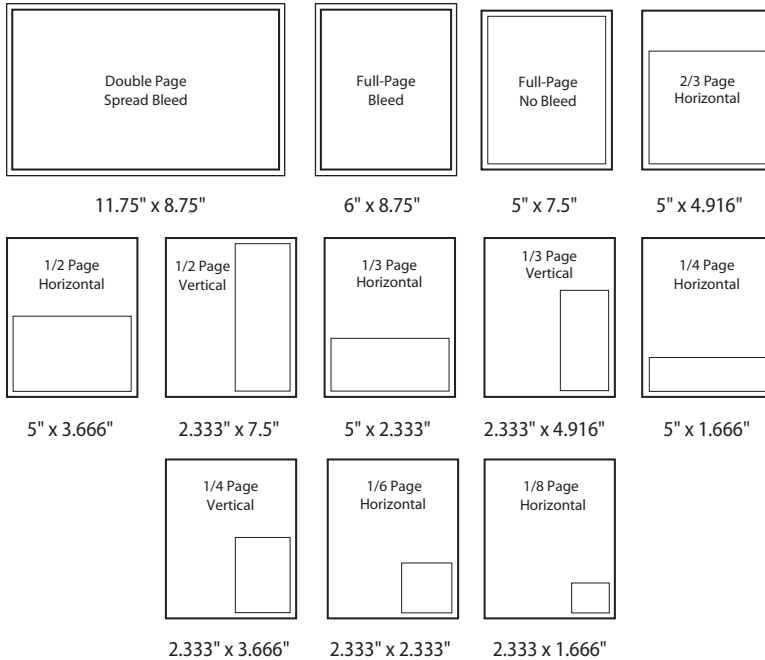
Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with MPI GA and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of MPI GA.

Active Production and Design, Inc.
Alpharetta Convention & Visitors Bureau
Anderson Conference Center
Atlanta Botanical Garden
Atlanta Braves/Braves Productions, Inc.
Augusta Marriott at the Convention Center
Barnsley Resort
Beau Ridge
Carey Executive Limosine
Cohutta Springs Conference Center
Coral Hospitality
Creative Technology Group
Culinary Sol at Zoo Atlanta
DeKalb Convention & Visitors Bureau
Entertainment Central Agency
Fernbank Museum of Natural History
Fripp Island Golf and Beach Resort
Georgia International Convention Center
Georgia State Parks & Historic Sites
Georgia World Congress Center Authority
Great Wolf Lodge
Greene Worldwide Transportation
Hilton Atlanta
Hilton Atlanta/Marietta Hotel & Conference Center
Hilton Sandestin Beach Golf Resort & Spa
Hotel Indigo Savannah
Legacy Lodge & Conference Center
Macon - Bibb County CVB
Memphis CVB
ON Event Services
Peachtree City Tourism Association
Perdido Beach Resort
Ponte Vedra Beach Resorts
Rosen Hotels
Sandestin Golf and Beach Resort
Sonoma County Tourism
The Henderson
The King & Prince Beach and Golf Resort
The Lodge and Spa at Callaway Gardens
The Westin Jekyll Island
Valdosta Lowndes CVB
Visit Tampa Bay
Warner Robins Convention & Visitors Bureau

Membership Directory & Resource Guide

Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 10.75" x 7.5"

Full Page Live Area: 5" x 7.5"

Specs for Outsert/Inserts

1 Pg / 2 Surface 5.75" x 8.5"

3 Pg / 6 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Heavy Card Stock Insert 5.25" x 8.25"

Postal flyersheets 5.75" x 8.5"

Digital Edition - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

MPI Georgia Website

Advertising on the MPI Georgia Website – www.mpigeorgia.org

Advertising on the MPI Georgia website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to mpigeorgia.org to learn about upcoming association events, and discover ways to maximize their MPI Georgia membership. Advertising on mpigeorgia.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of meeting professionals.

Features of MPI Georgia website advertising:

- Cross-promoted in other MPI Georgia publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, mpigeorgia.org receives:

- Receives nearly 7,100 page views per month
- More than 1,000 unique visitors per month
- Average session duration: 3:02

*Traffic number from May 2017 - October 2017



Square (240 x 240 pixels)

- Run of Site (3 Rotations)

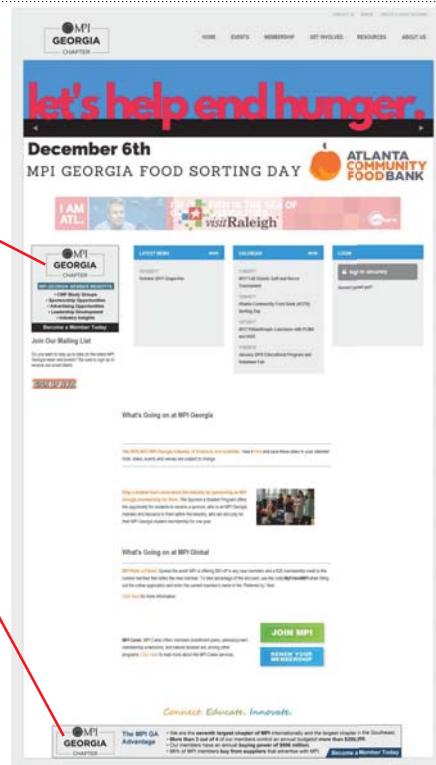
12 months: \$1,950

Super Leaderboard (960 x 90 pixels)

- Run of Site (3 Rotations)

12 months: \$1,450

Online Specifications - For more information, visit:
www.naylor.com/clientSupport-onlineGuidelines.asp



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