

AGENDA NEWSLETTER & CHAPTER EMAIL ADVERTISING

The AGENDA is the bimonthly publication of MPI-Wisconsin reaching an exclusive readership (our chapter members) of over 300 professionals involved in meeting management and meeting services in Wisconsin and surrounding areas.

MPI-WISCONSIN AGENDA NEWSLETTER

Please select an ad size (rates are per issue):

| Space ordered | Ad Size | Member Rate | | Non-Member Rate | |
|--|------------------|-------------|-------------|-----------------|-------------|
| | | Cover* | Inside Page | Cover* | Inside Page |
| <input type="checkbox"/> Full page ad | [7.5"w x 9.5"h] | \$999 | \$899 | \$1099 | \$999 |
| <input type="checkbox"/> ½ page vertical ad | [3.5"w x 9.5"h] | N/A | \$599 | N/A | \$699 |
| <input type="checkbox"/> ½ page horizontal ad | [7.5"w x 4.75"h] | N/A | \$599 | N/A | \$699 |
| <input type="checkbox"/> ½ page horizontal ad Back Cover | [7.5"w x 4.75"h] | N/A | \$649 | N/A | \$749 |
| <input type="checkbox"/> ¼ page ad | [3.5"w x 4.75"h] | N/A | \$449 | N/A | \$549 |

* inside front or inside back cover

Please select the issues in which you'd like your ad to appear:

| Issues | Art/Copy Deadline |
|---|-------------------|
| <input type="checkbox"/> January/February 2024 | December 1, 2023 |
| <input type="checkbox"/> March/April 2024 | February 1, 2024 |
| <input type="checkbox"/> May/June 2024 | April 1, 2024 |
| <input type="checkbox"/> July/August 2024 | June 1, 2024 |
| <input type="checkbox"/> September/October 2024 | August 1, 2024 |
| <input type="checkbox"/> November/December 2024 | October 1, 2024 |

SPECIFICATIONS FOR AGENDA AD

Ad formats: .pdf, psd, eps
Resolution: minimum 300 dpi

MPI-WISCONSIN CHAPTER WEBSITE AD

Rates are for a 2-month rotation that coincides with AGENDA print cycles

○ WEEKLY E-NNOUNCEMENT SIDE BANNER ADS

Four times per month our chapter sends out an e-announcement to members of our chapter about meetings and events. There are limited side banner opportunities for your organization to display a banner ad.

Please select the month for which you'd like to sponsor the member e-announcement (rate is \$350 for 4 weeks*):

| | | |
|--|--------------------------------------|---|
| <input type="checkbox"/> January 2024 | <input type="checkbox"/> May 2024 | <input type="checkbox"/> September 2024 |
| <input type="checkbox"/> February 2024 | <input type="checkbox"/> June 2024 | <input type="checkbox"/> October 2024 |
| <input type="checkbox"/> March 2024 | <input type="checkbox"/> July 2024 | <input type="checkbox"/> November 2024 |
| <input type="checkbox"/> April 2024 | <input type="checkbox"/> August 2024 | <input type="checkbox"/> December 2024 |

* We reserve the right to adjust your 4-week period to allow for special announcements. Your full 4-week commitment will still be honored.

SPECIFICATIONS FOR E-NNOUNCEMENT SIDE BANNER AD

- 180w x 150h (pixels).
- File size: 25K max
- Format: 72 dpi/GIF, JPG,
- no animation, Flash (SWF) or third-party tags

NOTE: ALL ADS SHOULD BE SENT ELECTRONICALLY TO ADMIN@MPIWI.ORG
CERTAIN ADVERTISING SPACES ARE LIMITED, AND ARE AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS.
RATES LISTED ARE NET (AGENCY COMMISSIONS ARE NOT INCLUDED IN THESE RATES).

○ **BILLING INFORMATION**

Advertising total from above: \$ _____

Ad Agency (if applicable): _____

Client/Member Organization: _____

Member Non-Member

Billing Address: _____

Contact: _____ Phone: _____

Email: _____ Fax: _____

Signature: _____ Date: _____

E-Mail form to:
admin@mpiwi.org

Mail form to:
MPI-WI Chapter Office
4075 Vilas Road
Cottage Grove, WI 53527