



## Eblast Advertisement Rates, Terms, and Conditions

**Ad Rates:** \$1,000 for one (1) email blast distributed to current MPI Minnesota Chapter members.

**Distribution List Composition:** As of July 1, 2018, MPI Minnesota Chapter member eblasts reach over 400 meeting professionals, including hoteliers, décor companies, corporate and independent meeting planners, audio visual companies, DMCs, speaker and talent bureaus, transportation companies, production companies and much more. Eblasts exclude MPI Minnesota Chapter members who have indicated they do not want to receive emails from MPI Minnesota Chapter.

**Distribution Method:** MPI Minnesota Chapter does not provide its email list to any third party for any reason. Eblasts are distributed from MPI Minnesota Chapter on behalf of the Advertiser.

**Distribution Dates:** Distribution dates are not guaranteed. MPI Minnesota Chapter makes every effort to avoid distributing more than one eblast to its membership per day. Priority is given to MPI Minnesota Chapter and Sponsor eblasts; purchased eblasts are distributed on a first-come, first-served basis as the MPI Minnesota Chapter eblast schedule allows.

**Approval & Standards:** MPI Minnesota Chapter reviews each eblast request and reserves the right to decline any request that does not meet with its approval. To receive approval, the following criteria must be met:

1. Eblast content must accompany the request.
2. Eblast must comply with applicable laws and regulations.
3. Eblast may not carry any mention of or endorsement by MPI Minnesota Chapter.
4. Eblast must be for the direct benefit of the Advertiser unless prior approval has been given.

**Closing Dates:** Payment and eblast content are due two weeks prior to the requested distribution date.

**Ad Specifications:** Eblast content may be provided as text or a single image.

- **Word limit:** Text copy is limited to 500 words.
- **Image dimensions:** Content image must be 700 pixels wide and no more than 1,000 pixels tall.
- **Image format:** Content image must be a single-image, web-ready graphic in static PNG (preferred), JPG, or GIF format (no animation, video or audio). A one-page PDF may be provided for conversion by MPI Minnesota Chapter to PNG format.

**Ad Submission:** Transmit publication-ready eblast content by email to [office@mpimn.org](mailto:office@mpimn.org). If providing text, provide it as an attached Word document. If providing a single image, provide it as an attached image or PDF file.

**Payment:** Payment is due upon completion of online form. Rates are noncommissionable. Eblasts will not be prepared or distributed until payment has been made in full.

**Sponsors:** No additional payment is required for advertisements included as a benefit of sponsorship. Advertising dollars are not considered contributions and therefore are not included in the accumulation of dollar values for MPI Minnesota Chapter sponsorship levels. The advertisement sponsorship benefit may not be transferred or extended beyond the Chapter's fiscal year.

**Terms:** All Advertisers having contract rates must have signed agreements. Rates may be increased on 10 days' notice. Advertisers on contract are protected from rate increases for the duration of the contract. MPI Minnesota Chapter reserves the right to refuse or cancel any advertisement. In no event will MPI Minnesota Chapter be responsible for errors or omissions if Advertiser does not supply the correct copy by the closing date. Advertiser agrees to defend and indemnify MPI Minnesota Chapter against any and all liability, loss or expense incurred from claims of trademarks, trade names or patents, violations of rights of privacy and infringements of copyrights and proprietary rights resulting from the publication of Advertiser's ads.

Updated 9/28/18, effective 10/13/18.