

AzMPI Web Site

Advertising on the AzMPI Web Site – www.azmpi.org

Advertising on the AzMPI Web site is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.azmpi.org to learn about upcoming association events and discover ways to maximize their AzMPI membership. Our Web site also has a link from MPI's international site, www.mpiweb.org, providing additional exposure to **more than 85,000 visitors monthly**. Advertising on azmpi.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of meeting and event industry professionals.

Features of AzMPI Web site advertising:

- Cross-promoted in other AzMPI publications and communication pieces.
- Directs visitors to the landing page of your choice to expedite purchases.
- Year-round visibility reinforces brand recognition.
- Allows dynamic, time-sensitive promotion.

On average, azmpi.org receives:

- More than 695 unique visitors per month
- 689 visits per month
- 4,611 page views per month
- Sessions lasting more than 2:17 minutes

*Traffic numbers averages as of 5/31/10.



Home Page Vertical Banners

- Only four spots available — rotating per position

Member Rates:

12 Months | \$1,080 6 Months | \$675 3 Months | \$400

Non-Member Rates:

12 Months | \$1,200 6 Months | \$750 3 Months | \$450

www.naylor.com



AzMPI Web Site

Website Branding Opportunities

To be included in AzMPI's Website, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted), and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers can request campaign performance reports that detail monthly ad impressions and click-throughs.

Vertical Banner

3 Months | \$450 6 Months | \$750 12 Months | \$1,200

Check here for member discount.

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days' exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of this contract. (MAZ-W0011)

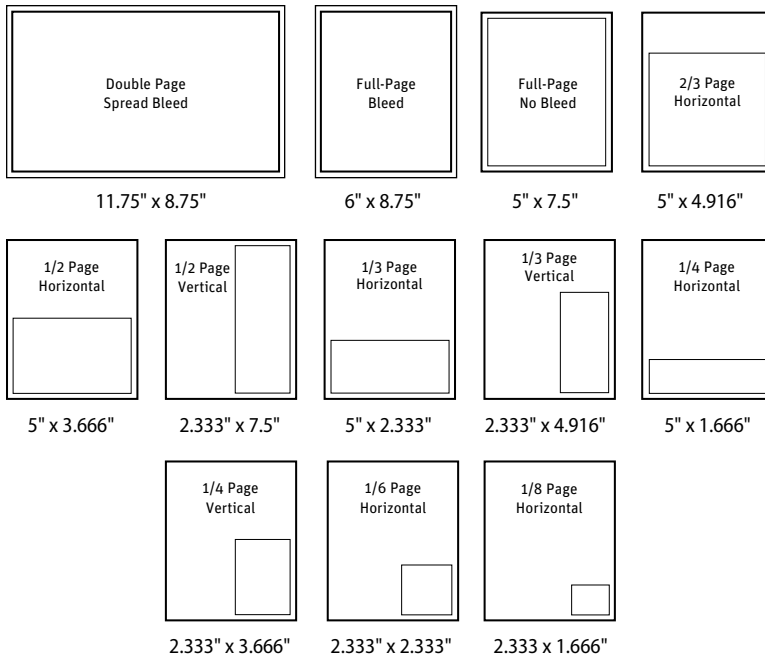
Please sign and return to:



2011-2012 Membership Directory and Meeting Planners' Guide AzMPI Web Site

Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off.

DPS Live Area: 10.75" x 7.5"
Full-page Live Area: 5" x 7.5"

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

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.

Web site

Vertical Banner

- 120 x 240 pixels
- JPG, GIF or Flash/SWF* accepted
- File size must be no greater than 100 kb
- Animation no longer than 25 seconds (*including multiple loops*)

*Flash Guidelines

Embed all fonts

- To avoid transparency issues with web pages, create a bottom layer and draw a solid filled box. Do not use Flash default stage color.
- Make sure there is no white space around the edge of the Flash animation.
- Animations that are supplied, please loop 3-4 times and add a stop action. No continuous looping animations.

Setting Up Flash Creatives for Online Ads

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, then select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Convert the shape to a 'Symbol' and track it as a button.
5. From the properties, set the 'Color Effect' as 'Alpha' and set it to 0%.
6. With the newly created button, go to the 'Actions' panel and add the following code:

```
on (press) {
    getURL(url, "_blank");
}
```

Note: Do not type the company URL but the word "URL". Contact your Naylor sales rep to supply your intended URL.

7. Publish or export your .SWF file to Flash 9 player. Your Flash file is now ready to be tracked by our system.

You can find more information on how to track Flash Banners at the Adobe Rich Media Advertising Center at:

http://www.adobe.com/resources/richmedia/tracking/designers_guide/

