

MPIOH Advertising Opportunities

MPIOH *DEFINE* Advertising Opportunity

Display Advertisements should be submitted in the following format:

- PC files are acceptable: Adobe PageMaker, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat PDF
- In PDF files, all images saved to 300 dpi (original file format should be 300 dpi); No compression or color management; All fonts embedded
- All colors converted to CMYK
- All vector (line) art CMYK
- Photos and raster (bitmap) art 300 dpi grayscale or CMYK or two color duotones (will not guarantee quality of duotones we have not approved)
- All fonts (type 1 version fonts only) included along with file or embedded within the document
- A printed version must be furnished to reference file color and construction accuracy upon translation. We cannot guarantee accurate reproduction of the files if any of these specs are not adhered to.

| DEFINE Ad Size Specifications | |
|--------------------------------------|--|
| Ad Type | Dimensions |
| Full Page, Full Bleed | 8.625 x 11.259 (Bleeds 3 sides/¼" Safety Margin) |
| Full Page B/W Internal | 8.25 x 10.8 (Non Bleed) |
| ½ Page (Vert.) | 4 x 10.8 |
| ½ Page (Hor.) | 8.25 x 5 |
| ¼ Page | 4 x 5 |

| DEFINE Print Advertising Rates | | | | | | |
|---------------------------------------|-------------------|------------|--------------------|------------|------------------------|------------------------------------|
| Ad Type | One (1) Insertion | | Two (2) Insertions | | Three+ (3+) Insertions | |
| | Member | Non-Member | Member | Non-Member | Member | Non-Member |
| Full Page | \$650 | \$800 | \$550 ea. | \$750 ea. | \$475 ea. | <input type="checkbox"/> \$625 ea. |
| ½ Page | \$500 | \$675 | \$425 ea. | \$625 ea. | \$375 ea. | <input type="checkbox"/> \$550 ea. |
| ¼ Page | \$425 | \$600 | \$350 ea. | \$550 ea. | \$350 ea. | <input type="checkbox"/> \$475 ea. |

Newsletter Insert: Newsletter inserts are sold for each issue for \$350.

- Advertiser provides 350 copies of insert flyer to the Chapter Administrator for insertion.

DEFINE PUBLISHING SCHEDULE 2012 – 2013

| ISSUE | DEADLINE TO SUBMIT ARTICLES TO EDITOR | ALL ARTICLES AND ADS SUBMITTED FOR LAYOUT | DEFINE DUE TO PRINTER |
|-------------------------|---------------------------------------|---|-----------------------|
| Aug 12 – Sept 12 | July 9, 2012 | July 13, 2012 | July 27, 2012 |
| Oct 12 – Nov 12 | September 10, 2012 | September 14, 2012 | September 28, 2012 |
| Dec 12– Jan 13 | November 12, 2012 | November 16, 2012 | November 28, 2012 |
| Feb 13– Mar 13 | January 7, 2013 | January 11, 2013 | January 25, 2013 |
| Apr 13 – May 13 | March 11, 2013 | March 15, 2013 | March 29, 2013 |
| Jun 13 – Jul 13 | May 6, 2013 | May 10, 2013 | May 24, 2013 |

MPIOH *Define* Advertising Order Form

Company: _____

Contact Name: _____

Email: _____

Street Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

| DEFINE Print Advertising Order | | | | | | |
|---------------------------------------|---|--------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| Ad Type | One (1) Insertion | | Two (2) Insertions | | Three+ (3+) Insertions | |
| | Member | Non-Member | Member | Non-Member | Member | Non-Member |
| Full Page | <input type="checkbox"/> \$650 | <input type="checkbox"/> \$800 | <input type="checkbox"/> \$550 ea. | <input type="checkbox"/> \$750 ea. | <input type="checkbox"/> \$475 ea. | <input type="checkbox"/> \$625 ea. |
| ½ Page | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$675 | <input type="checkbox"/> \$425 ea. | <input type="checkbox"/> \$625 ea. | <input type="checkbox"/> \$375 ea. | <input type="checkbox"/> \$550 ea. |
| ¼ Page | <input type="checkbox"/> \$425 | <input type="checkbox"/> \$600 | <input type="checkbox"/> \$350 ea. | <input type="checkbox"/> \$550 ea. | <input type="checkbox"/> \$350 ea. | <input type="checkbox"/> \$475 ea. |
| | <input type="checkbox"/> \$350 Newsletter Insert (members only) | | | | | |
| Total | \$ _____ | \$ _____ | \$ _____ | \$ _____ | \$ _____ | \$ _____ |

Credit Cards are accepted for sponsorships. Please indicate which card by checking the box below.

VISA MasterCard American Express

Card No.: _____ CCV No.: _____ Expiration Date: _____
(MM/YY)

Amount to charge: \$ _____ Name on card: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Signature _____ Date: _____

Accepted By MPIOH Representative
(Signature): _____

Date: _____

Thank you for your consideration and sponsorship

Please fill out completely and return to Leslie Klenk at leslie@burgiemediafusion.com
For questions regarding advertising please call Leslie Klenk 614.273.0783
or email leslie@burgiemediafusion.com

MPIOH Annual Membership Directory Advertising Opportunity

- Current and future OHMPI Newsletter Advertisers receive a 10% discount!
- Cover Rates and special placement rates available upon request.

Advertisements should be submitted in the following format:

| Ad Size Specifications | |
|-------------------------------|--|
| Ad Type | Dimensions |
| Full Page, Full Bleed | 8.625 x 11.259 (Bleeds 3 sides/¼" Safety Margin) |
| Full Page B/W Internal | 8.25 x 10.8 (Non Bleed) |
| ½ Page (Vert.) | 4 x 10.8 |
| ½ Page (Hor.) | 8.25 x 5 |
| ¼ Page | 4 x 5 |

2012 Annual Membership Directory Deadline: August 1, 2012

- PC files are acceptable: Adobe PageMaker, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat PDF
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- All colors converted to CMYK
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- All fonts (type 1 version fonts only) included along with file or embedded within the document
- A printed version must be furnished to reference file color and construction accuracy upon translation. We cannot guarantee accurate reproduction of the files if any of these specs are not adhered to.
- You may provide camera-ready art

MPIOH Annual Membership Directory Order Form

Company: _____

Contact Name: _____

Email: _____

Street Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

| Membership Directory Advertising Rates | | | | |
|--|---|----------------------------------|----------------------------------|----------------------------------|
| Ad Type | Black and White | | Full Color | |
| | Member | Non-Member | Member | Non-Member |
| Full Page | <input type="checkbox"/> \$1,200 | <input type="checkbox"/> \$1,320 | <input type="checkbox"/> \$1,500 | <input type="checkbox"/> \$1,650 |
| ½ Page | <input type="checkbox"/> \$700 | <input type="checkbox"/> \$770 | <input type="checkbox"/> \$1,000 | <input type="checkbox"/> \$1,100 |
| ¼ Page | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$550 | <input type="checkbox"/> \$700 | <input type="checkbox"/> \$770 |
| Business Card | <input type="checkbox"/> \$200 | <input type="checkbox"/> \$220 | N/A | N/A |
| | <input type="checkbox"/> Company Logo next to your listing for an additional \$50 | | | |

Credit Cards are accepted for sponsorships. Please indicate which card by checking the box below.

VISA MasterCard American Express

Card No.: _____ CCV No.: _____ Expiration Date: _____
(MM/YY)

Amount to charge: \$ _____ Name on card: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Signature _____ Date: _____

Accepted By MPIOH Representative (Signature): _____ Date: _____

Thank you for your consideration and sponsorship

Please fill out completely and return to Leslie Klenk at leslie@burgiemediafusion.com
For questions regarding advertising please call Leslie Klenk 614.273.0783
or email leslie@burgiemediafusion.com

Email and Website Advertisement Opportunities

| Website | | |
|----------|---------------------|--------------------------------|
| Ad Type | Dimensions | Pricing |
| Featured | 300x250 | <input type="checkbox"/> \$800 |
| Regular | 125x125 | <input type="checkbox"/> \$400 |
| Calendar | 530x70 (horizontal) | <input type="checkbox"/> \$800 |

| | |
|-------------|-----------------------------|
| Formats | .gif, .jpg, .png |
| Size limits | 12 kb. |
| Animation | 5 second maximum, .gif only |

25% off Web pricing for all six time advertisers in *DEFINE* and 15% for three time advertisers. Submissions may be done via email attachments or on CD or other removable storage.

| Weekly E-Blast | |
|---|--|
| Description | Pricing |
| Submit up to 30 words & your company logo (PDF or JPG) for distribution in the weekly newsletter. | <input type="checkbox"/> Members - \$100 per email |
| | <input type="checkbox"/> Non Members - \$250 per email |

Website Advertisement Order Form

Company: _____
 Contact Name: _____
 Email: _____
 Street Address: _____
 City, State, Zip: _____
 Phone: _____
 Fax: _____

Credit Cards are accepted for sponsorships. Please indicate which card by checking the box below.

VISA MasterCard American Express

Card No.: _____ CCV No.: _____ Expiration Date: _____
 (MM/YY)

Amount to charge: \$ _____ Name on card: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Signature _____ Date: _____

Accepted By MPIOH Representative (Signature): _____ Date: _____

Thank you for your consideration

Please fill out completely and return to Leslie Klenk at leslie@burgiemediafusion.com
 Questions regarding advertising please call Leslie Klenk 614.273.0783 or email leslie@burgiemediafusion.com