

# *Advertising Opportunities*

**INTERCOM**  
*Online and Printed Magazine*

**Social Media**

**STATS** SOUTHERN CALIFORNIA CHAPTER  
SHORT TIMELY ANNOUNCEMENTS TO SHARE  **MPI**  
*Monthly Email Blast*

**Dedicated Email Promotions**

**Member Mailing Labels**

**[www.mpiscc.org](http://www.mpiscc.org)**

## 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, STATS, eMAIL and labels for your print collateral.

### MPI's members are your target audience

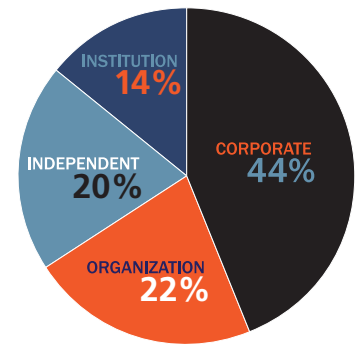
Advertising with MPISCC allows your company to reach industry decision-makers. Your message will reach pre-qualified buyers who are looking for your products specifically for their business.

### 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 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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## MPISCC Member Mailing Labels

Gain access, and reach more than 600 of Southern California's leading meeting planners and suppliers with the pre-printed member mailing labels. This is an ideal way to send out a brochure, flyer, postcard, or other marketing material.

### \$125 for members

Mail payment to:

### \$250 for non-members

MPI Southern California Chapter  
PO Box 5603, Pasadena, CA 91117  
Phone: 561-243-3073  
Fax: 561-274-4849

To pay by credit card:

Fax or email completed Insertion order to: 561-274-4849 or [info@mpiscc.org](mailto:info@mpiscc.org).

# INTERCOM

**InterCom** is MPISCC's award-winning industry publication featuring news, industry and tech trends, leadership, best practices, destinations, tips and insights. It is published at mpiscintercom.com every other month, and twice each year as a printed magazine. This colorful publication reached meeting professionals throughout Southern California and beyond, and can help you market your business. Paid advertising is prominently featured on the home page at mpiscintercom.com, and in the printed magazines regardless of page placement. Intercom reflects the chapter's outlook and editorial stance, and the format is bright, engaging, and easy to read.

## InterCom Editorial Calendar 2015-2016

ONLINE MAGAZINE <sup>1,3</sup>	PUBLICATION DATE	PAYMENT & ARTWORK DUE	
November/December	October 20	October 1	Website
January/February	December 20	November 15	Website
March/April	February 20	February 1	Website
May/June	April 20	March 15	Website

PRINTED MAGAZINE <sup>1,2,3</sup>	PUBLICATION (MAIL) DATE	PAYMENT & ARTWORK DUE	
September/October	August 20	July 15	Print + Website
March/April	February 20	February 1	Print + Website

Advertisers and Sponsors are invited to submit proposals for guest posts on mpiscintercom.com. Please contact the editor, Alvalyn Lundgren, at alvalyn@alvalyn.com for proposal and submission guidelines.

<sup>1</sup>See artwork specifications on next page. <sup>2</sup>See artwork specifications below.

<sup>3</sup>Need design services? Please contact Alvalyn Lundgren, Creative Director and Editor, at alvalyn@alvalyn.com. Design services are billed separately from advertising and are contracted directly with the designer.

## Print Magazine Advertising Rates Payment is due with artwork submission.

Full Color:	First Year	Second Year		
Size	1X	2X	3X	4X
Full Page	\$1,850	\$1,665	\$1,580	\$1,500
1/2 Page	1,100	990	940	890
1/4 Page	790	710	675	640

Black & White:	First Year	Second Year		
Size	1X	2X	3X	4X
Full Page	\$1,155	\$1,040	\$ 985	\$935
1/2 Page	695	625	595	565
1/4 Page	495	445	420	400



### Inserts: 8.5x11 inches, supplied by advertiser

Printed inserts are supplied by the advertiser and are secured into the center binding of the magazine. Rates are per insertion. 1,000 pieces/insertion.

1X Insertion	\$950
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## Online Advertising Rates Payment is due with artwork submission.

Banner ads are static and appear continuously for the duration purchased. Ads must be submitted in RGB, 300 dpi in the pixel dimensions listed below. PNG or JPG only. No GIF, PDF, TIF, PPT, Pages, Word files. No animated GIFs. Non-conforming submissions will be returned for revision. Rates are per insertion.

Size	Pixel Size	60 days	120 days	180 days	240 days
Header Banner	728x90	\$ 825	\$1,650	\$3,300	
Sidebar Box	255x255	495	900	1,800	
Front Page Banner	850x90	650	1,300	2,600	
Post Banner	728x90	\$ 625	\$1,250	\$2,500	



## Print Ad Submission Requirements

Ads must be submitted ready to print or publish. The Creative Director will not make changes, prepare copy or illustrations, make reductions or enlargements, or otherwise alter ads. Proofreading and spell-checking are the responsibility of the advertiser, and MPISCC assumes no responsibility for typographic errors.

Ads that are unacceptable in quality or that do not meet submission guidelines below will be returned for revision. Ad files not received by the issue deadline will be postponed until the subsequent issue. **We do not guarantee specific placement or position of ads in the magazine.** We will make every effort to place ads on right hand (odd-numbered) pages.

## Accepted File Formats

We accept the following file formats for the printed magazine:

Full color: **PDF** (press ready), **JPG** - 300dpi at full size, or **EPS** (300 dpi at full size.) CMYK color profile.

Black and White: Grayscale TIFF, 300dpi at full size. Grayscale color profile.

All fonts must be embedded (PDF) or outlined. (EPS).

All strokes must be outlined (EPS).

Color must be CMYK (process color). Spot and Pantone colors will not be converted and will not print properly. Convert all Pantone colors to CMYK percentages.

Ads submitted in anything other than the above formats and color space will be returned for revision.

## Artwork Submission

Via E-mail to Tiffani Walker, Chapter Administrator, MPISCC: [tiffaniw@paragon-group.com](mailto:tiffaniw@paragon-group.com)

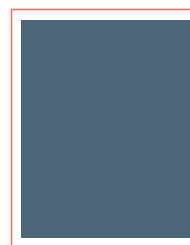
## Do You Need Design Services?

We are happy to design your ad. If you need your ad created, please contact Alvalyn Lundgren, Designer/Editor, at [alvalyn@alvalyn.com](mailto:alvalyn@alvalyn.com). Creative services are billed separately from advertising and are contracted directly with the designer.

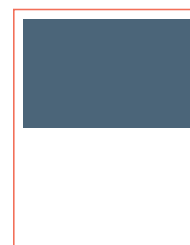
AD SIZE	DIMENSIONS NOTE: WIDTH IS LISTED FIRST
Full Page with bleed	8.5" x 11" plus .25" bleed crop marks are required
Full Page no bleed	7.5" x 9.85"
Half Page horizontal	7.5" x 4.85"
Half Page vertical	3.625" x 9.85"
Quarter Page vertical	3.625" x 4.85"
Insert	8.5" x 11"



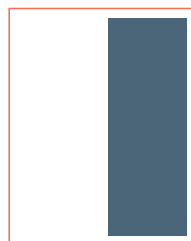
Full Page  
with bleed



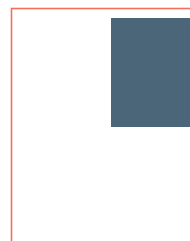
Full Page  
no bleed



Half Page  
horizontal



Half Page  
vertical



Quarter Page

# Social Media

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## *Sponsored Posts and Tweets*

Take advantage of sponsored promotions using MPISCC's social media platforms: Instagram, Facebook, Twitter and LinkedIn. Your message will be tweeted or 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 Tiffani Walker, Chapter Administrator, MPISCC: [tiffaniw@paragon-group.com](mailto:tiffaniw@paragon-group.com)

## *Do You Need Design Services?*

We are happy to design your ad. If you need your social media ad created, please contact Alvalyn Lundgren at [alvalyn@alvalyn.com](mailto:alvalyn@alvalyn.com). Creative services are billed separately from advertising and are contracted directly with the designer.

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PLATFORM	IMAGE DIMENSIONS NOTE: WIDTH IS LISTED FIRST	RATE ONE DAY	TWO DAYS	THREE DAYS
Facebook	1,200 x 800 px	\$200.00	N/A	N/A
Twitter	1,200 x 800 px	\$100.00	N/A	N/A
Instagram	1,200 x 800 px	\$100.00/2 posts	\$175.00/4 posts	\$250.00/6 posts
LinkedIn	700 x 400 px	\$100.00	N/A	N/A

**STATS (Short, Timely Announcements To Share)** is a monthly e-Blast sent directly to the email address of every MPISCC member. STATS is a brief summary of the upcoming month’s events and meetings, current industry events, and the latest news.

Two **Headline Banner Ads** and one **Headline Button Ad** are available at the top of the email page, below the title.

**Internal Banner Ads** are available within the body of the document. The advertiser’s URL is also included in the STATS ad.

## Net Advertising Rates

STATS Ad	Size	Quarterly Rate*
Headline Banner Ad	450 x 65 Pixels	\$825
Headline Button Ad	150 x 150 Pixels	\$630
Internal Banner Ad	375 x 80 Pixels	\$730

\*Three consecutive issues.

## Artwork Specifications

### ACCEPTABLE FILE FORMATS

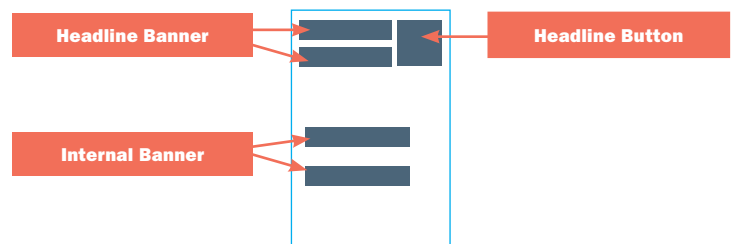
Animated GIF, JPEG: Must be RGB and 72 dpi.  
Flash (swf) files are not accepted.

### FILE SIZE REQUIREMENTS

Banner and button ads can be no more than 30k in size.

### LINKS

When submitting your animated GIF or JPEG file, please specify the URL where your banner should link. Use the MPISCC Advertising Insertion Order under “Other Specifications” and include in your email with the final ad image.



## Artwork Submission

Publication Date	Materials & Payment Due Date
10th of each Month	1st of each publication month

Send artwork to Tiffani Walker, Chapter Administrator, MPISCC: [tiffaniw@paragon-group.com](mailto:tiffaniw@paragon-group.com)

## 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](mailto:alvalyn@alvalyn.com). Creative services are billed separately from advertising and are contracted directly with the designer.

## AD TRACKING & ANALYTICS

**MPISCC does not track impressions** (clicks) on ads placed in STATS. The advertiser will need to utilize a paid service such as DoubleClick or provide a unique URL and use a service such as Google Analytics to track hits on the server where the ads landing page is served in order to obtain statistics. MPISCC only tracks the number of hits to its own web pages.

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

# eMAIL campaigns

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**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).

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## *Net Advertising Rates*

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

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## *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.

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## *Artwork Submission*

Publication Date	Files & Payment Due Date
10th of each Month	1st of each publication month

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Send artwork to Tiffani Walker, Chapter Administrator, MPISCC: [tiffaniw@paragon-group.com](mailto:tiffaniw@paragon-group.com).

## *Do You Need Design Services?*

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

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## **CANCELLATION POLICY**

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

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

## *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: PO Box 5603, Pasadena, CA 91117.
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.

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## **GENERAL INFORMATION AND PAYMENTS**

MPI Southern California Chapter  
Tiffani Walker, Chapter Administrator  
PO Box 5603  
Pasadena, CA 91117  
Office: (561) 243-3073  
Direct: (213) 986-9044  
Fax: 561-274-4849  
Paragon-Events.com





# 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\*\*  MPISCC Donor (raffle, auction)\*\*  Non-member\*

InterCom Magazine Frequency:  1X  2X  3X  4X Publication Dates:  September/October  March/April

Full-color:  Full Page  Half Page-Vertical  Half Page-Horizontal  Quarter Page  Eighth Page

Black and White  Full Page  Half Page-Vertical  Half Page-Horizontal  Quarter Page

1x Insert 8.5 x 11 inches) supplied by advertiser; 1,000 quantity

InterCom Website Duration:  60 days  120 days  180 days  240 days

Full Color  Header Banner 728x90 px  Front Page Banner 850x90 px

Sidebar Box 255x255 px  Post Page Banner 728x90 px

### STATS or eMAIL Campaign

STATS:  Headline Banner:  Tier 1  Tier 2  Tier 3  Headline Button  Internal Banner:  Tier 1  Tier 2

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 Donor

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: PO Box 5603, Pasadena, CA 91117.

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

**\*NON MPI MEMBERS** Please add 25% to all published rates.

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