



Advertising Opportunities

Social Media

mpiscc.org
Organization Web Site

**Dedicated Email
Promotions**

www.mpiscc.org

4 Reasons to Advertise with MPISCC

Build brand awareness with Southern California's leading meeting planners and suppliers. MPISCC provides 4 platforms for connecting with our membership: InterCom, dedicated emails, social media takeovers, and our organization website.

MPI's Members Are Your Target Audience

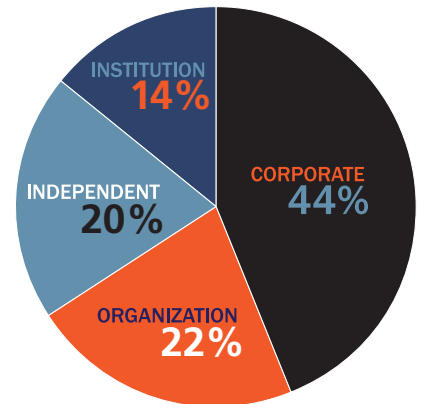
Advertising with MPISCC allows your company to reach industry decision-makers. Your message will reach pre-qualified buyers who are looking for your products specifically for their business.

Our Members "Buy MPI"

The meeting, conventions, exhibitions and incentive travel industry generates \$263 billion in direct spending annually. MPI members buy from advertisers and MPI suppliers because they understand the value of what the organization represents.

MPI Planner Members Represent A Diverse Organizational Profile

- 44% Corporate
- 22% Association | Non-Profit
- 20% Independent | Consultant | Multi-Management Companies
- 14% Vertical Markets such as University, Government and Medical



MPI Planners Have Tremendous Buying Power

- Our planners represent **\$471,000,000.00** in buying power.
 - MPISCC planner members collectively produce just shy of **1400 events annually**.
 - 72.5 % of those events are for **groups with 2500 attendees, or more**.
 - 43% of our members are planners, and 30% of those planners have been members for 10+ years.
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Social Media



Sponsored Posts and Tweets

Take advantage of sponsored promotions using MPISCC's social media platforms: Instagram, Facebook, Twitter and LinkedIn. Your message will be posted via MPISCC's social feeds and boosted.

Accepted Graphic File Formats

We accept the following file formats for social media: Full color jpg files, RGB color space, 72 dpi. Ads submitted in anything other than the above formats and color space will be returned for revision.

Post and Tweet Submission

Textual content, artwork and graphics should be e-mailed to the Chapter Administrator: KatherineS@paragon-group.com

Do You Need Design Services?

We are happy to design your ad or meme. If you need us to create your social media graphics to be used on our platforms, please contact Alvalyn Lundgren at alvalyn@alvalyn.com.

Creative services are billed separately from advertising and are contracted directly with the designer.

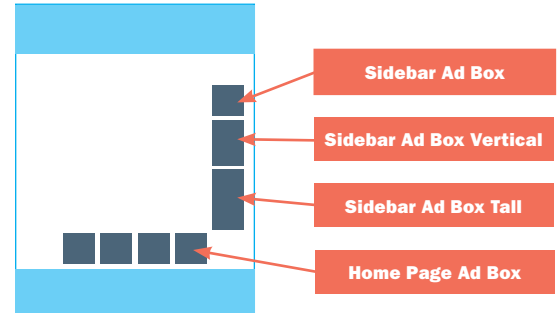
PLATFORM	IMAGE DIMENSIONS NOTE: WIDTH IS LISTED FIRST	SINGLE RATE PER POST	TAKEOVER 1 DAY / 2 POSTS	TAKEOVER 3 DAYS / 6 POSTS
Facebook	1,200 x 800 px	\$200.00	\$350.00	\$600.00
Twitter	1,200 x 800 px	\$100.00	\$150.00	\$300.00
Instagram	1,200 x 1200 px	---	\$100.00	\$250.00
LinkedIn	700 x 400 px	\$100.00	\$150.00	\$300.00

mpiscc.org

The new MPISCC organization web site is a virtual hub of information and connection for MPISCC members. Display advertising is placed on the home page below active content and in the sidebar. Home page box ads are a 1:1 (square) size ratio. Sidebar positioning offers 1:1, 1:1.5 and 1:2 size ratios (square and rectangular).

Advertising Rates

Display Type	Size	Rate/Quarter
Home page ad box	200 x 200 Pixels	\$630
Sidebar ad box	200 x 200 Pixels	\$630
Sidebar ad vertical	200 x 300 Pixels	\$730
Sidebar ad vertical	200 x 400 Pixels	\$830



Artwork Specifications

ACCEPTABLE FILE FORMATS

Animated GIF, JPEG or PNG only. Files must be RGB and 72dpi. Flash (swf) files are not accepted.

FILE SIZE REQUIREMENTS

Web site ads can be no more than 80k in size.

LINKS

When submitting your artwork files, please specify the URL where your banner should link. Use the MPISCC Advertising Insertion Order under "Other Specifications".

Artwork Submission Instructions

Send artwork, contract and payment to Katherine Stokoe, Chapter Administrator: admin@mpiscc.org

Do You Need Design Services?

If you need your ad created, design services are available. Please contact Alvalyn Lundgren at 805-857-7981 or email: alvalyn@alvalyn.com. Creative services are billed separately from advertising and are contracted directly with the designer.

INFORMATION REGARDING AD TRACKING & ANALYTICS

MPISCC does not track impressions or clicks for advertisers. The advertiser should utilize an external service such as DoubleClick or Google Analytics to track inbound traffic from the ad to the advertiser's landing page server.

If you are using a third-party service such as DoubleClick to serve your ad to our website, please be sure to include both the embed code and instructions for implementation, as well as the third-party contact information.

Email Campaigns

Dedicated Emails deliver your message directly into our members' inboxes. MPISCC sends only one dedicated email per month. Availability is limited.

Space is reserved on a first-come, first-serve basis.

Please indicate the month(s) in which you wish to reserve your placement in order of preference. MPISCC will contact you to confirm availability and will do its best to match your first choice.

Electronic art for advertisements is due to MPISCC by the 1st of each month of the month in which the ad is to run.

Your ad will be hyper-linked to your company's web site (or link of your choice).

Net Advertising Rates

Dedicated eMail Blast	Size	Rate per blast
Headline Banner Ad	600 Pixels wides, max 15K	\$750.00

Artwork Specifications

HTML: Please submit your dedicated email as a complete HTML file (with separate images and coding). Images should be in JPG or GIF format, approximately 10-15k each in file size. Note that images in emails may be blocked by the recipient's email program. All pertinent information should be listed in the text, not the image. Flash files or files that contain all images and text in a single JPG or GIF file cannot be accepted.

TEXT VERSION: Please submit a text-only (no images) version of your email, submitted as a Word document. This will be used so recipients who cannot display images in their inbox will still receive your message.

Link: Please submit a link with your dedicated email.

Subject Line: Please provide a subject line for your dedicated email.

Artwork Submission

Run Date	Files & Payment Due Date
1st of each month	10th of each month prior to run date

Textual content, artwork and graphics should be e-mailed to Katherine Stokoe, Chapter Administrator: admin@mpiscc.org

CANCELLATION POLICY

There will be no fee for cancellation notices received more than 60 days before the email run date. Cancellation notices received less than 60 days before the run date will be charged 50% of the ad rate

Terms & Conditions

1. Advertisers not under contract for MPISCC's publications will be billed at a one-time rate.
2. Cancellations will not be accepted after the closing date. Prior to closing date or posting on website, cancellations must be submitted in writing to MPISCC: 352 NE 3rd Ave. Delray Beach FL 33444
3. An advertiser may change ad copy prior to closing date or posting on web site. The advertiser (or its agency) is responsible for providing the publisher with all ad material. Requested ad positions are not guaranteed unless the advertiser purchases a preferred position at a 10% premium.
4. The word "advertisement" shall be added to any ad which, in the opinion of the publisher might be confused with editorial. The publisher will not be bound by any conditions appearing on insertion orders or copy of instructions when such conditions conflict with the regulations set forth herein.
5. Insertion orders that contain incorrect rates or conditions will be corrected and charged, based on published rates. Such errors will be regarded as clerical.
6. Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against publisher.
7. The publisher assumes no liability for failure to print any advertisement. If any errors appear in the advertisement as published, the publisher's liability is limited to a make-good advertisement. The publisher will not be liable under any circumstances for any cost or damages as a result either of the failure to print any advertisement, or of the appearance of errors in any advertisement as published. The publisher shall not be liable for errors in the advertisers' index.
8. The publisher will not be liable for any delays in delivery and/or non-delivery in the event of acts of God, action by any governmental entity, fire, flood, accidents, riot, explosion, embargo, strikes, labor or material shortage or any other condition beyond the control of the publisher affecting production or delivery in any manner.
9. The publisher reserves the right to reject any advertising which is not in keeping with the publication's standards. Advertisers and advertising agencies agree to indemnify and hold harmless the publisher from any damages or expense resulting from advertisement.
10. Advertising rates are NET rates only.
11. These rates are subject to change at any time prior to receipt of a signed contract. Payment is due upon receipt of invoice for Intercom and STATS. Advance payment may be required for new customers. Invoices not paid within 30 days will accrue interest. Please make checks payable to MPISCC and mail them to the address below or enter credit card information on the Insertion Order. Space cancellations will not be accepted after the closing date.

GENERAL INFORMATION AND PAYMENTS

MPI Southern California Chapter
Katherine Stokoe, Chapter Administrator
Paragon-Events.com
352 NE 3rd Ave. Delray Beach FL 33444
T 561.243.3073 | F 561.274.4849
admin@mpiscc.org.



MPI SOUTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Insertion Order

Please use this form for all orders! Fax form to MPISCC: 561-274-4849

Contact Name _____ MPI Member's Name **and** Membership Number, if applicable.

Organization/Company Name _____ Tel. No. _____ Fax No. _____

Address/Suite/Floor/Mail Stop _____

City _____ State _____ ZIP Code _____

E-mail Address (required for links) _____ Web Site (URL) Address (required for links) _____

I am / We are a: MPISCC Strategic Partner* MPISCC Event/Program Sponsor* Non-member

MPISCC Website Duration: 90 days 180 days 270 days 360 days
 Home Page Ad Box 200x200 px Sidebar Ad Box Vertical 200x300 px
 Sidebar Ad Box 200x200 px Sidebar Ad Box Tall 200x400 px

InterCom Website Duration: 60 days 120 days 180 days 240 days
 Header Banner 728x90 px Front Page Banner 850x90 px
 Sidebar Box 255x255 px Post Page Banner 728x90 px

eMAIL Campaign

Dedicated eMAIL **Publication Dates:** (please circle): Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Web Page URL: _____

Other Specifications: _____

Social Media Sponsored Post

Instagram: 1 day/2 posts 2 days/4 posts 3 days/6 posts **Twitter** **Facebook** **LinkedIn**

PAYMENT INFORMATION

Please print clearly:

I am / We are a: MPISCC Strategic Partner MPISCC Event/Program Sponsor
 MPISCC Member _____ Not a member of MPISCC or MPI

Payment type: Check (payable to MPISCC) VISA Mastercard AMEX Total Amount Due \$ _____

Credit Card Number: _____ Exp. Date: _____ CSV _____

Cardholder Name: _____

I authorize Meeting Professionals International Southern California Chapter to charge my credit card for the amount indicated above. I agree to abide by the MPISCC terms and conditions of advertising.

Signature: _____ Date: _____

To pay by check: Mail payment with this form to: MPISCC c/o Paragon Events 352 NE 3rd Ave. Delray Beach FL 33444.

To pay by credit card: Fax or email completed Insertion order to: 561-274-4849 or admin@mpiscc.org.

***STRATEGIC PARTNERS and SPONSORS** Advertising benefits are as described in your agreement.