



NORTHERN CALIFORNIA
CHAPTER
MPI
MEETING PROFESSIONALS INTERNATIONAL



2015 Media Kit



**Bridge the gap between your business
and \$1.1 billion in buying power.**

*Perspective magazine | MPINCC Membership Directory
Newsflash eNewsletter*



FOR MORE INFORMATION, PLEASE CONTACT:

Mercedes Lucero
Publication Director
(352) 333-3435
mlucero@naylor.com

www.mpincc.org

NAYLOR 
ASSOCIATION SOLUTIONS



MPI Northern California Chapter

The MPINCC Advantage

- We are the **second largest MPI chapter worldwide**.
- MPINCC planners have a combined buying power of **more than \$1.1 billion.***
- California holds **more meetings than any other state** in the U.S.
- More than half of our member's meetings had **2,500 attendees or more.***

Who We Are

MPINCC is the second largest chapter of MPI worldwide and empowers its members to increase their strategic value through education, professional development, networking opportunities and business.

Our members approve and recommend facilities, products and services to California's leading companies and associations. We represent:

- Managers
- Senior managers
- CEOs
- Directors
- Associate directors

Get in front of meeting planners who have a **combined buying power of over \$1.1 billion!** Contact your Naylor account executive today!



Perspective quarterly magazine



MPINCC Membership Directory

*Source: MPINCC Demographic Report

Membership Directory

Wanderlust Guide

New this year the *Membership Directory* will feature custom built ads that are a hybrid of content, advertisement and functionality for our members. These DPS ads will have crucial information about your destination as well as several high quality photos displaying your property. Your company will be 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.

Please select from the following options:

\$2,250

Includes all of the following:

- 6 high-resolution photos
 - One photo of property
 - Four photos of rooms/amenities
 - One photo of your choosing
- 1 high resolution headshot
- 350 words for property description
- 100 words for amenities description
- 40 words for nearby description
- How many rooms your property offers
- What your property's room rates range from
- A list of all meeting spaces and capacities
- Contact information



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). (MPI-D0015)

Please sign and return to:

Mercedes Lucero
Publication Director
(352) 333-3435
mlucero@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS

Membership Directory



Member Net Advertising Rates

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

Full-Color Rates

Double Page Spread	\$ 2,960.55
Outside Back Cover	\$ 2,719.55
Inside Front or Inside Back Cover	\$ 2,509.55
Full Page	\$ 1,979.55
2/3 Page	\$ 1,727.55
1/2 Page	\$ 1,376.55
1/3 Page	\$ 1,196.55
1/4 Page	\$ 953.55
1/6 Page	\$ 809.55
1/8 Page	\$ 701.55

Black-and-White Rates

Full Page	\$1,214.55
2/3 Page	\$1,070.55
1/2 Page	\$827.55
1/3 Page	\$665.50
1/4 Page	\$530.55
1/6 Page	\$413.55
1/8 Page	\$305.55

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.

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).

Membership Directory



Net Advertising Rates

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

Full-Color Rates

Double Page Spread	\$ 3,289.50
Outside Back Cover	\$ 2,939.50
Inside Front or Inside Back Cover	\$ 2,729.50
Full Page	\$ 2,199.50
2/3 Page	\$ 1,919.50
1/2 Page	\$ 1,529.50
1/3 Page	\$ 1,329.50
1/4 Page	\$ 1,059.50
1/6 Page	\$ 899.50
1/8 Page	\$ 779.50

Black-and-White Rates

Full Page	\$1,349.50
2/3 Page	\$1,189.50
1/2 Page	\$919.50
1/3 Page	\$739.50
1/4 Page	\$589.50
1/6 Page	\$459.50
1/8 Page	\$339.50

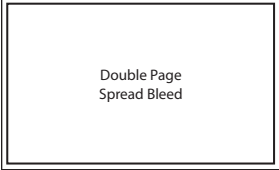



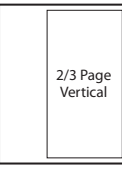
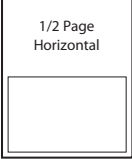
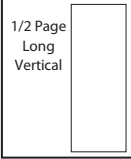
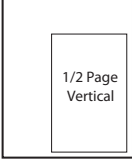
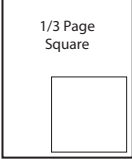
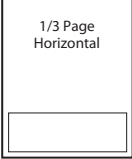
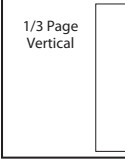
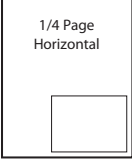
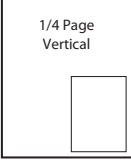
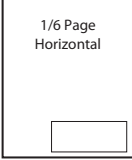
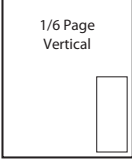
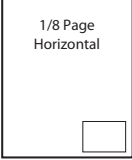
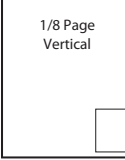
Naylor charges a \$50 artwork surcharge for artwork creation or changes.
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser 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).

Membership Directory Perspective magazine

Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"

 Double Page Spread Bleed	 Full-Page Bleed	 Full-Page No Bleed	 2/3 Page Horizontal	 2/3 Page Vertical	
17" x 11.125"	8.625" x 11.125"	7" x 9.5"	7" x 6.333"	4.583" x 9.5"	
 1/2 Page Horizontal	 1/2 Page Long Vertical	 1/2 Page Vertical	 1/3 Page Square	 1/3 Page Horizontal	 1/3 Page Vertical
7" x 4.583"	3.333" x 9.5"	4.583" x 7"	4.583" x 4.583"	7" x 3"	2.166" x 9.5"
 1/4 Page Horizontal	 1/4 Page Vertical	 1/6 Page Horizontal	 1/6 Page Vertical	 1/8 Page Horizontal	 1/8 Page Vertical
4.583" x 3.333"	3.333" x 4.583"	4.583" x 2.166"	2.166" x 4.583"	3.333" x 2.166"	2.166" x 3.333"

Specs for Outsert/Inserts

1 Pg / 1 Surface 8.375" x 10.875"	Postcards 6" x 4.25"
1 Pg / 2 Surface 8.375" x 10.875"	Heavy Card Stock Insert 8.25" x 10.75"
2 Pg / 4 Surface 8.375" x 10.875"	Postal Flysheets 8.5" x 11"

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: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

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

Sponsorship (Max)

- 550 x 480 pixels (603 x 783 pixels); minimum resolution is 300 dpi
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted

Toolbar

- 250 x 50 pixels; 50 character limit (initial Toolbar button); minimum resolution is 300 dpi
- JPG only (no animation)

*Digital Edition Flash Guidelines

- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
- Set the frames per second (FPS) to 24
- Do not add buttons or any clickable actions; Please supply the intended URL to your Naylor account executive
- Avoid any ActionScript that can affect the Nxtbook engine, such as the `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setInterval`
- Font size no smaller than 18pt (12pt for Skyscraper)

Skyscraper

- 200 x 783 pixels; minimum resolution is 300 dpi
- JPG only (no animation)

- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is 15 seconds (including up to 3 loops); A stop action is needed at the end of the animation

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).

Membership Directory Perspective magazine

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"/> Attractions/Theme Parks | <input type="checkbox"/> Magicians and Entertainment |
| <input type="checkbox"/> Audio-Visual Services | <input type="checkbox"/> Mailing Houses |
| <input type="checkbox"/> Awards/Incentives | <input type="checkbox"/> Meeting and Banquet Facilities |
| <input type="checkbox"/> Backdrops and Murals | <input type="checkbox"/> Meeting and Event Web Portal |
| <input type="checkbox"/> Badges | <input type="checkbox"/> Meeting Planning Services |
| <input type="checkbox"/> Car Rental/Leasing | <input type="checkbox"/> Multimedia/Video Production |
| <input type="checkbox"/> Casino Parties | <input type="checkbox"/> Museums |
| <input type="checkbox"/> Casinos | <input type="checkbox"/> Outdoor Recreation |
| <input type="checkbox"/> Catering | <input type="checkbox"/> PDA Services and Lead Retrieval |
| <input type="checkbox"/> Charter Boats/Sightseeing | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Computer and Presentation Rental Equipment | <input type="checkbox"/> Plant Rentals and Supplies |
| <input type="checkbox"/> Computer Supplies and Equipment | <input type="checkbox"/> Portable Displays |
| <input type="checkbox"/> Computer, Hardware | <input type="checkbox"/> Promotional Items |
| <input type="checkbox"/> Computer, Software | <input type="checkbox"/> Props |
| <input type="checkbox"/> Computer/AV Rentals | <input type="checkbox"/> Public Speakers |
| <input type="checkbox"/> Computer/Video Projection | <input type="checkbox"/> Registration Services |
| <input type="checkbox"/> Conference and Convention Centers | <input type="checkbox"/> Restaurants and Clubs |
| <input type="checkbox"/> Convention and Visitors Bureaus | <input type="checkbox"/> Security |
| <input type="checkbox"/> Convention Services | <input type="checkbox"/> Shipping/Courier Services |
| <input type="checkbox"/> Copiers/Faxes/Computers/Printers | <input type="checkbox"/> Shuttle and Transportation |
| <input type="checkbox"/> Corporate Gift Packages | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Court Reporting/Transcription | <input type="checkbox"/> Sightseeing Tours |
| <input type="checkbox"/> Destination Management | <input type="checkbox"/> Ski Resorts |
| <input type="checkbox"/> Direct Mail/Marketing | <input type="checkbox"/> Speakers Bureau |
| <input type="checkbox"/> Displays, Portable | <input type="checkbox"/> Speakers, Public |
| <input type="checkbox"/> Drop-off Catering | <input type="checkbox"/> Special Events Design |
| <input type="checkbox"/> Education and Certification | <input type="checkbox"/> Special Events Management |
| <input type="checkbox"/> Entertainment and Music Services | <input type="checkbox"/> Teleconferencing Services |
| <input type="checkbox"/> Event Design & Production | <input type="checkbox"/> Teleprompting Services |
| <input type="checkbox"/> Exhibit Design | <input type="checkbox"/> Tradeshow Management |
| <input type="checkbox"/> Exhibition Services | <input type="checkbox"/> Tradeshow Marketing Services |
| <input type="checkbox"/> Fax Broadcast Services | <input type="checkbox"/> Training Services |
| <input type="checkbox"/> Florists and Plant Rentals | <input type="checkbox"/> Translation/Interpretation Services |
| <input type="checkbox"/> Gift Baskets | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Golf Courses | <input type="checkbox"/> Travel Agencies |
| <input type="checkbox"/> Horse-Drawn Carriages | <input type="checkbox"/> Videography |
| <input type="checkbox"/> Hotels and Resorts | <input type="checkbox"/> Website Design and Development |
| <input type="checkbox"/> Internet Service Providers | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Kiosks | _____ |

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 Perspective magazine



Past Advertisers

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

Aerospace Museum of California
Alameda County Fairgrounds
Anaheim Visitor & Convention Bureau
AT&T Park
Best Way Limousines
Blueprint Studio Collection
Carmel Valley Ranch
Claremont Resort & Spa
ColorZone
CORT Event Furnishings
Craneway Pavilion
Desert Diamond Casino
Dry Creek Inn
Embassy Suites - South San Francisco
Event Extravagant Group
Forest Suites Resort
Four Points by Sheraton LAX
Gateway Worldwide Transportation
Giovanni Experiences, LLC
Granlibakken Conference Center & Lodge

Hilton Garden Inn San Francisco~ Oakland Bay
Hyatt Regency Lake Tahoe
Hyatt Regency Monterey
Keystone Resort & Conference Center
La Quinta Resort & Club and PGA West
Lake Tahoe Resort Hotel at Heavenly
Marin Convention and Visitors Bureau
Melons Catering and Events
Mission Bay Conference Center at UCSF
Mohonk Mountain House
Monterey Bay Aquarium
Monterey Conference Center
Monterey County CVB
New Orleans Metropolitan CVB
North Lake Tahoe VCB
Northern Quest Resort & Casino
Ontario CVB
Pacific Hotel Management
Philippine Department of Tourism - Chicago
Phoenix Convention Center