



MEETING PROFESSIONALS INTERNATIONAL

## ADVERTISING 2012 ~ 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.

<b>MPI AGENDA NEWSLETTER *Rates are per issue</b>		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 2012	January/February 2012	December 1, 2011
<input type="checkbox"/> March/April 2012	March/April 2012	February 1, 2012
<input type="checkbox"/> May/June 2012	May/June 2012	April 1, 2012
<input type="checkbox"/> July/August 2012	July/August 2012	June 1, 2012
<input type="checkbox"/> September/October 2012	September/October 2012	August 1, 2012
<input type="checkbox"/> November/December 2012	November/December 2012	October 1, 2012

Please check each issue you wish to be in.

MPI-Wisconsin Chapter is happy to announce the following additional advertisement opportunity.

### Weekly e-announcement Banner Ad

Each week our chapter sends out an e-announcement to members of our chapter about meetings and events. Above that e-announcement there is an opportunity for your organization to display a banner ad. Rate is \$350 per 4 weeks.

**Sold** January **Sold** February **Sold** March **Sold** April **Sold** May **Sold** June **Sold** July  
**Sold** August **Sold** September **Sold** October **Sold** November **Sold** December

### Event Survey Banner Ad

Each month our chapter sends out a survey to participants of our chapter meetings and events. Within that survey there is an opportunity for your organization to display a banner ad. After the survey has been completed, the webpage will reroute to your website. Please note that there are only 9 spots available for this offer. Rate is \$250 per month.

**Sold** January **Sold** February **Sold** March **Sold** April **Sold** May **Sold** June  
**Sold** September **Sold** October **Sold** November

### Supplier Showcase

The supplier showcase is featured in our January/February issue of the Agenda Magazine. Within this particular agenda will be a supplier member listing which features the names, and addresses and websites of each supplier member. This is a pull-out listing, that can be used all year for a resource for all members. Within this issue of the Agenda we are providing the opportunity for business-card size ads. Rate is \$150 per business-card size ad. Limited spots available, sign up early!

Please select this option for your organization to have a business-card size add in the Supplier Showcase.

**SPECIFICATIONS FOR BANNER AD**

Ad formats: .jpg, .gif, .png

Size: 600pixels wide x 100pixels high or 728pixels wide x 90pixels, 72 dpi

**SPECIFICATIONS FOR CHAPTER WEBSITE**

Ad formats: .jpg, .gif, .png

Size: 300pixels wide x 200pixels high or 300pixels wide x 250pixels high, 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](mailto: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, WI53718