



WESTFIELD CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

2011-2013 Advertising Order Form

Company:		Agency:	
Address:		Address:	
City:		City:	
State:	Zip:	State:	Zip:
Phone:		Phone:	
Fax:		Fax:	
Email:		Email:	
Contact Name:		Contact Name:	
URL:			

Please select from the below

e-NEWSLETTER LogoLink	Rate		Indicate Preferred Quarter (Q1 Jul-Sep/Q2 Oct-Dec/Q3 Jan-Mar/Q4 Apr-Jun)
1 Quarter	\$500.00		
2 Quarters	\$1,000.00		
3 Quarters	\$1,500.00		
4 Quarters	\$2,000.00		
e-NEWSLETTER Advertorial	Rate		Indicate Preferred Quarter (Q1 Jul-Sep/Q2 Oct-Dec/Q3 Jan-Mar/Q4 Apr-Jun)
Level 1	\$1,000.00		
Level 2	\$1,500.00		
WEBSITE & WEEKLY e-News LogoLink	Rate		Indicate Preferred Starting Month
3 months	\$350.00		
6 months	\$750.00		
12 months	\$1,000.00		
WEBSITE – Banner Ads	Rate- non-Home page	Rate-Home Page	Indicate Preferred Starting Month & Page Preference (Home, Member Resources, Events, Volunteers, Business Opportunities)
3 months	\$500.00	\$600.00	
6 months	\$1,000.00	\$1,200.00	
12 months	\$1,500.00	\$1,600.00	
PRODUCTS & SERVICES GUIDE - Deluxe Listing	Rate		1 Year From Date of Purchase
12 months	\$100.00		

Payment

Check: \$ _____ Check # _____ (enclosed) Mail To: MPI WestField Chapter
P.O. Box 286764, New York, NY 10128 -or-

Credit Card: Card Number _____ Exp. Date: _____
Cardholder's Name: _____

Artwork Guidelines

Please email your Logo Link, Banner Ad artwork or Advertorial assets at the time this form is completed or no later than 60 days prior to the scheduled date of advertising. **Please note:** MPI – WestField Chapter may postpone advertising fulfillment if these guidelines and deadlines are not adhered to. **Please send ALL Advertising related artwork to Jennifer Jacobson at Advertising@mpiwc.org. For questions, call 212-481-1963.**

Definitions

Logo Links = Logos in square shape on Home page and internal pages of website, Weekly e-News and Quarterly e-Newsletter. URL is imbedded to all logos

Banner Ads = Wide horizontal ads for the top of “Central” landing pages on website on the “Home, Member Resources, Events, Volunteers, Business Opportunities” pages. URL is embedded to all banner ads

Advertorials = Editorial type advertisement as described below on Quarterly e-Newsletter and Website

1. **Logo Links: Website (Home Page & Interior Pages) / Weekly e-News / Quarterly e-Newsletter:** Logo/Link File Format/Size for website, e-news and electronic newsletter: Please submit either (a) high resolution, commercial print quality (minimum 300 dpi) logo in jpeg, tiff, or pdf format. Format should be no more than 300 pixels wide or 300 pixels tall (b) creative banner ad (developed by sponsor) not to exceed 622 pixels wide x 75 pixels tall in jpeg format. If FLASH is the preferred format, please embed the URL you want it to link to “click on” and not on “rollover”.
2. **Website Banner Ads: (4 Landing Pages – Top Position – Member Resources, Events, Volunteers, Business Opportunities):** Please submit artwork 622 pixels wide by 75 pixels high in jpeg format (72-100 dpi). If FLASH is the preferred format, please embed the URL you want it to link to “click on” and not on “rollover”. Please provide URL hyperlink for linking. Please note: placement of banner ads are on a first- come, first-served basis for page, quarterly issue and length of placement.
3. **Website Home Page Banner Ad:** Please submit artwork 622 pixels wide by 370 pixels high in jpeg format (72-100 dpi). If FLASH is the preferred format, please embed the URL you want it to link to “on click” and not on “rollover”. Please provide URL hyperlink for linking. Please note: placement of banner ads are on a first- come, first- served basis for quarterly issue and length of placement.
4. **Advertorials: (Quarterly e-Newsletter linked to Website)**
 - Level 1:** 2 images (see file size/info in #1 above), 1 email link (provide email address for appropriate contact, 1 website link (provide requested URL), one 500-word article (max)
 - Level 2:** 3 images, 1 email link, 1 website link, 1 embedded video (i.e. from YouTube, Daily Motion), one 750-word article (max)

**Closing date for space and Materials
(Fiscal Year July – June)**

Quarterly e-Newsletter

Remaining Fiscal Year 2011-2012:

Oct/Nov/Dec 2011 Issue	Closing date for space: Friday, September 7, 2011 (EXTENDED to 10/21/11) Closing date for materials: Friday, September 28, 2011 (EXTENDED to 10/21/11)
Jan/Feb/March FY 2012 Issue	Closing date for space: Friday, December 9, 2011 Closing date for materials: Friday, December 14, 2011
April/May/June FY 2012 Issue	Closing date for space: Friday, February 3, 2012 Closing date for materials: Friday, March 2, 2012

Fiscal Year 2012-2013:

July/Aug/Sep FY 2012 Issue	Closing date for space: Friday, May 4, 2012 Closing date for materials: Friday, June 1, 2012
Oct/Nov/Dec FY 2012 Issue	Closing date for space: Friday, August 3, 2012 Closing date for materials: Friday, August 31, 2012
Jan/Feb/March FY 2013 Issue	Closing date for space: Friday, December 9, 2011 Closing date for materials: Friday, December 14, 2011
April/May/June FY 2013 Issue	Closing date for space: Friday, February 3, 2012 Closing date for materials: Friday, March 2, 2012

Website Advertising

Closing date and materials no later than thirty days prior to the first date the ad will run.