

Sponsorship & Advertising Opportunities



Sponsorship Packages

Platinum - \$5000:

- Banner ad and hyperlink to your website from www.mpioh.org for twelve (12) months
- Four (4) weekly email newsletter banner to be placed in e-newsletter of your choice
- Four (4) posts on all Social Media Platforms throughout the year
- Full page (full color) DEFINE advertisement in one (1) quarterly issue of your choice – digital
- Three-minute commercial at lectern at two (2) monthly chapter meetings (can be in person or a video)
- Logos projected during lunch at all chapter events
- Two (2) sets of mailing labels of all chapter members during the year (phone & email excluded)
- Listing in the Annual Recognition Event Program
- Two (2) complimentary registrations to all MPI Ohio Monthly Educational programs for one (1) calendar year (excludes Navigate Conference)
- One (1) dedicated e-blast to MPI Ohio's email database
- Recognized on MPI Ohio's website sponsor page

Gold - \$2500:

- Banner ad and hyperlink to your website from www.mpioh.org for twelve (12) months
- Two (2) weekly email newsletter banner to be placed in e-newsletter of your choice
- Two (2) posts on all Social Media Platforms throughout the year
- Half page (full color) Define advertisement in one (1) quarterly issue of your choice – digital
- Logos projected during lunch at all chapter events
- One (1) set of mailing labels of all chapter members during the year (phone & email excluded)
- Listing in the Annual Recognition Event Program
- Two (2) complimentary registrations to all MPI Ohio Monthly Educational programs for one (1) calendar year (excludes Ignite & Navigate Conferences)
- Recognized on MPI Ohio's website sponsor page

****Customization is available for all sponsor packages!**

Sponsorship Packages cont.

Silver - \$1250:

- Banner ad and hyperlink to your website from www.mpioh.org for six (6) months
- One (1) post on all Social Media Platforms throughout the year
- Quarter page (full color) Define advertisement in one (1) quarterly issue of your choice - digital
- Logos projected during lunch at all chapter events
- One (1) set of mailing labels of all chapter members during the year (phone & email excluded)
- Listing in the Annual Recognition Event Program
- Two (2) complimentary registrations to three (3) of MPI Ohio Monthly Educational programs for one (1) calendar year (excludes Ignite & Navigate)
- Recognized on MPI Ohio's website sponsor page

Bronze - \$750:

- Banner ad and hyperlink to your website from www.mpioh.org for three (3) months
- One (1) post on one Social Media Platform throughout the year
- Logos projected during lunch at all chapter events
- Listing in the Annual Recognition Event Program
- Two (2) complimentary registrations to one (1) of MPI Ohio's Monthly Educational programs for one (1) calendar year (excludes Ignite & Navigate Conferences)
- Recognized on MPI Ohio's website sponsor page

****Customization is available for all sponsor packages!**

A La Carte Options

- Logo in slide show at one (1) chapter meeting - \$100
- One (1) set of mailing labels of all chapter members (phone & email excluded) - \$150
- Dedicated E-blast to MPI Ohio's email database (1 blast per month. First come, first serve) - \$750
- Sponsor of Digital DEFINE e-blast - \$1000
- 1 Social Media post on 1 platform - \$250
- 1 Social Media post on 4 platforms - \$500
- 3-5 Social Media posts over 3-5 days - \$1000
- Video Sponsorship played at each chapter meeting (limit of 2 every 12 months) - \$2500
- Table Sponsorship at a chapter meeting (excludes Navigate Conference) - \$500
- Weekly Update E-blast Ad - \$150
- Website Banner Ad
 - Tier 1 - \$1000/12 months (300x250 pixels)
 - Tier 2 - \$750/12 months (728x90 pixels)
- Digital DEFINE Newsletter Ad (15% premium for special placement ads: back cover)
 - Quarter Page - \$575
 - Half Page - \$650
 - Full Page - \$825

Ad Specs

Digital DEFINE Newsletter:

Full Page	8" x 10.5"
Half Page (Vertical) Half Page (Horizontal)	3.812" x 10.5" 8" x 4.875"
Quarter Page	3.812" x 5.125"

General Requirements: Provide high-resolution PDF of ad that is PDF/X-1a:2001 compliant. Export ads using PDF/X-1a:2001 settings with compatibility set to version 1.3. File must contain only one page. DO NOT include crop marks, bleeds or other information beyond the ad size.

Supported Applications: Ad can be created in any application capable of exporting to PDF/X-1a:2001 standards. Adobe InDesign, Illustrator, Photoshop, Quark XPress, CorelDraw, etc. DO NOT create ads in Microsoft Word, Publisher or other word processing programs. Photos and graphics in ads should be 300dpi minimum.

We may require 'native files' if the PDF is not X-1a complaint or has other issues. If this is the case, we will contact you to provide the original files.

Additional charges may apply for ads not adhering to the guidelines above. **MPI Ohio and the publisher cannot be held responsible for reproduction quality if the requirements are not met.**

Submitting Ads: Email files under 5MB to admin@mpioh.org. Files greater than 5MB we recommend www.yousendit.com. Create a free YouSendIt account and follow the instructions for uploading/delivering files.

Website Banners:

Tier 1	300 x 250 pixels
Tier 2	728 x 90 pixels
Formats: JPG, PNG Size Limits: 12 KB	
Animation: 5 second max, GIF ONLY	

Website banner advertisements may be submitted for the MPIOH website. All banner ads will be linked to your company website and run on the site for one year.

25% off Web pricing for all four (4) time DEFINE

Submissions may be made via email attachments or on CD or other removable storage.

Weekly Update E-blast:

Up to 30 words of text & company logo (JPG or PNG) for distribution in the weekly newsletter.

This Weekly Electronic Newsletter is sent to all MPIOH members and other industry professionals each Friday. Select the week(s) that you want to run your advertisement and reach over 3000 business professionals. Content is due two weeks prior to publication week.

Ad Specs cont.

QUESTIONS/INQUIRIES

Shannon Sprau - Meridian 360 | shannon@meridian-360.com

Regina Piercefield - MPI Ohio Chapter Administrator | admin@mpioh.org | 513.563.8674

SHIPPING

Email ad copy to: admin@mpioh.org

PAYMENTS

MPI Ohio (c/o Regina Piercefield - Chapter Administrator) | 4010 Executive Park Drive, Suite 100 | Cincinnati, OH 45241 | 513.563.8674 | admin@mpioh.org

LIABILITY

Liability claims arising from context of ads (text, representation, and illustration) are assumed by advertisers and advertising agencies. The publisher reserves right of refusal of any advertising not in keeping with publisher's standards. Advertising that simulates editorial must have prior approval of publisher and must carry an "Advertisement" line at the top of each ad.

A commitment via email constitutes advertising space is reserved and under contract. An advertising agreement will be issued for formal signatures and payment information. If your company procedure to issue an Insertion Order, indicate that to the sales representative so it can be noted in your record.

Should you need to change your insertion, you must notify MPI Ohio no later than the commitment deadline for said issue or your ad will be billed as denoted in the advertising agreement.