# **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 F	Print Adve	ertising Rates		
Ad Typo	One (1	L) Insertion	Two (2	) Insertions	Three+ (	3+) Insertions
Ad Type	Member	Non-Member	Member	Non-Member	Member	Non-Member
Full Page	\$650	\$800	\$550 ea.	\$750 ea.	\$475 ea.	\$625 ea.
½ Page	\$500	\$675	\$425 ea.	\$625 ea.	\$375 ea.	\$550 ea.
¼ Page	\$425	\$600	\$350 ea.	\$550 ea.	\$350 ea.	\$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 PUBLISH	ING 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**

Compa	any:						
Contac	t Name:						
Email:							
Street	Address:						
	ate, Zip:						
-	_						
Phone	<u> </u>						
Fax:							
			DEFINE	Print Adv	ertising Ord	er	
	Ad Typo	One	(1) Insertion	Two (2)	Insertions	Three+ (3-	+) Insertions
	Ad Type	Member		Member	Non-Member	Member	Non-Member
	Full Page	\$650		\$550 ea.	\$750 ea.	\$475 ea.	\$625 ea.
	½ Page	\$500	_=-	\$425 ea.	-=-	\$375 ea.	\$550 ea.
	¼ Page	\$425		\$350 ea.		\$350 ea.	\$475 ea.
			Newsletter Inser	i		1 .	
	Total	\$	\$	\$	\$	\$	\$
<i>Credit</i> Card N		ccepted for	r sponsorships. P SA	lease indicate  VlasterCard  CCV No.:	Ame	necking the box rican Express iration Date:	k below.  (MM/YY)
Amour	nt to						(101101/111)
charge		\$	Name on ca	ard:			
Billing	Address:						
City:	_			Sta	ate: Zip:		
Signatı	ure					Date	e:
•	ed By MPIC	H Represe	entative				
(Signat	:ure):					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
- 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.
- You may provide camera-ready art

# **MPIOH Annual Membership Directory Order Form**

ontact Name:						
mail:						
treet Address:						
ity, State, Zip:						
hone:						
ax:						
	N	/lembershi	p Directory Adv	vertising Ra	tes	
			and White		ll Color	
	Ad Type	Member	Non-Member	Member	Non-Member	
	Full Page	\$1,200	\$1,320	\$1,500	\$1,650	
	½ Page	\$700	\$770	\$1,000	\$1,100	
				4=-0		
	¼ Page	\$500	\$550	\$700	\$770	
	¼ Page Business Card	\$200	\$220	N/A	N/A	_
		\$200		N/A	N/A	
redit Cards are	Business Card	\$200 Compar	\$220 ny Logo next to yo	N/A our listing for a	N/A an additional \$50	<u></u>
redit Cards are	Business Card  accepted for spon	\$200 Compar	\$220 ny Logo next to yo ease indicate whic	N/A our listing for a	N/A an additional \$50 cking the box belo	<u></u>
	Business Card	\$200 Comparesorships. Pla	\$220  The state of	N/A our listing for a th card by chec	N/A an additional \$50 cking the box belocan Express	<u></u>
redit Cards are ard No.:	Business Card  accepted for spon	\$200 Comparesorships. Pla	\$220 ny Logo next to yo ease indicate whic	N/A our listing for a th card by chec	N/A an additional \$50 cking the box belo	ow.
ard No.:	Business Card  accepted for spon  VISA	\$200 Comparesorships. Place	\$220  The state of	N/A our listing for a th card by chec	N/A an additional \$50 cking the box belocan Express	ow.
ard No.:	Business Card  accepted for spon  VISA	\$200 Comparesorships. Pla	\$220  The state of	N/A our listing for a th card by chec	N/A an additional \$50 cking the box belocan Express	<u></u>
ard No.:  mount to harge:	Business Card  accepted for spon  VISA	\$200 Compares Sorships. Ple	\$220  The state of	N/A our listing for a th card by chec	N/A an additional \$50 cking the box belocan Express	ow.
ard No.:	Business Card  accepted for spon  VISA	\$200 Sorships. Ple	\$220  The property of the prop	N/A bur listing for a th card by chec Americ Expira	N/A an additional \$50 cking the box belocan Express ation Date:	ow. (MM/YY
ard No.:  mount to harge: illing Address: ity:	Business Card  accepted for spon  VISA	\$200 Compares Sorships. Ple	\$220  The property of the second seco	N/A bur listing for a th card by chec Americ Expira	N/A  In additional \$50  Cking the box belocan Express  Sation Date:	ow. (MM/YY
ard No.:  mount to harge: illing Address: ity: ignature	Business Card  accepted for spon  VISA	\$200 Compares Sorships. Ple	\$220  The property of the prop	N/A bur listing for a th card by chec Americ Expira	N/A  In additional \$50  Cking the box belocan Express  Sation Date:	ow. (MM/YY

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**

Description

	Website	
Ad Type	Dimensions	Pricing
Featured	300x250	\$800
Regular	125x125	\$400
Calendar	530x70 (horizontal)	\$800

**Weekly E-Blast** 

Submit up to 30 words & your Members - \$100 per email

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.

**Pricing** 

distribution in	(PDF or JPG) for the weekly	Non Members - \$250 per e	mail	
newsletter.	, 	Non Members - \$250 per el	IIIdii	
		Website Advertisement	Order Form	
Company:				
Contact Name:				
Email:				
Street Address:				
City, State, Zip:				
Phone:				
Fax:				
		nsorships. Please indicate which		low.
	accepted for spo	nsorships. Please indicate which		
Credit Cards are	accepted for spo	nsorships. Please indicate which	American Express	(MM/YY)
Credit Cards are	accepted for spo	nsorships. Please indicate which  MasterCard  CCV No.:	American Express	(MM/YY)
Credit Cards are  Card No.:  Amount to	accepted for spo VISA	nsorships. Please indicate which  MasterCard  CCV No.:	American Express Expiration Date:	(MM/YY)
Credit Cards are  Card No.:  Amount to charge:	accepted for spo	nsorships. Please indicate which  MasterCard  CCV No.:  Name on card:	American Express Expiration Date:	(MM/YY)
Card No.:  Amount to charge:  Billing Address:	accepted for spo	nsorships. Please indicate which  MasterCard  CCV No.:  Name on card:	American Express  Expiration Date:  Zip:	(MM/YY)

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