

MPI Arizona Sunbelt Chapter
MEDIA GUIDE



**REACH MEMBERS WHO SPEND MORE
THAN \$268 MILLION ANNUALLY**

Membership Directory & Meeting Planners' Guide / mpi-az.org

FOR MORE INFORMATION, PLEASE CONTACT:





MPI ARIZONA SUNBELT

CHAPTER



MPI ARIZONA BY THE NUMBERS

\$268 M

MPI Arizona Sunbelt Chapter members have an annual buying power of more than \$268 million.

3 Out Of 10

More than 3 out of 10 of our members control an annual budget of more than \$1 million.

86%

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

1 Out Of 4

Nearly 1 out of 4 meetings planned by our members had more than 1,000 attendees.

OUR MEMBERS

MPI Arizona represents all aspects of the meeting and tourism industry, including:

- **Corporate Meeting Planners**
- **Association Meeting Planners**
- **Independent Meeting Planners**

Who We Are

MPI Arizona Sunbelt Chapter is among the top 20 largest chapters of MPI globally. Our chapter was founded in 1979 to empower our members and help them increase their strategic value. We provide education, professional development and business growth opportunities to help all of our members succeed.

Information from 2016 MPI Arizona Sunbelt Chapter Demographic Report.



MEMBERSHIP DIRECTORY & MEETING PLANNERS GUIDE

Available in a print and online edition, this valued resource is used by members all year round.

MPI ARIZONA SUNBELT WEBSITE

Our website is the go-to resource for industry information, events, education and more.

On average, mpi-az.org receives:

- Nearly 2,500 page views per month
- Sessions lasting nearly 2.5 minutes
- An average of 2.85 pages visited per session

Traffic numbers from 2/2017 - 8/2017

Membership Directory & Meeting Planners' Guide

Member Net Advertising Rates

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

Revisions and Proofs: \$50.00
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	\$ 2,572.55
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	\$ 836.55
1/8 Page	\$ 719.55

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 | \$599.50

Skyscraper | \$799.50

Toolbar | \$399.50

Belly Band | \$629.50

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

Special Advertising Section:

Meeting Planners' Guide



Showcase your hotel/resort property, meeting facility, products or professional services to the members of Meeting Professionals International — Arizona Sunbelt Chapter.

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 July 2017)

Membership Directory & Meeting Planners' Guide

Net Advertising Rates

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

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates

Double Page Spread	\$ 3,389.50
Outside Back Cover	\$ 3,009.50
Inside Front or Inside Back Cover	\$ 2,799.50
Full Page	\$ 2,269.50
2/3 Page	\$ 1,979.50
1/2 Page	\$ 1,579.50
1/3 Page	\$ 1,369.50
1/4 Page	\$ 1,089.50
1/6 Page	\$ 929.50
1/8 Page	\$ 799.50

Black-and-White Rates

Full Page	\$ 1,389.50
2/3 Page	\$ 1,229.50
1/2 Page	\$ 949.50
1/3 Page	\$ 759.50
1/4 Page	\$ 609.50
1/6 Page	\$ 469.50
1/8 Page	\$ 349.50

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Digital Edition Branding Opportunities

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(Rates as of July 2017)

Membership Directory & Meeting Planners' Guide - Digital edition

Digital Edition

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

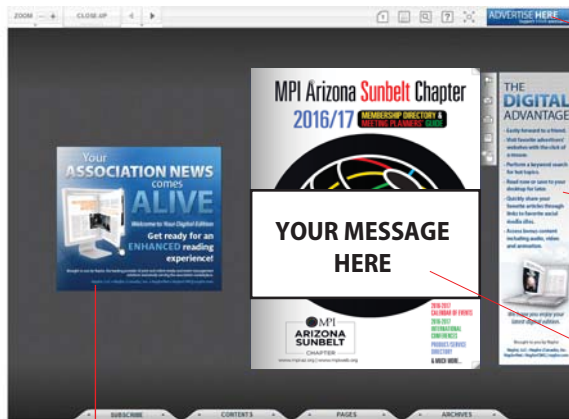
Readers can:

- 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 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 Toolbar | \$399.50

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 Skyscraper | \$799.50

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

Digital Belly Band | \$629.50

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

Digital Sponsorship | \$599.50

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available. Video capabilities not available for Sponsorship Max.

Ad Link | Included in display ad rates

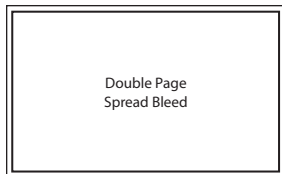
Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

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.

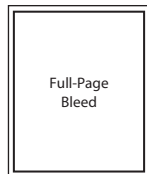
Membership Directory & Meeting Planners' Guide

Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



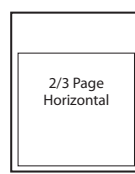
11.75" x 8.75"



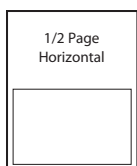
6" x 8.75"



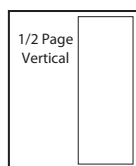
5" x 7.5"



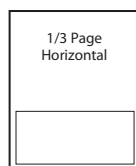
5" x 4.916"



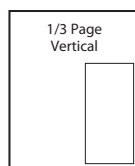
5" x 3.666"



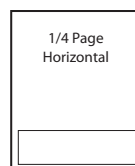
2.333" x 7.5"



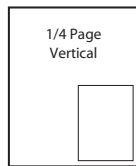
5" x 2.333"



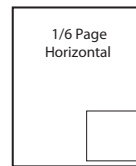
2.333" x 4.916"



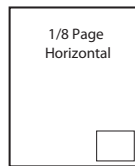
5" x 1.666"



2.333" x 3.666"



2.333" x 2.333"



2.333" x 1.666"

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

Roster

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"

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.

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

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Membership Directory & Meeting Planners' 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"/> Accountants | <input type="checkbox"/> Direct Mail/Marketing | <input type="checkbox"/> Speakers, Public |
| <input type="checkbox"/> Airlines | <input type="checkbox"/> Education & Certification | <input type="checkbox"/> Special Events Design/Planning |
| <input type="checkbox"/> Art | <input type="checkbox"/> Employee Benefits/Services | <input type="checkbox"/> Teleconferencing Services |
| <input type="checkbox"/> Association Management Companies | <input type="checkbox"/> Entertainment & Music Services | <input type="checkbox"/> Telephone Services (Voicemail) |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Exhibit Design | <input type="checkbox"/> Tradeshow Marketing Services |
| <input type="checkbox"/> Attractions/Theme Parks | <input type="checkbox"/> Fax Broadcast Services | <input type="checkbox"/> Tradeshow Management |
| <input type="checkbox"/> Audio-Visual Services | <input type="checkbox"/> Fundraising | <input type="checkbox"/> Training Services |
| <input type="checkbox"/> Badges/Awards/Incentives | <input type="checkbox"/> Gifts & Jewelry | <input type="checkbox"/> Translation/Interpretation Services |
| <input type="checkbox"/> Bankcard Processing Services | <input type="checkbox"/> Hotels & Resorts | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Banks/Financing | <input type="checkbox"/> Insurance & Risk Management | <input type="checkbox"/> Travel Agencies |
| <input type="checkbox"/> Bed & Breakfasts | <input type="checkbox"/> Internet Service Providers | <input type="checkbox"/> Website Design & Development |
| <input type="checkbox"/> Business Equipment Services | <input type="checkbox"/> Investment Programs | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Casinos/Resorts | <input type="checkbox"/> Lobbyists | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Car Rental/Leasing | <input type="checkbox"/> Long Distance Telephone Providers | _____ |
| <input type="checkbox"/> Catering | <input type="checkbox"/> Mailing Houses | _____ |
| <input type="checkbox"/> Charters/Boats/Sightseeing | <input type="checkbox"/> Meeting & Banquet Facilities | |
| <input type="checkbox"/> Computer Supplies & Equipment | <input type="checkbox"/> Meeting Planning Services | |
| <input type="checkbox"/> Computer, Hardware | <input type="checkbox"/> Membership Plaques | |
| <input type="checkbox"/> Computer, Software | <input type="checkbox"/> Office Equipment & Supplies | |
| <input type="checkbox"/> Commercial Real Estate | <input type="checkbox"/> Photography | |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Public Speakers | |
| <input type="checkbox"/> Conference & Convention Centers | <input type="checkbox"/> Registration Services | |
| <input type="checkbox"/> Convention & Visitors Bureaus | <input type="checkbox"/> Restaurants & Clubs | |
| <input type="checkbox"/> Convention Services | <input type="checkbox"/> Security | |
| <input type="checkbox"/> Cruise Lines | <input type="checkbox"/> Shipping/Courier Services | |
| <input type="checkbox"/> Destination Management | <input type="checkbox"/> Signage | |
| | <input type="checkbox"/> Speakers Bureaus | |

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 & Meeting Planners' Guide

Direct Mail and Belly Band Opportunities

Catch readers' attention by placing a flier, brochure or postcard inside the clear bag in which the *Membership Directory & Planners' Guide* is mailed. Guarantee your message gets exposure with a direct-mail piece shipped with the publication. Or, ensure readers interact with your message by wrapping it around the *Membership Directory & Planners' Guide* with a belly band. This exclusive position is only sold to one advertiser. Readers must detach the full-color belly band to access the publication, positioning your ad to be noticed.

In addition to the printed version, we can attach your direct-mail piece or belly band to the digital publication for a nominal fee — simply supply the digital file of the ad in high-resolution PDF format. Additional charges apply to animated ads.



Sample Belly Band

Net Rates*

Surfaces	Print Distribution Only	Digital Distribution Only	Print & Digital Distribution
Belly Band	<input type="checkbox"/> \$ 2,499.50	<input type="checkbox"/> \$ 500.00	<input type="checkbox"/> \$2,999.50
1-Page (2 surfaces)	<input type="checkbox"/> \$ 999.50	<input type="checkbox"/> \$ 150.00	<input type="checkbox"/> \$1,149.50
2-Page (4 surfaces)**	<input type="checkbox"/> \$ 1,279.50	<input type="checkbox"/> \$ 200.00	<input type="checkbox"/> \$1,479.50
Postcard	<input type="checkbox"/> \$ 999.50	<input type="checkbox"/> \$ 150.00	<input type="checkbox"/> \$1,149.50

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply. All pieces except the Belly Band are furnished by advertiser.

*Advertisers placing a display ad and direct-mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3 pages (6 surfaces) or more available; quotes supplied upon request.

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.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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). (MAZ-R0018)

Please sign and return to:

NAYLOR 
ASSOCIATION SOLUTIONS

www.mpi-az.org

Membership Directory & Meeting Planners' Guide

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with MPI AZ 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 AZ.

AMD Group
AV Dimensions, Inc.
Bondurant Racing School
Carefree Resort & Conference Center
Casino Del Sol Resort & Conference Center
City of Prescott
Commemorative Air Force Airbase Arizona Aviation Museum
Desert Diamond Casino
Desert Dog Adventures
Gainey Suites Hotel
Glendale Convention and Visitors Bureau
Pink Jeep Tours
Radisson Suites Tucson
Rancho de los Caballeros
Sonoma County Tourism
Southwest Scenic Group, Inc.
Stellar Adventures
SuperShuttle
The Driver Provider
The Prescott Resort
The Saguaro - A Joie de Vivre Hotel
The Sanctuary on Camelback Mountain
UltraStar Multi-tainment Center
Venue 8600
Visit Tucson
Westin La Paloma Resort and Spa
Windmill Winery

Membership Directory & Meeting Planners' Guide

Digital Edition Branding Opportunities

Please select from the following options and return the completed form to your account executive today. *All positions are exclusive and will be awarded on a first-come, first-served basis.*

Select from the following options:

- Digital Sponsorship** | \$599.50
- Digital Skyscraper** | \$799.50
- Digital Toolbar** | \$399.50
- Digital Belly Band** | \$629.50

All rates are per insertion. Invoices are issued upon publication.

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

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.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (MAZ-R0018)

Please sign and return to:



Membership Directory & Meeting Planners' Guide

Products & Services Listings

Feature your company in the Products and Services Listings portion of our annual *Membership Directory and Planners' Guide*. Members will turn to this section to find companies that support their association and can provide the products and services they need. Each listing comes with a 50 word profile that includes your company name, phone number and a description of your company to help increase your visibility.

Select from the from the following options:

- \$319.50:** 100-word profile w/ a black-and-white logo and w/ Ad Link
- \$219.50:** 50-word profile w/ a black-and-white logo and w/ Ad Link

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.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (MAZ-R0018)

Please sign and return to:



Membership Directory & Meeting Planners' Guide

Meeting Planners' Guide: Arizona

Showcase your hotel/resort property, meeting facility, products or professional services to the members of Meeting Professionals International — Arizona Sunbelt Chapter. Participating in the official *Membership Directory & Meeting Planners' Guide* allows you to reach the key decision makers in Arizona's meeting planning industry. Promote your company in full color with these special rates. Return this completed form to your Naylor account executive to reserve your space today!

Select from the following member options:

- Full-page, full-color: \$1,772.55
- 1/2-page horizontal, full-color: \$1,106.55
- 1/4-page vertical, full-color: \$ 683.55
- 1/8-page horizontal, full-color: \$ 404.55

Select from the following non-member options:

- Full-page, full-color: \$ 1,969.50
- 1/2-page horizontal, full-color: \$ 1,229.50
- 1/4-page vertical, full-color: \$ 759.50
- 1/8-page horizontal, full-color: \$ 449.50

Select from the following regions:

- | | |
|---------------------------------|---------------------------------------|
| <input type="radio"/> Flagstaff | <input type="radio"/> Prescott/Sedona |
| <input type="radio"/> Chandler | <input type="radio"/> Scottsdale |
| <input type="radio"/> Glendale | <input type="radio"/> Surprise/Peoria |
| <input type="radio"/> Mesa | <input type="radio"/> Tempe |
| <input type="radio"/> Phoenix | <input type="radio"/> Tucson |
| | <input type="radio"/> Other: _____ |

All prices are net and per insertion.

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.



Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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Please sign and return to:

Membership Directory & Meeting Planners' Guide

Meeting Planners' Guide: Out-of-State

Showcase your hotel/resort property, meeting facility, products or professional services to the members of Meeting Professionals International — Arizona Sunbelt Chapter. Participating in the official *Membership Directory & Meeting Planners' Guide* allows you to reach the key decision makers in Arizona's meeting planning industry. Promote your company in full color with these special rates. Return this completed form to your Naylor account executive to reserve your space today!

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- 1/4-page vertical, full-color: \$ 683.55
- 1/8-page horizontal, full-color: \$ 404.55

Select from the following Non-Member options:

- Full-page, full-color: \$ 1,969.50
- 1/2-page horizontal, full-color: \$ 1,229.50
- 1/4-page vertical, full-color: \$ 759.50
- 1/8-page horizontal, full-color: \$ 449.50

Select from the following regions:

- California
- Colorado
- Georgia
- Illinois
- Nevada
- New York
- Texas
- Washington, D.C.
- Other: _____

All prices are net and per insertion.

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.



Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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). (MAZ-R0018)

Please sign and return to:



Membership Directory & Meeting Planners' Guide

Wanderlust Guide

The Wanderlust Guide features custom built ads that are a hybrid of content, advertisement and functionality for our members. These Full Page or Double Page Spread ads have crucial information about your destination as well as several high quality photos displaying your property. Your company is prominently featured and easily compared to other locations in the section. All images must be high-resolution images saved at 300dpi. A proof of your completed ad will be provided for final approval.

Templates can be viewed here: www.naylornetwork.com/webkits/PDFs/wanderlust_mag_size_templates.pdf

Step 1 - Select from the following options:

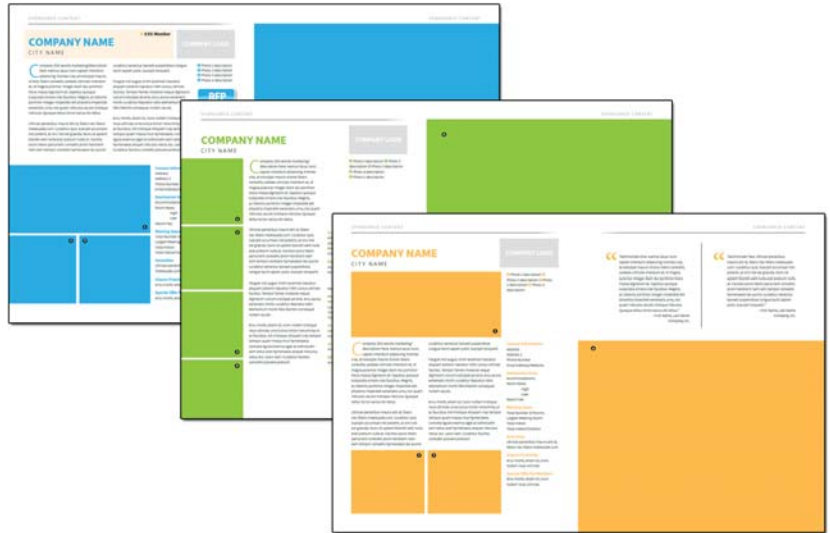
- Double Page Spread - \$2,250
- Full-Page Member - \$1,750
- Full-Page Non-Member - \$1,950

Step 2 - Visit URL above and select your template:

- Full Page advertisers pick left layout 1,2 or 3
- Double Page Spread advertisers pick left layout 1,2 or 3 and right layout 1,2, or 3

Step 3 - Fill out Wanderlust Checklist and return to your Naylor Representative:

- Please see checklist on next page
- Only complete Word documents will be accepted
Naylor reserves the right to edit copy



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.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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). (MAZ-R0018)

Please sign and return to:

Membership Directory & Meeting Planners' Guide

Wanderlust Checklist

Full-Page Advertisers Choose:

- Left Layout 1
- Left Layout 2
- Left Layout 3

Double Page Spread Advertisers Choose:

- Left Layout 1
- Left Layout 2
- Left Layout 3
- Right Layout 1
- Right Layout 2
- Right Layout 3

Member of Association:

- Yes
- No

All Provide:

- Company name and city name
- Company logo
- 200 word description
- Contact information (address, address 2, phone number, email address/website)
- Destination stats (Accommodations, room rates high and low, resort fee)
- Meeting space (total number of rooms, largest meeting room, total indoor, total indoor/outdoor)
- Amenities (limited to 20 words)
- Airport proximity (name of airport and distance)
- Special offer for members (limited to 20 words)
- Photo descriptions (photos will be numbered starting from the top left)

RFP Link (button will be active in digital editions):

- RFP link for digital edition

Left Layout 1 Provide:

- 1 wide image (label image "1")
- 2 square images (label images "2" and "3")

Left Layout 2 Provide:

- 4 square images (label images "1" through "4")

Left Layout 3 Provide:

- 1 wide image (label image "1")
- 2 square images (label images "2" and "3")

Right Layout 1 Provide:

- 1 wide image (label image "Right")
- Capacity chart (up to 12x12)

Right Layout 2 Provide:

- 1 large image (label image "Right")

Right Layout 3 Provide:

- Testimonial (block quote or 2 x 50 words)
- 1 large image (label image "Right")

MPI Arizona Sunbelt Website

Advertising on the MPI AZ Website – mpi-az.org

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

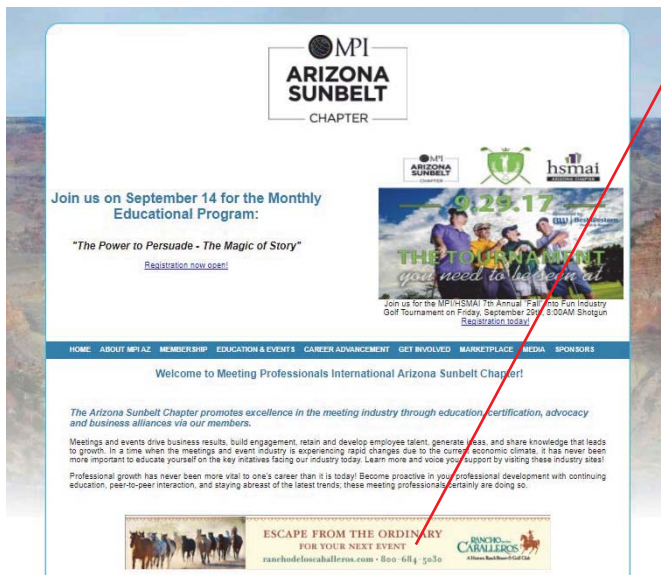
Features of MPI AZ website advertising:

- Cross-promoted in other MPI AZ 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, www.mpi-az.org receives:*

- More than 1,000 sessions per month
- Nearly 2,500 page views per month
- Sessions lasting more than 2.5 minutes
- An average of 2.85 pages visited per session

*Traffic numbers from 2/2017 - 8/2017



Leaderboard

- Only five positions available

Rates:

12 Months | \$1,575 6 Months | \$925 3 Months | \$425

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

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.

Membership Directory & Meeting Planners' Guide

Website Branding Opportunities

To be included in MPI AZ's website, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG, GIF, or Flash/SWF format, and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers can request campaign performance reports that detail monthly ad impressions and click throughs.

Leaderboard

12 Months | \$1,575 6 Months | \$925

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers that commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

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.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be prorated to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of this contract. (MAZ-W0018)

Please sign and return to: