



2017 Advertising Insertion Order

○ AGENDA NEWSLETTER & CHAPTER WEBSITE ADVERTISING

The AGENDA is the bimonthly print publication of MPI-Wisconsin reaching an exclusive readership (our chapter members) of over 350 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
<input type="checkbox"/> Full page ad with web events web pages ad		\$1149	\$1049	\$1299	\$1199
<input type="checkbox"/> ½ page vertical ad with events web pages ad		N/A	\$749	N/A	\$899
<input type="checkbox"/> ½ page horizontal ad with events web pages ad		N/A	\$749	N/A	\$899
<input type="checkbox"/> ¼ page ad with events web pages ad		N/A	\$599	N/A	\$749

* 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 2017	December 1, 2016
<input type="checkbox"/> March/April 2017	February 1, 2017
<input type="checkbox"/> May/June 2017	April 1, 2017
<input type="checkbox"/> July/August 2017	June 1, 2017
<input type="checkbox"/> September/October 2017	August 1, 2017
<input type="checkbox"/> November/December 2017	October 1, 2017

SPECIFICATIONS FOR AGENDA AD

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

MPI-WISCONSIN CHAPTER WEBSITE AD

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

Specifications for Chapter Website Ad

Ad formats: .jpg, .gif, .png
Size: 300pixels wide x 250pixels high, 72 dpi

○ 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 2017	<input type="checkbox"/> May 2017	<input type="checkbox"/> September 2017
<input type="checkbox"/> February 2017	<input type="checkbox"/> June 2017	<input type="checkbox"/> October 2017
<input type="checkbox"/> March 2017	<input type="checkbox"/> July 2017	<input type="checkbox"/> November 2017
<input type="checkbox"/> April 2017	<input type="checkbox"/> August 2017	<input type="checkbox"/> December 2017

* 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

○ 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 nine spots available for this offer.

Please select the month for which you'd like to sponsor the event survey (rate is \$250 per month):

- | | | |
|--|-------------------------------------|---|
| <input type="checkbox"/> January 2017 | <input type="checkbox"/> April 2017 | <input type="checkbox"/> September 2017 |
| <input type="checkbox"/> February 2017 | <input type="checkbox"/> May 2017 | <input type="checkbox"/> October 2017 |
| <input type="checkbox"/> March 2017 | <input type="checkbox"/> June 2017 | <input type="checkbox"/> November 2017 |

SPECIFICATIONS FOR BANNER AD

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

○ MOBILE WEBSITE DIRECTORIES

Designed for mobile devices, the Mobile Directory will allow members to search, call, email or Google maps other members' information. We request a 12-month commitment, and your subscription will be invoiced 6 times per year to coincide with AGENDA newsletter advertising. To be considered for an ad placement on the mobile directory, your company must have advertised in the AGENDA newsletter within the past year.

Please select the mobile page you'd like to sponsor (rates are per 2-month period):

- | | | | |
|---|----------------------|--|----------------------|
| <input type="checkbox"/> Mobile Home Page | \$400 (\$2,400/year) | <input type="checkbox"/> Directory Home Page | \$400 (\$2,400/year) |
| <input type="checkbox"/> Events Home Page | \$300 (\$1,800/year) | <input type="checkbox"/> Planner Tools Home Page | \$300 (\$1,800/year) |

SPECIFICATIONS FOR MOBILE DIRECTORY AD

Ad formats: .jpg, .gif, .png

Size: 300pixels wide x 60pixels high, 72 dpi

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
2820 Walton Commons, Suite 103
Madison, WI 53718

Fax form to:
MPI-WI Chapter Office
608.204.9818 FAX