



2018 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 2018	December 1, 2017
<input type="checkbox"/> March/April 2018	February 1, 2018
<input type="checkbox"/> May/June 2018	April 1, 2018
<input type="checkbox"/> July/August 2018	June 1, 2018
<input type="checkbox"/> September/October 2018	August 1, 2018
<input type="checkbox"/> November/December 2018	October 1, 2018

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 2018	<input type="checkbox"/> May 2018	<input type="checkbox"/> September 2018
<input type="checkbox"/> February 2018	<input type="checkbox"/> June 2018	<input type="checkbox"/> October 2018
<input type="checkbox"/> March 2018	<input type="checkbox"/> July 2018	<input type="checkbox"/> November 2018
<input type="checkbox"/> April 2018	<input type="checkbox"/> August 2018	<input type="checkbox"/> December 2018

* 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

***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