



SOUTH FLORIDA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

# ADVERTISING PROSPECTUS



**Your way to reach qualified meeting and event professionals!**

[www.mpisfl.org](http://www.mpisfl.org)

Contact: Candi Evett, Director of Marketing  
MPI South Florida Chapter | MPISFL  
Email: [dirmarketing@mpisfl.org](mailto:dirmarketing@mpisfl.org)  
Phone: 954.558.6845



## MARKETING & MEDIA SOLUTIONS

The South Florida Chapter of Meeting Professionals International is a professional association comprised of over 450 meeting planners, suppliers and affiliates. Our members include a wide spectrum of South Florida industry professionals who represent corporate, government, association and management companies. Many who carry planning responsibilities for national and international meetings. In our chapter alone, MPI members are responsible for an annual meeting and event spend of over \$397 million

The chapter, known as MPISFL, provides members with networking and professional development opportunities. MPISFL is a chapter of Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant professional community. MPI helps our members thrive by providing global human connections to knowledge and ideas, relationships and marketplaces.

MPI membership is comprised of 18,000 members. We have 70 chapters worldwide.

Taking advantage of the following marketing opportunities and you will get your message in front of South Florida meeting and event professionals who are responsible for the coordination of local, regional, national and international meetings.



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## TROPIC TOPICS

Tropic Topics is the official newsletter published by MPISFL. This electronic newsletter provides members with important industry information as well as up-to-date details regarding MPISFL events and initiatives. Tropic Topics is emailed directly to each member and non-member in our database of 2,500 meeting and event professionals.

Only (6) spots available each issue!

Advertising Deadlines 14<sup>TH</sup> of each Month

### ADVERTISING SPECIFICATIONS

AD PLACEMENT: horizontal ads are placed at the top right edge of the newsletter just below the MPISFL masthead. Vertical ads are placed below the first newsletter article.

### DIGITAL AD SIZES:

Large Header Banner – 500x200 pixels (1) \$250

Left Vertical Banner – 120x240 pixels (4) \$100

Right Square Banner – 275x275 (1) middle placement \$175

Web Link: Provide a URL address or email address

Preferred File Format: JPG or PNG without crop marks

Email your URL address and electronic files to [dirpublications@mpisfl.org](mailto:dirpublications@mpisfl.org)

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## WEBSITE ADVERTISING

Through [www.mpisfl.org](http://www.mpisfl.org) web visitors access industry information, register for MPISFL events, browse our member directory, access archived copies of MPISFL communications, as well as tap into many other helpful tools designed to appeal to South Florida meeting professionals. Take advantage of engaging our web visitors and direct them to your website through a MPISFL web banner ad and link! All ads include a link to your website.

### Features TOP RIGHT PLACEMENT (Limit 4 Advertiser Rotations) Pixels: 200 W

**3 Months:**  
Members \$60/month  
Non-Members \$85/month

**6 Months:**  
Members \$45/month  
Non-Members \$75/month

**12 Months:**  
Members \$40/month  
Non-Members \$65/month

### Features MIDDLE RIGHT PLACEMENT (Limit 8 Advertiser Rotations) Pixels: 200W

**3 Months:**  
Members \$45/month  
Non-Members \$70/month

**6 Months:**  
Members \$35/month  
Non-Members \$60/month

**12 Months:**  
Members \$25/month  
Non-Members \$50/month

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## ADVERTISING SPECIFICATIONS

### **AD PLACEMENT**

All banner ads are placed on the top right edge of the web page – just below the MPISFL Header. Order of ad placement is based on date contracted. Ad spots are filled from top to bottom with earliest ad contracts appearing the top.

### **PREFERRED FILE FORMAT**

JPG or PNG

### **WEB LINK**

Provide a URL address

### **SUBMISSION PROCEDURES**

Email your URL address and electronic files to:

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## DEDICATED E-BLAST

Reach 3,045

meeting professionals straight to their inbox

\$150 per blast \*some restrictions apply

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## SOCIAL MEDIA MARKETING

**Monthly Package:**  
3 Posts on Facebook  
10 Tweets | 3 Instagram Post  
and (1) Article on LinkedIn  
\$50 Per Package



## JOB POSTINGS

\$125 Member  
\$250 Non-Member  
Includes listing on website,  
listing in tropic topics  
and social media posting

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