



2009 Newsletter Advertising Guidelines

Overview

Take advantage of this opportunity to reach the members of the Minnesota Chapter of the largest association for meeting professionals. The average MPI planner conducts 16 meetings a year and each planner member has an average annual budget of \$2.2 million. We currently have over 450 members in the Minnesota Chapter, and 50% of those members are planners. Cost-effective advertising opportunities are available through the MPI Web site and the online MPI *Meeting of the Minds* newsletter.

Submission Guidelines

- Graphic images must be in GIF or JPG format.
- Links to your company Web site will open in a new browser window.
- Web-ready graphic ads may be submitted in one of the four dimensions listed below.
- To submit your ad, simply complete the Newsletter Advertising Contract (next page) and email it along with the ad file to office@mnmpi.org.

Terms of Payment

Rates are noncommissionable. **All ads must be prepaid, no exceptions.** You must pay for all ads at the time you submit the initial ad. To submit payment and reserve advertising space, *fill in this form* and send to office@mnmpi.org, fax to (651) 917-1835, or mail to MPI Minnesota; 1821 University Avenue West, Ste S256; St. Paul, MN 55104-2897.

Newsletter Rate Policies

All advertisers having contract rates must have signed agreements. Rates may be increased on 30 days notice. Advertisers on contract are protected from rate increases for the duration of the contract. Advertiser submissions must be inserted within one year from date of first ad to earn frequency discounts.

Closing Times

The MPI *Meeting of the Minds* newsletter is e-mailed the first week of every month. The closing date is the 5th day of the month for the issue to be distributed the following month. For example, the closing date for the September issue is the 5th day in August. Please note that *MOTM* is distributed 11 times a year, with a combined June/July issue.

Ad Sizing and Pricing for the Online *Meeting of the Minds* Newsletter

Description	Dimensions	Position	Pricing per Issue				
			x1	x3	x6	X9	X11
Banner	550x80 pixels	Throughout Newsletter	\$120	\$105	\$90	\$75	\$60
Large Banner	550x160 pixels	Throughout Newsletter	\$165	\$150	\$135	\$120	\$105
Skyscraper	150x600 pixels	Right of content	\$195	\$180	\$165	\$150	\$135
Large Box	550x400 pixels	Bottom of page/article	\$250	\$235	\$220	\$205	\$190



2009 Newsletter Advertising Contract

To submit an ad, please complete the following questions and send to the office by fax or e-mail. Click in a field to enter text directly on this form. (Note: * = required)

Terms and Copy Regulations

- a) The publisher reserves the right to refuse or cancel any advertisement. Upon acceptance, publication is dependent upon space availability.
- b) In no event will the publisher be responsible for errors or omissions if the advertiser does not supply the correct copy by ad closing time.
- c) The advertiser agrees to defend and indemnify the publisher against any and all liability, loss or expense incurred from claims of trademarks, trade names or patents, violations of rights of privacy and infringements of copyrights and proprietary rights resulting from the publication of the advertiser's advertisements.

Advertisement Agreement and Information

* Date _____

* Advertiser _____

* Contact _____

* Address _____

* City/State/ZIP _____

* Telephone _____

* Fax _____

* E-mail _____

This contract is subject to the terms and conditions set forth in the current published rate card. By signing this agreement, the advertiser agrees that it has received a copy of such rate card and agrees to abide by its terms and conditions.

* By: _____
Authorized Representative

Ad Size

Banner Large Banner
 Skyscraper Large Box

Months to Run

(indicate start and end month and year)

Start _____ of _____ End _____ of _____
Start _____ of _____ End _____ of _____
Start _____ of _____ End _____ of _____

Payment Options

Price per Placement: \$ _____

Total Owed: \$ _____

Check (*payable to MPI MN*)
 VISA MasterCard
 Discover American Express

Card Number _____

Expiration Date _____

Name of Cardholder _____

Authorized Signature _____

Advertising dollars are not considered contributions and therefore are not included in the accumulation of dollar values for the levels of sponsorship.

* Ad Link Information

* URL and what to link from logo, ad or text _____

Alternate Text for Ad Image _____