



Meetings Industry Council of Colorado  
Educational Conference & Trade Show

## Electronic Advertising Rates Card and Order Form

Website Banner Ads	Specifications	1 Month	3 Months	6 Months	12 Months
Landing Page Banner (up to 6 advertisers)	729w x 90h pixels (96 dpi) file size 150K max.	\$500	\$1,200	\$2,500	\$5,000
Interior Pages Banner (up to 8 advertisers)	468w x 60h pixels (96 dpi) 100K max	\$400	\$1,000	\$2,000	\$4,000
<b>Total:</b>					

Email Blast	Specifications	1 Issue	2 Issues	3 Issues	4 Issues
Logo Link	150w x 150h pixels	\$350	\$600	\$950	\$1,200
Banner Logo Link	150w x up to 300h pixels	\$450	\$850	\$1,200	\$1,500
Vendor Listing	390w x 100h pixel image with 50 word description	\$600	\$1,100	\$1,600	\$2,000
<b>Total:</b>					

**RATES QUOTED ARE MIC ORGANIZATION MEMBER RATES, NON-MEMBERS ADD 20%**

<p><b>Mobile App Advertising</b> - The Mobile App provides you with the opportunity for mobile sponsorships and promotion through banner ad and multimedia advertising. This gives exhibitors a far-reaching, cost-effective way of advertising. It's a handy tool for the trade show, but it also lives on throughout the year, providing users with an industry reference tool with company, product and contact information plus exhibitor advertising all year long.</p>	
<p><b>Green Package (Free of Charge to MIC Sponsors and Exhibitors)</b> Upload your company's logo to appear on your company's exhibitor listing page. Also include as many downloadable .pdf product and company brochures as you'd like. Manage that content throughout the year using your provided exhibitor web portal.</p>	
<p><b>Banner Ad/Landing Page Ad Package</b> Promote your company's message with a rotating banner ad seen on the mobile app's Dashboard. When tapped, the user is taken to a full-screen app landing page showing product or service graphics and information. This page then leads a user to the company's exhibitor listing page.</p>	\$1,000 each
<p><b>Multimedia Ad Package</b> This package includes a rotating banner ad seen on the mobile app's Dashboard that leads to a full-screen app landing page, and then to the company's exhibitor listing page, from where a video message can be launched.</p>	\$2,000 each
<p><b>Text Message Alerts</b> Drive traffic to your booth! Send a mobile alert to all attendees.</p>	\$500 each
<b>Total:</b>	

*These rates are effective 11/01/2016 and may be changed at any time by the publisher. Advertising rates are NET.*

*Advertisers and advertising agencies assume liability for all content, including text, representation and illustrations of advertisements printed, and also assume responsibility for any claims arising therefore made against the publisher.*

*The publisher reserves the right to reject any advertising which is not in keeping with the publication's standards.*

*Advertisers and advertising agencies agree to indemnify and protect the publisher from any damage or expense resulting from printing and publishing any advertisement.*



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Call MIC of Colorado Executive Director, Freddie Templeton, at 720.733.8000 or fax these order pages and completed rate card to 720.733.8999.

Mail artwork to: MIC of Colorado (checks payable to the same)  
7300 W. Stetson Pl., Unit 41  
Littleton, CO 80123

Total Amount Paid: \$ \_\_\_\_\_

Email artwork to: [admin@mic-colorado.org](mailto:admin@mic-colorado.org)

## Electronic Advertising Space Reservation Card

MIC of Colorado Advertising

\_\_\_\_\_  
Name

\_\_\_\_\_  
Company

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Phone #

\_\_\_\_\_  
Fax #

\_\_\_\_\_  
Email

\_\_\_\_\_  
Credit Card #

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
CVV Code

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Preferred Start Month

### Advertising Conditions

- **Space will be reserved on a first-come, first-serve basis. Requested ad positions are not guaranteed unless confirmed in writing by the publisher.**
- Space reservations will only be accepted with a signed insertion order and a purchase order or payment.
- Cancellations or changes must be received in writing 20 days prior to publication date.
- Payment is due with artwork. **Ads will not be run unless payment has been received.** Advertisers and their agencies are jointly responsible for payment on all contracted advertisements.
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