



MEETING PROFESSIONALS INTERNATIONAL

ADVERTISING 2010 ~ INSERTION ORDER

Ad copy is due according to the schedule below. Advertising is subject to the approval of the Editor and/or MPI-Wisconsin Chapter Board of Directors. Ads will be accepted on a first-come, first-served basis; we must limit advertising to a maximum of 40%. If space is sold out before we receive your order, you will be contacted about alternate advertising. We retain the right to not run an ad for non-payment of previous ad placement.

Note: Inside covers only offered in B&W, however, does include bleed.

MPI AGENDA NEWSLETTER *Rates are per issue		Member Rate			Non-Member Rate		
<u>Space ordered</u>	<u>Ad Size</u>	B/W	Cover	Color	B/W	Cover	Color
<input type="checkbox"/> Full page ad	[7.5"w x 9.5"h]	\$699	\$799	\$899	\$799	\$899	\$999
<input type="checkbox"/> ½ page vertical ad	[3.5"w x 9.5"h]	\$499	N/A	\$599	\$599	N/A	\$699
<input type="checkbox"/> ½ page horizontal ad	[7.5"w x 4.75"h]	\$499	N/A	\$599	\$599	N/A	\$699
<input type="checkbox"/> ½ page horizontal ad Back Cover	[7.5"w x 4.75"h]	\$599	N/A	N/A	\$699	N/A	N/A
<input type="checkbox"/> ¼ page ad	[3.5"w x 4.75"h]	\$349	N/A	\$449	\$449	N/A	\$549
<input type="checkbox"/> Full page ad with web page ad		\$849	\$949	\$1049	\$999	\$1099	\$1199
<input type="checkbox"/> ½ page vertical ad with web page ad		\$649	N/A	\$749	\$799	N/A	\$899
<input type="checkbox"/> ½ page horizontal ad with web page ad		\$649	N/A	\$749	\$799	N/A	\$899
<input type="checkbox"/> ¼ page ad with web page ad		\$499	N/A	\$599	\$649	N/A	\$749
<input type="checkbox"/> Web only (60 days)		\$500			\$600		

<u>Issues</u>	<u>DEADLINES</u>	<u>Copy Deadline</u>
<input type="checkbox"/> January/February 2010	Issue	December 1, 2009
<input type="checkbox"/> March/April 2010	January/February 2010	February 1, 2010
<input type="checkbox"/> May/June 2010	March/April 2010	April 1, 2010
<input type="checkbox"/> July/August 2010	May/June 2010	June 1, 2010
<input type="checkbox"/> September/October 2010	July/August 2010	August 1, 2010
<input type="checkbox"/> November/December 2010	September/October 2010	October 1, 2010

Please check each issue you wish to be in.

SPECIFICATIONS FOR CHAPTER WEBSITE

Ad formats: .jpg, .gif, .png
 Size: 200pixels high x 300pixels wide, 72 dpi

SPECIFICATIONS FOR AGENDA NEWSLETTER

Ad formats:
 .tif [preferred if the ad is photo heavy]
 .eps [preferred if the ad is text heavy, send fonts with ad]
 .pdf [fonts must be embedded when using this format, save as black and white or color]
 Ads must be high resolution (at least 300 dpi) and should be sent electronically to ads@mpiwi.org

NOTE: Advertising is available but limited to members only and is available on a first-come, first-serve basis. Rates listed are net (agency commissions are not included in these rates).

BILLING INFORMATION:

Ad Agency (if applicable): _____
 Member _____ Non-member _____
 Billing Address: _____
 Contact Person: _____ Phone: _____
 Fax: _____ Email: _____
 Signature: _____ Date: _____

Fax form to:
 MPI – WI Chapter Office
 608.204.9818 FAX

Or Mail form to:
 MPI – WI Chapter Office
 2830 Agriculture Drive
 Madison, WI 53718