

ADVERTISING PROSPECTUS



Your way to reach qualified meeting and event professionals!

www.mpisfl.org

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



SOUTH FLORIDA 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

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.



TROPIC TOPICS

Tropic Topics is the official **quarterly 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 quarterly issue!

Contact: Melissa Kady, Director of Marketing
MPI South Florida Chapter | MPISFL
Email: dirmarketing@mpisfl.org
Phone: 954.646.6372



SOUTH FLORIDA 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

Advertising Deadlines 30 days prior to publication

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 dirmarketing@mpisfl.org

WEBSITE ADVERTISING

Through 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.

Contact: Melissa Kady, Director of Marketing
MPI South Florida Chapter | MPISFL
Email: dirmarketing@mpisfl.org
Phone: 954.646.6372



SOUTH FLORIDA 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

Features TOP RIGHT PLACEMENT (Limit 4 Advertiser Rotations) Pixels: 200 W by 300		
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

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

Contact: Melissa Kady, Director of Marketing
 MPI South Florida Chapter | MPISFL
 Email: dirmarketing@mpisfl.org
 Phone: 954.646.6372



SOUTH FLORIDA 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

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

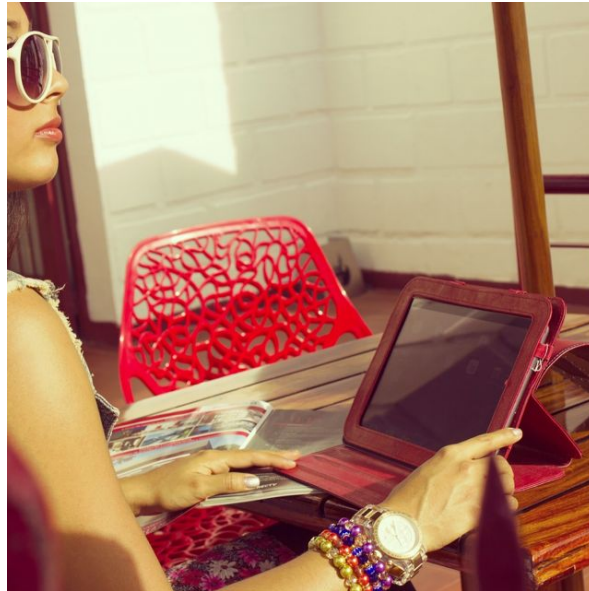
Email your URL address and electronic files to:

Contact: Melissa Kady, Director of Marketing
MPI South Florida Chapter | MPISFL
Email: dirmarketing@mpisfl.org
Phone: 954.646.6372



SOUTH FLORIDA 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



DEDICATED E-BLAST

Reach 3,045 meeting professionals straight to their inbox

\$500 per blast *some restrictions apply

\$350 Fall Special - Ends 12/21

SOCIAL MEDIA MARKETING

Contact: Melissa Kady, Director of Marketing
MPI South Florida Chapter | MPISFL
Email: dirmarketing@mpisfl.org
Phone: 954.646.6372



SOUTH FLORIDA 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

Monthly Package:

2 Posts on Facebook | 7 Tweets | 2 Instagram Post | 2 LinkedIn Posts

\$550 Per Package - Members

\$375 Per Package - Members

A La Carte Posts:

Friday Favs Series (featuring our favorite vendors and venues), Tuesday Event Tip Series, etc.

Facebook, Twitter or Instagram Post
\$50 Per Post Per Social Media Channel

Contact: Melissa Kady, Director of Marketing
MPI South Florida Chapter | MPISFL
Email: dirmarketing@mpisfl.org
Phone: 954.646.6372



SOUTH FLORIDA 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

Blog Post:

Monthly Topics Posted on the second Monday of the month

July - Latest & Greatest Event Tech

SOLD August- How to Keep Your Event Attendees Comfortable & Engaged

September - Why Wifi when there's a surcharge?

October - Staging & Backdrops - how to catch your audience's eye!

November - New Food Trends in Events

December - Best Events of 2017

January - Using the Pantone Color of the Year in Your Next Event

February - Sustainable Events

March - Event Signage

April - Outside the Box: Incentive Rewards Groups

May - Outdoor Event Tips

June - Sizzling South Florida Summer Retreat Deals & Ideas

\$150 Member Pricing | \$250 Non-Member Pricing to have your company info ad featured on the post, and an example using your company in the post if applicable. (Each post is also featured on social media and weekly emails)

Contact: Melissa Kady, Director of Marketing
MPI South Florida Chapter | MPISFL
Email: dirmarketing@mpisfl.org
Phone: 954.646.6372



SOUTH FLORIDA 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

Category	Ad/Package	Details	Cost
Tropic Topics	Large Header Banner (1)	Quarterly Newsletter Ad (Monthly in 2018)	\$250
Tropic Topics	Left Vertical Banner (4)	Quarterly Newsletter Ad (Monthly in 2018)	\$100
Tropic Topics	Right Square Banner (1)	Quarterly Newsletter Ad (Monthly in 2018)	\$175
Website Ad	3 Months	Top Right Placement (Limit 4 Ad Rotations)	\$60/Month- Members \$85/Month - Non-Mem.
Website Ad	6 Months	Top Right Placement (Limit 4 Ad Rotations)	\$45/Month- Members \$75/Month - Non-Mem.
Website Ad	12 Months	Top Right Placement (Limit 4 Ad Rotations)	\$40/Month- Members \$65/Month - Non-Mem.
Website Ad	3 Months	Middle Right Placement (Limit 8 Ad Rotations)	\$45/Month- Members \$70/Month - Non-Mem.
Website Ad	6 Months	Middle Right Placement (Limit 8 Ad Rotations)	\$35/Month- Members \$60/Month - Non-Mem.
Website Ad	6 Months	Middle Right Placement (Limit 8 Ad Rotations)	\$25/Month- Members \$50/Month - Non-Mem.
Dedicated E-Blast		Limit 12 per year available	\$350 - Fall Special \$500 - Standard Pricing
Social Media	Monthly Package	2 Posts on Facebook 7 Tweets 2 Instagram Post 2 LinkedIn Posts	\$375 - Members \$450 - Non-Members
Social Media	A La Carte Posts	Featured in Friday Favs Series or Event Tip Tuesday Series	\$50 per post
Blog Post	Monthly Blog Post	Limit 1 per month available	\$150 - Members \$250 - Non-Members

Contact: Melissa Kady, Director of Marketing
 MPI South Florida Chapter | MPISFL
 Email: dirmarketing@mpisfl.org
 Phone: 954.646.6372



SOUTH FLORIDA 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

Publication Dates:

	Publication Date	Ad Deadline
Tropic Topics - Monthly	Last week of the month	First Day of the Month
Website Ad	Monthly/Ongoing	15th of the month prior to the ad begins
Dedicated E-Blast	Monthly	15th of the month prior to the eblast
Social Media Advertising	ongoing	n/a- to be designed by MPI
Blog Post	monthly	15th of the month prior to the blog post

Contact: Melissa Kady, Director of Marketing
MPI South Florida Chapter | MPISFL
Email: dirmarketing@mpisfl.org
Phone: 954.646.6372