



# 2018

## PARTNER PROGRAM MEDIA GUIDE



— VIRGINIA SOCIETY *of* —  
ASSOCIATION EXECUTIVES

**Your connection  
to Virginia's  
association market.**

2924 Emerywood Parkway, Suite 202  
Richmond, Virginia 23294  
Phone: (804) 747-4971 | Fax: (804) 747-5022  
[vsae.org](http://vsae.org)

# WHY PARTNER WITH VSAE?

Created in October 2011, VSAE's Partner Program was designed by a diverse group of Associate members along with the leadership and staff of VSAE. It is intended to create more value for those Associate members actively engaged and financially committed to promoting their product or services to VSAE members. Partner packages are completely customizable so you can pick and choose how you want to interface with the VSAE membership.

The program returns with even more ways for Associate members to connect with and support the association community. Over the past few years, VSAE's Partner Program has seen various tweaks to ensure that your support is met with maximized returns. We are confident that this year's Partner Program is one of the best we have ever offered, and we invite you to be a Partner in the shared growth of **your association community**.

## Benefits of Being a VSAE Partner

- Exclusive access to VSAE's Executive members
- Additional networking opportunities
- Special recognition at VSAE events and in VSAE publications
- Knowing your support helps ensure a strong association community
- And so much more...

"Now that The Main has opened we can evaluate the various sponsorship and investment opportunities we were presented during the pre-opening phase. Our active membership was essential, however without question our commitment to the Partner Program with VSAE proved to be the greatest return on investment. It allowed us to take full advantage of unique engagement events with key decision makers beyond the networking prospects the monthly luncheons provided. The Main, through the Partner Program, enjoys an extraordinary relationship with the Virginia association community, our most important market segment."

**Kurt Krause**

*Hilton Norfolk The Main*

## HOW TO USE THIS GUIDE

Use this guide to renew your membership and bundle your advertising and sponsorship dollars to reap the benefits of being a VSAE partner. Here's how in six easy steps.

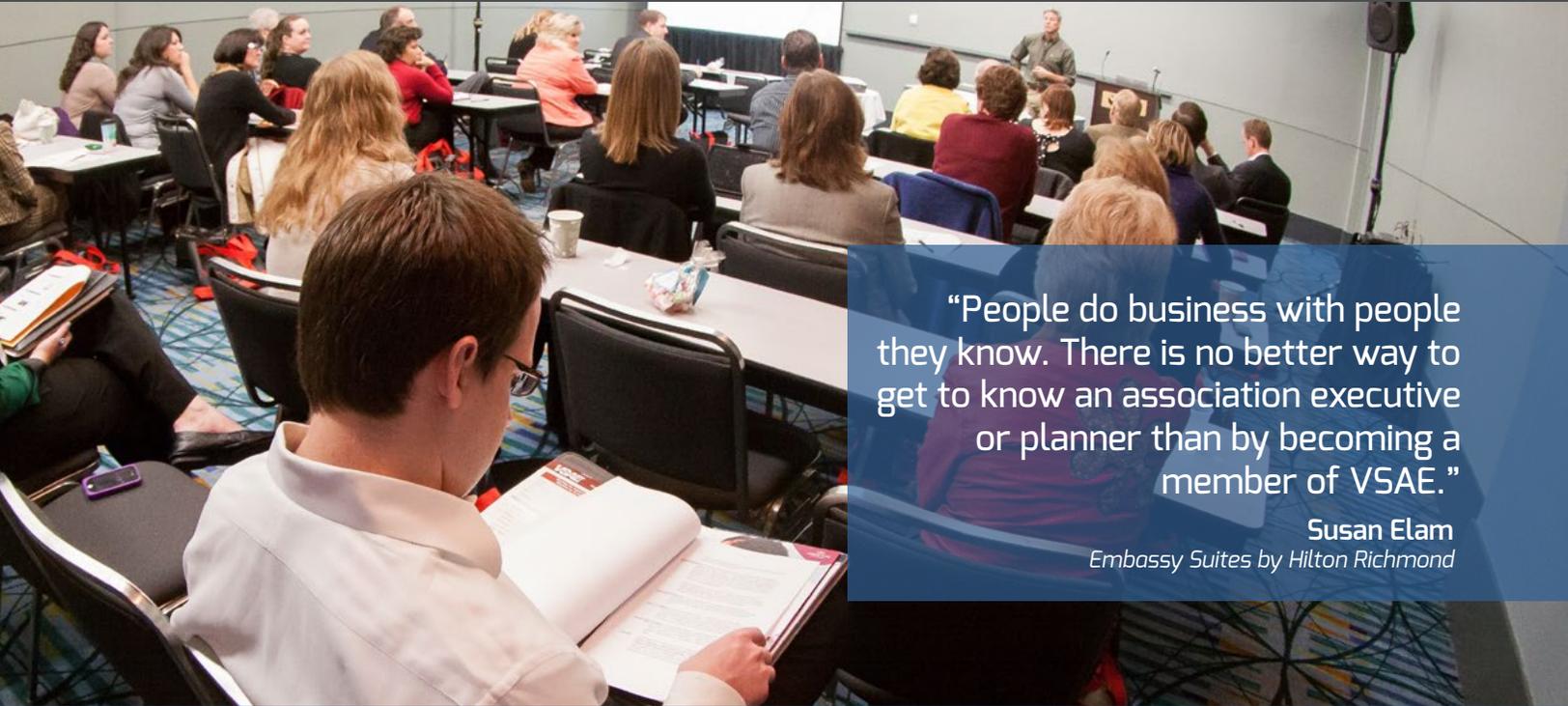
For those of you with smaller budgets, you may still advertise or sponsor with à la carte selections as in the past, however, à la carte selections do not provide access to Partner benefits.

I look forward to working with you to make this year your most productive and profitable year supporting Virginia's association community.



**Brandon Robinson, CAE**  
*Executive Director*  
Phone: (804) 249-2234  
Fax: (804) 747-5022  
brandon@vsae.org

1. Turn to page **2** to renew your dues and contribute to the Executive Scholarship Program.
2. Review pages **3-8** to see the many advertising and sponsorship opportunities.
3. Review page **9** to determine which Partner level you would like to achieve.
4. Complete pages **10-11** to calculate your total support.
5. Contact Brandon to get your invoice/contract and make payment arrangements.
6. Review pages **12-13** and return your signed invoice/contract and become a VSAE Partner.



“People do business with people they know. There is no better way to get to know an association executive or planner than by becoming a member of VSAE.”

Susan Elam

Embassy Suites by Hilton Richmond

\$ COST

## MEMBERSHIP DUES

Membership in VSAE is the best way to connect with association executives. It includes a standard listing in the annually printed Membership Directory, a subscription to the *Association Press* newsletter, and complimentary registration for the VSAE Monthly Luncheons & Seminars (if you register by the deadline), just to name a few benefits. Membership also counts towards reaching a Partner level.

*This program cannot be used to renew dues ONLY. Dues must be purchased in conjunction with advertising or sponsorship. Supporting VSAE as a Partner locks in the current year dues rate. If there is a subsequent board-approved dues increase, your rate will remain the same for the year.*

# of members

### Associate Memberships \$535

The first and second members can join for \$535 per membership. Information on features and benefits of membership are available at [vsae.org](http://vsae.org).

# of members

### Additional Associate Memberships \$280

The third and all additional members can join for \$280 per membership. Information on features and benefits of membership are available at [vsae.org](http://vsae.org).

## EXECUTIVE SCHOLARSHIP PROGRAM

Contribute to the Executive Scholarship Program. Monies in this program are used to recruit new Executive members by helping defray costs of joining VSAE.

### Scholarship Pool \$250

TOTAL:



"I consider the VSAE Association Press newsletter a monthly must-read in order to stay up to date with industry trends, upcoming VSAE events, property changes and announcements, and changes with VSAE members. The articles are thoughtful and well-written and I look to the advertisements for ideas on potential venues for the variety of events we offer over the course of the year."

Courtney Fleming | VA Bankers Association

## NEWSLETTER

VSAE's print newsletter, *Association Press*, is distributed monthly to 400+ members. It is printed in full color on 8.5" (w) x 11" (h) glossy paper and sent via first class mail. **Please number your requested months in order of preference.**

# of ads

### Full-Page Color Ad \$950

Full-Page Ads are available in 7.5" (w) x 9.85" (h) size and are full color. They are placed on the inside front cover of the newsletter. *Only 11 placements per year.*

Jan.  Feb.  Mar.  Apr.  May  Jun./Jul.  Aug.  Sep.  Oct.  Nov.  Dec.

# of ads

### Advertorial Article \$900

A full-page article-style ad. Advertiser must provide text (approximately 450 words) and up to two high-quality images (photos or logo) to accompany copy. A Regular Color Ad must be purchased in the same month. President's Club Partners receive a complimentary Advertorial Article. *Only 11 placements per year.*

Jan.  Feb.  Mar.  Apr.  May  Jun./Jul.  Aug.  Sep.  Oct.  Nov.  Dec.

# of ads

### Regular Color Ad \$500

Regular Ads are 5.25" (w) x 3.5" (h) size and are full color. There are discounts for purchasing multiple ads (\$475 if you purchase 3-5 ads and \$450 if you purchase 6 or more).

Jan.  Feb.  Mar.  Apr.  May  Jun./Jul.  Aug.  Sep.  Oct.  Nov.  Dec.

# of ads

### Flyer Insert \$420

Promote a special event or an offering by placing your own pre-printed brochure or flyer, folded to 8.5" (w) x 5.5" (h), as an insert in the newsletter. *Only 11 placements per year.*

Jan.  Feb.  Mar.  Apr.  May  Jun./Jul.  Aug.  Sep.  Oct.  Nov.  Dec.

**X = Sold out.**

\$ COST

TOTAL:

“I consider the VSAE Membership Directory my association bible. It’s such a useful reference guide. Even when planning small regional meetings, the directory puts me directly in touch with the properties, venues, and CVBs I need.”

Danny Mitchell, AAI, AAI-M  
Independent Insurance Agents of VA



## MEMBERSHIP DIRECTORY

Published annually in August, the Membership Directory is **THE** printed resource for VSAE members to find other members throughout the year. Members also use the Facilities Guide when needing information on potential meeting location sites.

\$ COST

**Outside Front Cover \$5,000**  
Includes a Facilities Guide ad and the front and back outside cover. The cover is full color and measures **9" (w) x 11" (h)**. Previous year advertiser has first right of refusal.

**Tab Ad \$2,900**  
Includes a Facilities Guide ad (below). Tab ads are full color and can be placed on the front or the back of the tab and measures **7.5" (w) x 10" (h)**. Previous year advertiser has first right of refusal. **Please number your requested tabs in order of preference.**

Executive Members Tab	__ Front	__ Back	Associates by Location Tab	__ Front	__ Back
Executives by Organization Tab	__ Front	__ Back	Facilities Guide Tab	__ Front	__ Back
Associate Members Tab	__ Front	__ Back			

**Inside Front Cover \$2,500**  
Includes a Facilities Guide ad (below). The inside front cover is full color and measures **9" (w) x 11" (h)**. Previous year advertiser has first right of refusal.

**Inside Back Cover \$2,500**  
Includes a Facilities Guide ad (below). The inside back cover is full color and measures **9" (w) x 11" (h)**. Previous year advertiser has first right of refusal.

**Facilities Guide \$1,300**  
A two-page spread in a special section of the directory. The ad is black and white and measures **7.5" (w) x 10" (h)**. Advertisers typically include an ad on one page and a meetings capacity diagram on the second page.

**Full-Page Ad \$775**  
A black and white ad measured at **7.5" (w) x 10" (h)**.

**Half-Page Ad \$525**  
A black and white ad measured at **7.5" (w) x 5" (h)**.

**X = Sold out.**

TOTAL:



## DIGITAL ADVERTISING

VSAE offers digital banner ads on its website and in a semimonthly electronic newsletter, the VSAE eNews. You may provide a link to your website in your banner ad, however, VSAE cannot provide any usage stats on the banners. **Number your requested months in order of preference.**

### Home Page Hero Banner Ad \$750

Your digital ad will be prominently displayed at the top of the home page of vsae.org in a rotating slide show during the month of your purchase. The ads are full color and are **980 px (w) x 240 px (h)**. There are discounts for purchasing multiple ads (\$725 if you purchase 3-5 ads and \$700 if you purchase 6 or more). *Only 12 placements per year.*

\_\_ Jan. \_\_ Feb. \_\_ Mar. \_\_ Apr. \_\_ May \_\_ June \_\_ July \_\_ Aug. \_\_ Sep. \_\_ Oct. \_\_ Nov.  Dec.

### Home Page Banner Ad \$525

Your digital ad will be placed on the home page of vsae.org during the month of your purchase. The ads are full color and are **611 px (w) x 78 px (h)**. There are discounts for purchasing multiple ads (\$500 if you purchase 3-5 ads and \$475 if you purchase 6 or more). *Only 12 placements per year.*

\_\_ Jan. \_\_ Feb. \_\_ Mar. \_\_ Apr. \_\_ May \_\_ June \_\_ July \_\_ Aug. \_\_ Sep. \_\_ Oct. \_\_ Nov. \_\_ Dec.

### Event Page Banner Ad \$525

Your digital ad will be placed on the event page for each active event on the calendar during the month of purchase. The ads are full color and are **611 px (w) x 78 px (h)**. There are discounts for purchasing multiple ads (\$500 if you purchase 3-5 ads and \$475 if you purchase 6 or more). *Only 24 placements per year.*

\_\_ Jan. \_\_ Feb. \_\_ Mar.  Apr. \_\_ May \_\_ June \_\_ July \_\_ Aug. \_\_ Sep. \_\_ Oct. \_\_ Nov. \_\_ Dec.

### eNews Banner Ad \$250

Your digital ad will be placed at the top of the VSAE eNews. The ads are full color and are **611 px (w) x 78 px (h)**. *Only 24 placements per year, limited to one per quarter.*

Jan.  Feb.  Mar.  Apr.  May  June  July  Aug.  Sep.  Oct.  Nov.  Dec.

TOTAL:



## 2018 ANNUAL CONFERENCE

The 2018 Annual Conference will be hosted by Hilton Norfolk The Main with support from VisitNorfolk and Sheraton Norfolk Waterside Hotel, May 5–8, 2018. It is attended by 200+ association executives, sponsors, and guests. All sponsorship levels include recognition leading up to and at the event including in the newsletter, on signage, on the website, and in the registration brochure.

### Diamond Sponsor \$2,200

Includes two conference registrations, recognition from the podium, two tickets to Saturday's Welcome Reception, a tabletop display on Monday, a seat at one of the VIP tables during Monday's lunch, two tickets to the Monday President's Reception, and enhanced recognition as a wine sponsor at Monday's dinner. *There are only eight sponsorships available.*

### Platinum Sponsor \$1,200

Includes one conference registration, one ticket to Saturday's Welcome Reception, sponsorship of one of the breakout sessions (includes signage and ability for you to place materials in room before session), one ticket to Monday's President's Reception, and recognition as a wine sponsor at Monday's dinner.

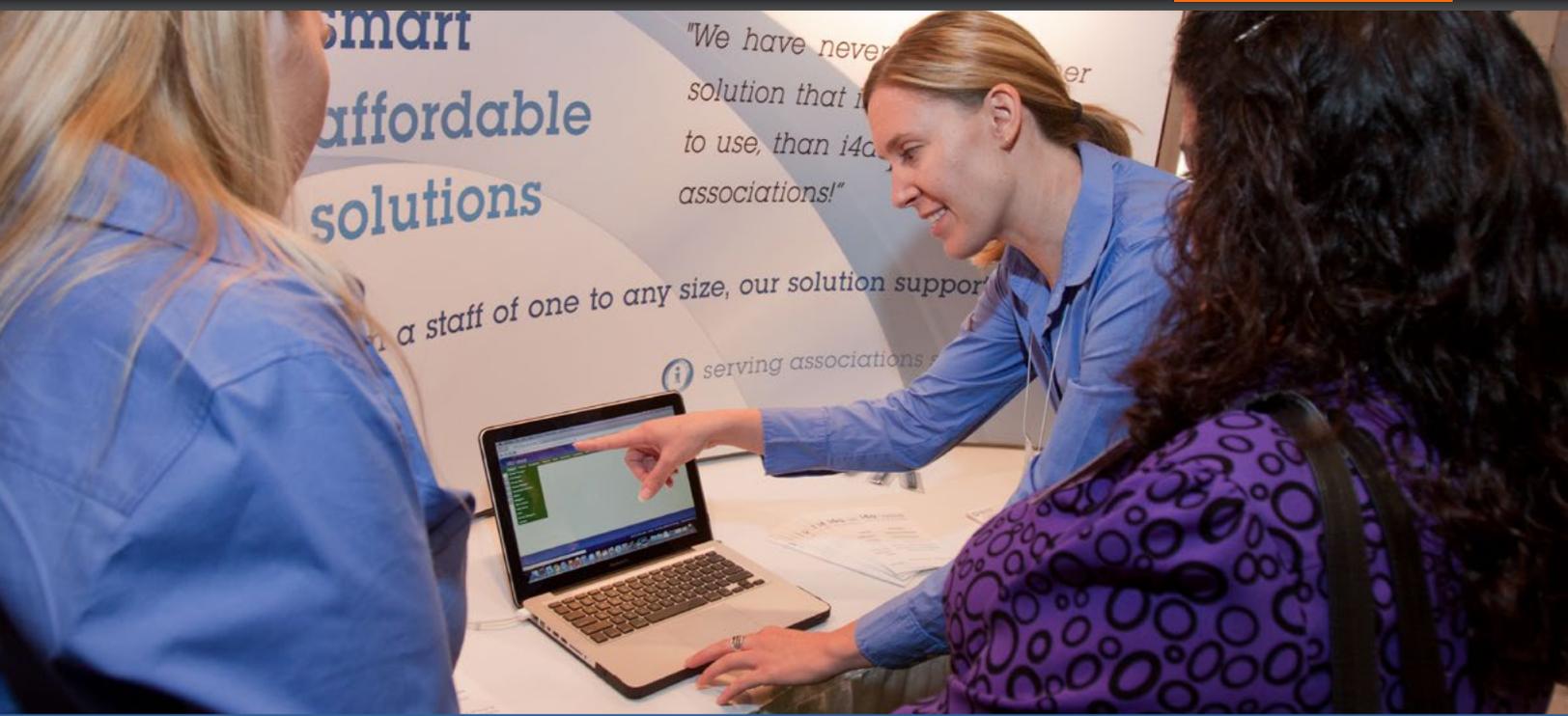
### Gold Sponsor \$800

Includes one conference registration, sponsorship of one of the SIG meetings and attendance at the leader's discretion (includes signage and ability to place materials in room before session), one ticket to Monday's Emerging Association Professionals' Reception, and recognition as a wine sponsor at Monday's dinner.

### Silver Sponsor \$550

Includes one conference registration and one ticket to Monday's Emerging Association Professionals' Reception.

TOTAL:



## 2018 EDUCATIONAL SYMPOSIUM & EXPO

The 2018 Educational Symposium & Expo will tentatively be held Thursday, October 4, 2018 at the Greater Richmond Convention Center and offers attendees educational seminars as well as a tradeshow with over 60 exhibitors. Booths for the Expo are sold separately. All sponsorship levels include recognition leading up to and at the event including in the newsletter, on signage, on the website, and in the registration brochure.

### Diamond Sponsor \$1,750

Includes logo on the tradeshow bag, ability to include materials in the tradeshow bag, logo on the parking pass, recognition at the opening session, a \$35 breakfast registration for one person, and sponsorship of a table at lunch.

### Platinum Sponsor \$1,000

Includes sponsorship of a table at breakfast.

### Gold Sponsor \$750

Includes sponsorship of a breakout session (includes signage and ability for you to place materials in room before session), as well as signage as sponsor at coffee breaks, dessert stations, and drink stations.

### Expo Booth Space \$50 deposit

Those with a 2017 Expo booth can lock in their same booth space for the 2018 Expo. The \$50 deposit will be credited toward your booth cost AND your partnership. Available to Partners only and is non-refundable. Booth contract must be signed by March 30, 2018.

TOTAL:

## SUMMIT & RETREAT

These peer-to-peer events are great opportunities to meet and network with specific groups within VSAE's Executive membership. Sponsors receive exclusive access to these otherwise "executive-only" events as well as recognition on all promotional materials.

- X
**CEO & Senior Staff Retreat \$1,350**  
 A two-day retreat-style conference for CEOs, Executive Directors, and other senior staff leaders. Event date, typically held in September, and location are to be determined. Sponsors receive recognition on promotional materials and can attend all portions of the conference to network with attendees. There are only eight sponsorship slots available.
- X
**Meeting Planner Summit \$1,200**  
 A two-day retreat-style conference for executives and association staff who plan meetings. Event date, typically held in August, and location are to be determined. Sponsors receive recognition on promotional materials and can attend all portions of the conference to network with attendees. There are only eight sponsorship slots available.
- X
**Association Management Company (AMC) Retreat \$750**  
 A conference for executives who own and work at association management companies. Event date (typically held in July), format, and location are to be determined. Sponsors receive recognition on promotional materials and can attend all portions of the event to network with attendees. There are only six sponsorship slots available.

TOTAL:



# 2018 PARTNER PROGRAM PARTNER LEVELS

If your total membership, advertising, and sponsorship support adds up to one of the following levels, you will be designated a VSAE Partner. Partners receive recognition on VSAE’s website, in the newsletter, in the Membership Directory, and at all VSAE events. Partners also receive invitations (depending on level) to exclusive Partner/Executive networking events. These events have no formal agenda or presentation. They are funded separately and do not count towards a Partner level. For planning purposes only, a tentative schedule and estimated costs are included below.

## PRESIDENT’S CLUB | \$11,000 +

This is VSAE’s highest level of sponsorship. President’s Club Partners are recognized in a special rotating box on the website home page. They may participate in up to five Partner/Executive events. They receive a complimentary advertorial in the *Association Press* newsletter and recognition from the podium at one of VSAE’s Monthly Luncheons & Seminars. VSAE also hosts a VIP reception for invited CEO guests and President’s Club Partners in December. Partners at this level may also send one email blast to Executive members. (VSAE will send the email and it must be scheduled at least 30 days in advance.)

## BENEFACTOR | \$8,500 +

Benefactors may participate in up to three Partner/Executive events. They receive a tabletop display table at one of VSAE’s Monthly Luncheons & Seminars. Partners at this level may also send one email blast to Executive members. (VSAE will send the email and it must be scheduled at least 30 days in advance.)

## SUPPORTER | \$6,000 +

Supporters may participate in up to two Partner/Executive events. They receive two hours of complimentary design time to use for VSAE advertising and a tabletop display at one of the VSAE Monthly Luncheons & Seminars.

## PATRON | \$3,500 +

Patrons may participate in one Partner/Executive event. They receive one hour of complimentary design time to use for VSAE advertising.

### Partner/Executive Event Planning Schedule\*

These events are networking opportunities with at least a **1:3 ratio** of partners to executives. The events are funded separately and do not count toward a partner level.

<b>January</b> - Lunch	<b>\$80</b>	<b>August</b> - Dinner	<b>\$350</b>
<b>February/March</b> - Lunch	<b>\$80</b>	<b>October/November</b> - Lunch	<b>\$80</b>
<b>June/July</b> - Outing	<b>\$200</b>		

\*Tentative schedule & estimated costs for planning purposes only.

# 2018 PARTNER PROGRAM TALLY SHEET (1 OF 2)

COMPANY NAME: \_\_\_\_\_

MEMBERSHIP	\$ COST
<input type="checkbox"/> <b>Dues (refer to pg. 2)</b> _____ # of Associate Memberships (first and second) <b>\$535</b> _____ # of Additional Associate Memberships (third and beyond) <b>\$280</b>  <input type="checkbox"/> <b>Executive Scholarship Program (refer to pg. 2)</b> Scholarship Pool <b>\$250</b>	
PRINT ADVERTISING	
<input type="checkbox"/> <b>Newsletter (refer to pg. 3)</b>  _____ # of Full-Page Color Ads. <b>\$950 each</b> ___ Jan. ___ Feb. ___ Mar. ___ Apr. ___ May ___ Jun./Jul. ___ Aug. ___ Sep. ___ Oct. ___ Nov. ___ Dec.  _____ # of Advertorial Articles. <b>\$900 each</b> ___ Jan. ___ Feb. ___ Mar. ___ Apr. ___ May ___ Jun./Jul. ___ Aug. ___ Sep. ___ Oct. ___ Nov. ___ Dec.  _____ # of Regular Color Ads. <b>\$500 each</b> (1-2 ads), <b>\$475 each</b> (3-5 ads), <b>\$450 each</b> (6+ ads) ___ Jan. ___ Feb. ___ Mar. ___ Apr. ___ May ___ Jun./Jul. ___ Aug. ___ Sep. ___ Oct. ___ Nov. ___ Dec.  _____ # of Flyer Inserts. <b>\$420 each</b> ___ Jan. ___ Feb. ___ Mar. ___ Apr. ___ May ___ Jun./Jul. ___ Aug. ___ Sep. ___ Oct. ___ Nov. ___ Dec.  <i>Please number your requested months in order of preference.</i>	
<input type="checkbox"/> <b>Membership Directory (refer to pg. 4)</b>  _____ Outside Front & Back Cover + Facilities Guide <b>\$5,000*</b> _____ Inside Front Cover + Facilities Guide <b>\$2,500*</b> _____ Tab Ad <b>\$2,900*</b> _____ Inside Back Cover + Facilities Guide <b>\$2,500*</b> Executive Members Tab      ___ Front ___ Back      _____ Facilities Guide <b>\$1,300</b> Executives by Organization Tab      ___ Front ___ Back      _____ Full-Page Ad <b>\$775</b> Associate Members Tab      ___ Front ___ Back      _____ Half-Page Ad <b>\$525</b> Associates by Location Tab      ___ Front ___ Back Facilities Guide Tab      ___ Front ___ Back  <i>Previous year advertiser has first right of refusal.</i>	
DIGITAL ADVERTISING	
<b>Website Banners (refer to pg. 5)</b>  _____ # of Home Page Hero Banner Ads <b>\$750 each</b> (1-2 ads), <b>\$725 each</b> (3-5 ads), <b>\$700 each</b> (6+ ads). ___ Jan. ___ Feb. ___ Mar. ___ Apr. ___ May ___ Jun. ___ Jul. ___ Aug. ___ Sep. ___ Oct. ___ Nov. ___ Dec.  _____ # of Home Page Banner Ads. <b>\$525 each</b> (1-2 ads), <b>\$500 each</b> (3-5 ads), <b>\$475 each</b> (6+ ads). ___ Jan. ___ Feb. ___ Mar. ___ Apr. ___ May ___ Jun. ___ Jul. ___ Aug. ___ Sep. ___ Oct. ___ Nov. ___ Dec.  _____ # of Event Page Banner Ads. <b>\$525 each</b> (1-2 ads), <b>\$500 each</b> (3-5 ads), <b>\$475 each</b> (6+ ads). ___ Jan. ___ Feb. ___ Mar. ___ Apr. ___ May ___ Jun. ___ Jul. ___ Aug. ___ Sep. ___ Oct. ___ Nov. ___ Dec.  <b>eNews Banners (refer to pg. 5)</b> _____ # of eNews Banner Ads. <b>\$250 each. Limit one per quarter.</b> [ ___ Jan. ___ Feb. ___ Mar. ] [ ___ Apr. ___ May ___ Jun. ] [ ___ Jul. ___ Aug. ___ Sep. ] [ ___ Oct. ___ Nov. ___ Dec. ]	
<i>Please number your requested months in order of preference.</i>	<b>\$ TOTAL</b> <div style="border: 1px solid black; height: 20px; width: 100%;"></div>

# 2018 PARTNER PROGRAM TALLY SHEET (2 OF 2)

COMPANY NAME: \_\_\_\_\_

SPONSORSHIPS	\$ COST
<input type="checkbox"/> 2018 Annual Conference (refer to pg. 6) _____ Diamond \$2,200 <i>Only eight available.</i> _____ Platinum \$1,200 _____ Gold \$800 _____ Silver \$550	
<input type="checkbox"/> 2018 Educational Symposium & Expo (refer to pg. 7) _____ Diamond \$1,750 _____ Platinum \$1,000 _____ Gold \$750	
<b>2018 Summit &amp; Retreats (refer to pg. 8)</b> _____ CEO & Senior Staff Retreat \$1,350 <i>Only eight available.</i> _____ Meeting Planner Summit \$1,200 <i>Only eight available.</i> _____ Association Management Company (AMC) Retreat \$750 <i>Only six available.</i>	
<b>PAGE 10 TOTAL:</b>	
<b>PAGE 11 TOTAL:</b>	
<b>GRAND TOTAL:</b>	

**BASED ON YOUR TOTAL INVESTMENT, YOUR PARTNERSHIP LEVEL WILL BE**

**President's Club \$11,000+**  
  **Benefactor \$8,500+**  
  **Supporter \$6,000+**  
  **Patron \$3,500+**

## Important Information Regarding Next Steps

After completing pages 10-11, write Brandon Robinson at [brandon@vsae.org](mailto:brandon@vsae.org) or call him at (804) 249-2234 to make payment arrangements. You will be sent a one page invoice/contract to sign. Your invoice/contract will supersede any previous arrangements and includes your agreement with the Terms and Conditions of the 2018 Partner Program (pages 12-13 of this document). No agreement will be considered final without receipt of an executed invoice/contract.

**PLEASE NOTE THAT PAGES 12 & 13 SHOULD GO DIRECTLY TO  
YOUR ADVERTISING AGENCY OR MARKETING DEPARTMENT.**

Any ad that does not meet the conditions specified and/or is not received by the deadline may be rejected or modified by the publisher. If an ad requires modification by the publisher to meet the conditions of the ad, the advertiser may be charged \$90 per hour to make the appropriate changes. The publisher also reserves the right to reject any submission. No refunds will be issued for rejected ads. By signing your Partner Program invoice/contract, you acknowledge and agree to these terms.

## NEWSLETTER

By purchasing an advertisement in VSAE's newsletter, *Association Press*, as part of the 2018 Partner Program, you agree to be held legally bound to the terms of the agreement, regardless if the member company or advertising agent is sold or comes under new management. **VSAE does not pay agency commissions, as all rates quoted are net.** Volume orders must be placed at one time to take advantage of the discounted rates. Reserved space cannot be cancelled.

## REGULAR & FULL-PAGE COLOR ADS

Although there can be multiple Regular Color Ads, there is only one placement of the Full-Page Color Ad available per newsletter issue. Only 11 placements are available per year.

### SPECIFICATIONS:

The *Association Press* is printed at an overall size of standard letter 8.5" (w) x 11" (h) with no bleeds. The size of a Regular Ad is 5.25" (w) x 3.5" (h). Full-Page Ads are 7.5" (w) x 9.85" (h).

### ART REQUIREMENTS:

Please provide ad artwork by email (to [advertising@vsae.org](mailto:advertising@vsae.org)) in a **high-resolution (300 dpi) .pdf (use high quality print setting) with no crop marks.**

### DEADLINES:

Ads must be received by the **20th of the prior month** in which your advertisement is running. If artwork is not submitted in time for production, VSAE reserves the right to withhold the ad from that month's publication.

### CONDITIONS:

The publisher reserves the right to reject any advertising. All advertising is accepted and published upon authorization from the advertiser to publish the entire contents and subject matter thereof. The advertiser agrees to hold publisher blameless from all claims, damages, and expenses arising out of the accepted advertising. The publisher reserves the right to consult with its member regarding the submission from the advertiser's agency. An electronic tearsheet will be provided to each advertiser.

## ADVERTORIAL

An advertorial is an approximately 450-word advertisement written in the style of a newspaper article provided by the advertiser. VSAE will not write it for you. Your high-resolution (300 dpi) logo and/or photo can be included as space allows. **Files downloaded from the web are not acceptable.** File formats accepted for logos and photos are .png, .pdf, .eps, .tif, and .jpg. Email the article in a Word document to [advertising@vsae.org](mailto:advertising@vsae.org). **Please do not embed photos into a Word file; send them as separate files.** Submission is due the **20th of the prior month** in which the advertorial will run. **VSAE reserves the right to edit the received content for space or style.**

## FLYER INSERTION

Only one flyer placement is available per newsletter each month. Please email a .pdf proof of the artwork to [advertising@vsae.org](mailto:advertising@vsae.org) by the **15th of the prior month** in which your flyer will be mailed.

### SPECIFICATIONS:

Your flyer may be no larger than 8.5" (w) x 11" (h), and must be folded in half to 8.5" (w) x 5.5" (h) with the front page showing. You may print on both sides, if desired.

### DEADLINES:

You may choose to send your insert to all members or only Executive members. Flyers need to arrive by the 20th of the prior month in which your insert will run. Write **Lorraine Meade** at [lorraine@vsae.org](mailto:lorraine@vsae.org) or call her at **(804) 249-2237** for quantities and for the address flyers are to be shipped.

## MEMBERSHIP DIRECTORY

By purchasing an advertisement in VSAE's 2018–2019 Membership Directory & Facilities Guide, as part of the 2018 Partner Program, you agree to be held legally bound to the terms of the agreement, regardless if the member company or advertising agent is sold or comes under new management. **VSAE does not pay agency commissions, as all rates quoted are net.** Reserved space cannot be cancelled.

### SPECIFICATIONS:

- **Outside Cover Ad:** Two (2) full-page, full-color spread sized at 9" (w) x 11" (h) per page with .125" bleeds on all sides. Please allow .5" for spiral binding. VSAE has style guidelines that must be followed when including VSAE information. Once this space is contracted, VSAE will share this information with the purchaser and the member representative.
- **Tab Ad:** Full-page, full-color, sized at 7.5" (w) x 10" (h) with no bleeds.
- **Inside Cover Ads:** One (1) full-page, full-color ad at 9" (w) x 11" (h) with .125" bleeds on all sides. Please allow .5" for spiral binding. **Tab Ad:** Full-page, full-color ad sized at 7.5" (w) x 10" (h) with no bleeds. Ads can be on front or back of tabs.
- **Full Page Ad:** Black and white, sized at 7.5" (w) x 10" (h) with no bleeds.
- **Half Page Ad:** Black and white, sized at 7.5" (w) x 5" (h) with no bleeds.
- **Facilities Guide Ad:** Two (2) full-page facing black and white pages, sized at 7.5" (w) x 10" (h) per page with no bleeds. Typically, a Facilities Guide advertisement consists of a full page ad and a full page with facilities information and/or meeting space specifications. Non-hotel advertisers usually include photos and a description of their services.

### ART REQUIREMENTS:

Please provide ad artwork by email (to [advertising@vsae.org](mailto:advertising@vsae.org)) in a **high-resolution (300 dpi) .pdf (use high quality print setting)**. **All interior Membership Directory ads have no bleeds, therefore no crop marks are necessary.** Each interior ad will be given a black/grey border. Please refrain from adding a border your ad.

### DEADLINE:

A signed invoice/contract, payment, and ad artwork must be received no later than May 11, 2018 to guarantee placement within the 2018–2019 Membership Directory & Facilities Guide.

### CONDITIONS:

The publisher reserves the right to reject any advertising. All advertising is accepted and published upon authorization from the advertiser to publish the entire contents and subject matter thereof. The advertiser agrees to hold publisher blameless from all claims, damages, and expenses arising out of the accepted advertising. The publisher reserves the right to consult with its member regarding the submission from the advertiser's agency. An electronic tearsheet will be provided to advertiser upon request.

## WEBSITE AND ENEWS BANNER ADS

For Home Page Hero and Home Page banner ads, a maximum of one banner ad is available per month. For Event Page banner ads, a maximum of two banners are available per month. For eNEWS banner ads, a maximum of two banners are available per month, limited to one per quarter. Volume orders for multiple discounts must be placed at one time to take advantage of the discounted rates.

### SPECIFICATIONS:

Home Page Hero banners must be sized at 980 x 240 at 72 dpi. All other banner ads must be sized at 611 px (w) x 78 px (h) at 72 dpi. .gif, .png, or .jpg file formats are accepted.

### LINKS:

You have the option of having a link embedded in your banner ad, directing viewers to your website. Please include the link within the email when you send your advertisement. Unspecified links will be directed to the website indicated within your member's database record.

### WEB TRAFFIC ANALYSIS:

VSAE does not have the ability to provide analysis on banner ad clickthrough rates. VSAE runs Google Analytics on its own website, this technology only supplies information on how the visitor is getting to VSAE's website, not where they are going from VSAE's website. Please provide a trackable link with your image, or add Google Analytics or a similar tool to your (or your client's) website.

### DEADLINES:

Ads, along with website link, must be received by the **20th of the prior month** in which your advertisement is running. Please email to [advertising@vsae.org](mailto:advertising@vsae.org).

## QUESTIONS?

If you have any questions about advertising artwork, contact **Lorraine Meade** at [lorraine@vsae.org](mailto:lorraine@vsae.org) or **(804) 249-2237**.