



***Interested in reaching your target audience?***

**Here are three ways to make that happen.**

***Advertise in:***

**MPI Sacramento/Sierra Nevada's *Connects* Quarterly Newsletter, Annual Directory and Website:**

- MPI is the largest association of meeting professional with more than 19,000 members in 64 countries.
- Our meeting planner members manage an average annual budget of \$1.02 million.
- 300 copies of the quarterly newsletters are distributed to chapter members, free of charge, as part of their membership.
- The annual directory is an important tool used by members throughout the year.
- MPI Sacramento/Sierra Nevada's website continues to evolve. New on-line registration of monthly events has increased monthly hits and exposure. Panel ad space is now available.

***Don't miss this wonderful opportunity to build great working relationships with members of the MPI community in the Sacramento and Northern Nevada Region.***



# SACRAMENTO/SIERRA NEVADA 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

## MPI Sacramento/Sierra Nevada *Connects* Newsletter Space Reservation Form

**Return Form To:** Lynda Sagar  
c/o Sheraton Grand Sacramento  
1230 J Street  
Sacramento, CA 95814  
Lynda.sagar@sheraton.com

**Art Specifications** – Please submit ads digitally in PC format either via e-mail or on CD. Files should be saved as EPS, TIF or high-resolution PDF formats, and/or be compatible with Adobe Illustrator CS2, Photoshop CS2 or InDesign CS2. We will also accept camera-ready (printed) full-size images suitable for scanning.

**Conditions** – All requests for advertising must be in writing, for the protection of both the advertiser and MPI Sacramento/Sierra Nevada. MPISSN reserves the right to reject any advertising copy or cancel any advertising at any time without penalty to either party at the sole discretion of the MPISSN.

**Deadlines** –February 13, 2010 (Spring), April 17, 2010 (Summer), July 10, 2010 (Fall), October 24, 2010 (Winter)  
Accounts not paid within 30 days of original invoice will incur a past-due charge of 5% per month.

Ad Size:	Rate:	1X
<input type="checkbox"/> Full Page (7.5 x 9.5)	Member	\$300
	Non-Member	\$350
<input type="checkbox"/> Half Page Horizontal (7.5 x 5)	Member	\$250
	Non-Member	\$300
<input type="checkbox"/> Half Page Vertical (3.5 x 9.5)	Member	\$250
	Non Member	\$300
<input type="checkbox"/> Quarter Page (3.5 x 4)	Member	\$200
	Non Member	\$250
<input type="checkbox"/> Business Card (3.5 x 2)	Member	\$100
	Non-member	\$150

Number of insertions for Connects: \_\_\_\_\_

**Issues:**      \_\_ Spring 2010              \_\_ Summer 2010              \_\_ Fall 2010              \_\_ Winter 2010

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Company Being Advertised (if different): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ FAX: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Payment Information: Please Check One

Enclosed is check # \_\_\_\_\_

Charge my Credit Card               MasterCard               Visa               AMEX

Amount of Purchase \$ \_\_\_\_\_

Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

Cardholders address: \_\_\_\_\_

Print Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_



# SACRAMENTO/SIERRA NEVADA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

## **MPISSN WEBSITE ADVERTISING [www.mpissn.org](http://www.mpissn.org)**

### **Space Reservation Form**

With online research and information becoming increasingly prevalent, website advertising is one of the easiest ways to attract impulse hits to your website! Our membership is made up of association planners, corporate planners, independent planners and government planners along with our valued supplier partners. Most association planners book events throughout California and Nevada and a large number of our corporate and independent planners book meetings and events throughout the United States as well as internationally.

Select the ad size below and take advantage our money saving offer for extended exposure on our website with a hotlink to your website.

#### **Website Advertising Pricing – 2010/2011**

**SPECIAL MONEY SAVING OFFER - Choose a contract below and we will apply a credit to your contract:**

**3 Month Contract - \$25.00 Credit**

**6 Month Contract - \$50.00 Credit**

**12 Month Contract - \$100.00 Credit**

<b>Ad size (pixels)</b>	<b>Member Monthly Rate</b>	<b>Non-Member Monthly Rate</b>	<b>x No. of Months</b>	<b>=Total</b>
Banner (604w x 1000h)	<input type="checkbox"/> \$175	<input type="checkbox"/> \$200		
Panel Logo (150w x 150h)	<input type="checkbox"/> \$150	<input type="checkbox"/> \$175		

#### **Ad Creation Information:**

- All images must be in .jpg format
- File size must conform with listed pixel sizes
- Static ads only

#### **Return Form to: Lynda Sagar**

**c/o Sheraton Grand  
1230 J Street  
Sacramento, CA 95814  
Fax: 916-341-3600**

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Company Being Advertised (if different): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ FAX: \_\_\_\_\_

Contact Email: \_\_\_\_\_

#### **Payment Information: Please Check One**

Enclosed is check # \_\_\_\_\_

Charge my Credit Card

MasterCard

Visa

AMEX

Amount of Purchase \$ \_\_\_\_\_

Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

Cardholders address: \_\_\_\_\_

Print Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_



# SACRAMENTO/SIERRA NEVADA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

## MPI Sacramento/Sierra Nevada 2010-2011 Directory Advertising

MPI Sacramento/Sierra Nevada annually publishes a membership directory, an essential business tool used by meeting planners in the Sacramento/Sierra Nevada area. An effective use of your marketing dollars!

**Specifications** – Please submit ads digitally (PC format) either via e-mail or CD. Files should be saved as EPS, TIF or high-resolution PDF formats, and/or be compatible with Adobe Illustrator CS2, Photoshop CS2 or InDesign CS2. We will also accept camera-ready (printed) full-size art suitable for scanning.

**Conditions** – All requests for advertising must be in writing, for the protection of both the advertiser and MPI Sacramento/Sierra Nevada. MPISSN reserves the right to reject any advertising copy or cancel any advertising at any time without penalty to either party at the sole discretion of MPISSN.

**Deadlines** – All ads (accompanied by payment) must be received by May 14, 2010. Advertising space is limited, and ads will be accepted on a first-come, first-served basis.

For more information, email or call Lynda Sagar at [Lynda.sagar@sheraton.com](mailto:Lynda.sagar@sheraton.com) or call at 916-341-3618

**Pricing Schedule** (select one)

	<b>Member Rate 2010</b>	<b>Nonmember Rate 2010</b>
<input type="checkbox"/> Full page – back cover (7.5 x 9.5)- reserved	\$800	\$1,300
<input type="checkbox"/> Full page – inside cover (7.5 x 9.5)-front inside reserved	\$750	\$1,250
<input type="checkbox"/> Full page – COLOR (7.5 x 9.5)	\$650	\$950
<input type="checkbox"/> Full page – BW (7.5 x 9.5)	\$500	\$800
<input type="checkbox"/> Half page horizontal – BW (7.5 x 5)	\$400	\$700
<input type="checkbox"/> Half page vertical – BW (3.5 x 9.5)	\$400	\$700
<input type="checkbox"/> Quarter page – BW (3.5 x 4.75)	\$300	\$600

**Order Information:**

Company Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Company advertising (if different): \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**Payment Information:**

Check enclosed **or** Charge My Credit Card     MasterCard     Visa

Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Card Holder's Address: \_\_\_\_\_

Print Card Holder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please fax or email this Space Reservation form to: Fax - 916-341-3600 Email – [lynda.sagar@sheraton.com](mailto:lynda.sagar@sheraton.com)**