

When we meet, we change the world.



ADVERTISING PROSPECTUS 2017-2018

“We are the BC Chapter of Meeting Planners International – a passionate, vibrant and enthusiastic group of over 200 meeting professionals who are the prominent voice for the British Columbia meeting and event community.”

- Amy Ballard, President, MPI BC



MPI’s global community is 23,000+ members strong and comprise powerful decision makers representing more than 80 percent of Fortune 100 companies!

We are your target audience ...

- ✓ Our members are searching for your products and services, such as: meeting venues, professional services, food and technology solutions.
- ✓ Advertising with MPI BC allows your company to reach pre-qualified industry decision-makers.
- ✓ By investing with us, you can extend your brand to targeted buyers who are searching for your products specifically for their business.

Let us help you make a connection that generates the results you desire!

Advertising with MPI

Why Advertise?

The Power of Connection:

MP BCI's local community is 200 members strong and comprised of powerful decision-makers. Through MPI BC, you can make crucial connections to people, ideas, and marketplaces which can take your business to the next level.

Establish Your Roots: On a local level, you'll make valuable, lasting connections through local chapter involvement. It's an ongoing opportunity for industry professionals to create mutually beneficial alliances, and raise national awareness for their local professional community.

Raise Your Profile: Our professional certification opportunities set the standard for the meetings and events industry and guarantee members receive the best training in the business.

Get Recognized: MPI has a global reputation as the world's largest association of meetings professionals. Advertising with MPI hits your target market.

Command Their Full Attention

Our highly attended live events are top priorities with this audience. Each channel is a dynamic platform to be seen and your Sponsorships appreciated. Members rate MPI BC's high-quality flow of Information and support among their most-used business resources.



Fact:
Members rate MPI BC's high-quality flow of information and support among their most-used business resources.



ADVERTISING OPPORTUNITIES

MPI BC Explorer eMagazine

MPI BC *Explorer* eMagazine is the official newsletter published by MPI BC. This electronic eMagazine provides members with important industry information and up-to-date details regarding MPI BC events and initiatives. Key topics showcase industry trends and strategies.

MPI BC *Explorer* is emailed monthly directly to each member and non-member in our database of 2,500 meeting and event professionals.

All email communications are CASL compliant

MPI-BC's total audited circulation is over 1,200 qualified readers; events planners, purchasing and procurement and management within the meeting planning market. All readers have been qualified within a 12 month time frame.

**** Limited Spaces Available In Each Issue ****
Advertising Deadlines 14th of each Month



MPI BC Explorer eMagazine Advertisement Pricing Layout & Dimensions



Page (Dimensions)	Live Area (pixels)	Bleed (pixels)
Full Page	2300w x 2900h	2400w x 3000h
2/3 Page	2300w x 1900h	2400w x 2000h
1/2 Horizontal	2300w x 1400h	2400w x 1500h
1/3 Vertical	700w x 2900h	800w x 3000h
1/3 Square	700w x 700h	800w x 800h

Keep important content and text 100 pixels from on each side

Pricing	1 Month	3 Months	12 Months
Full Page	\$250.00	\$600.00	\$2,250.00
2/3 Page	\$150.00	\$340.00	\$1,350.00
1/2 Horizontal	\$125.00	\$280.00	\$1,125.00
1/3 Vertical	\$75.00	\$170.00	\$675.00
1/3 Square	\$75.00	\$170.00	\$675.00

**** all prices excluding tax ****

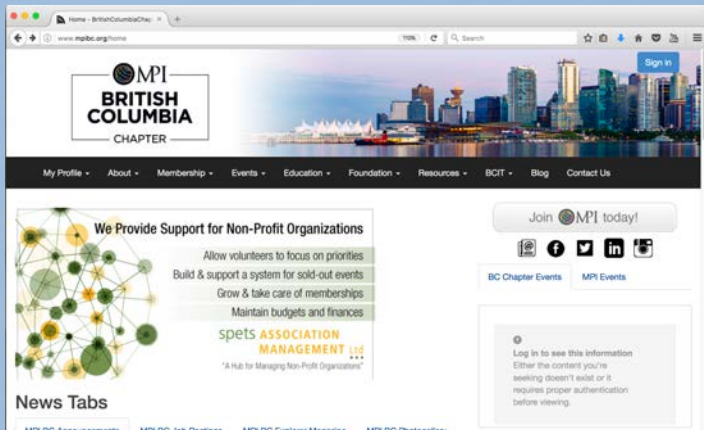
The MPI BC website is the electronic portal providing its members with important industry information, profiles, MPI BC events and initiatives and links to education opportunities.

- 1,500+ unique visitors per month.
- 3,250+ page views per month.
- High volume of international traffic from other chapter sites and MPI international website.
- Good mix of referral and organic search traffic source.
- More detailed analytics available upon request.

**** Limited Spaces Available ****
Advertising Deadlines 14th of each Month



MPI BC Website Advertisement Pricing Layout & Dimensions



Page	Live Area (pixels)
Header	750w x 150h
Right Side	400w x 250h
Footer	280w x 320h

Member Pricing	1 Month	3 Months	6 Months	12 Months
Home Page Header	\$200.00	\$500.00	\$900.00	\$1,700.00
Home Page Right Side (1)	\$175.00	\$425.00	\$750.00	\$1,400.00
Home Page Right Side (2)	\$150.00	\$350.00	\$600.00	\$1,000.00
Home Page Footer	\$100.00	\$250.00	\$450.00	\$800.00
Internal Pages Header	\$300.00	\$800.00	\$1,500.00	\$2,500.00
Internal Pages Right Side (1)	\$250.00	\$650.00	\$1,000.00	\$1,800.00
Internal Pages Footer	\$200.00	\$500.00	\$900.00	\$1,700.00

Non Member Pricing	1 Month	3 Months	6 Months	12 Months
Home Page Header	\$260.00	\$650.00	\$1,170.00	\$2,210.00
Home Page Right Side (1)	\$227.50	\$552.50	\$975.00	\$1,820.00
Home Page Right Side (2)	\$195.00	\$455.00	\$780.00	\$1,300.00
Home Page Footer	\$130.00	\$325.00	\$585.00	\$1,040.00
Internal Pages Header	\$390.00	\$1,040.00	\$1,950.00	\$3,250.00
Internal Pages Right Side (1)	\$325.00	\$845.00	\$1,300.00	\$2,340.00
Internal Pages Footer	\$260.00	\$650.00	\$1,170.00	\$2,210.00

Internal pages include all pages excluding home page.

**** all prices excluding tax ****

Let's Get Started!

We would love to speak you further about how we can help you promote your business to the Meeting Industry in BC and around the world

Contact us now:

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CLICK HERE TO
CONTACT US

