

2020 **PARTNER** **PROGRAM** **MEDIA GUIDE**

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



— VIRGINIA SOCIETY *of* —
ASSOCIATION EXECUTIVES

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Richmond, Virginia 23294

Phone: (804) 747-4971

Fax: (804) 747-5022

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, online, 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."

Justin Beale

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.



Rick Eisenman

Executive Director

Phone: (804) 249-2233

Fax: (804) 747-5022

rick@vsae.org

1. Turn to page **2** to renew your dues and contribute to the Executive Scholarship Program.
2. Review pages **3-9** to see the many advertising and sponsorship opportunities.
3. Review page **10** to determine which Partner level you would like to achieve.
4. Complete pages **11-12** to calculate your total support.
5. Contact Rick to secure your space/sponsorship and get your invoice/contract.
6. Review pages **13-14** 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 networking portion of the Seminar Series events (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 \$540

The first and second members can join for \$540 per membership.

Information on features and benefits of membership are available at vsae.org.

☐

of
members

Additional Associate Memberships \$285

The third and all additional members can join for \$285 per membership.

Information on features and benefits of membership are available at vsae.org.

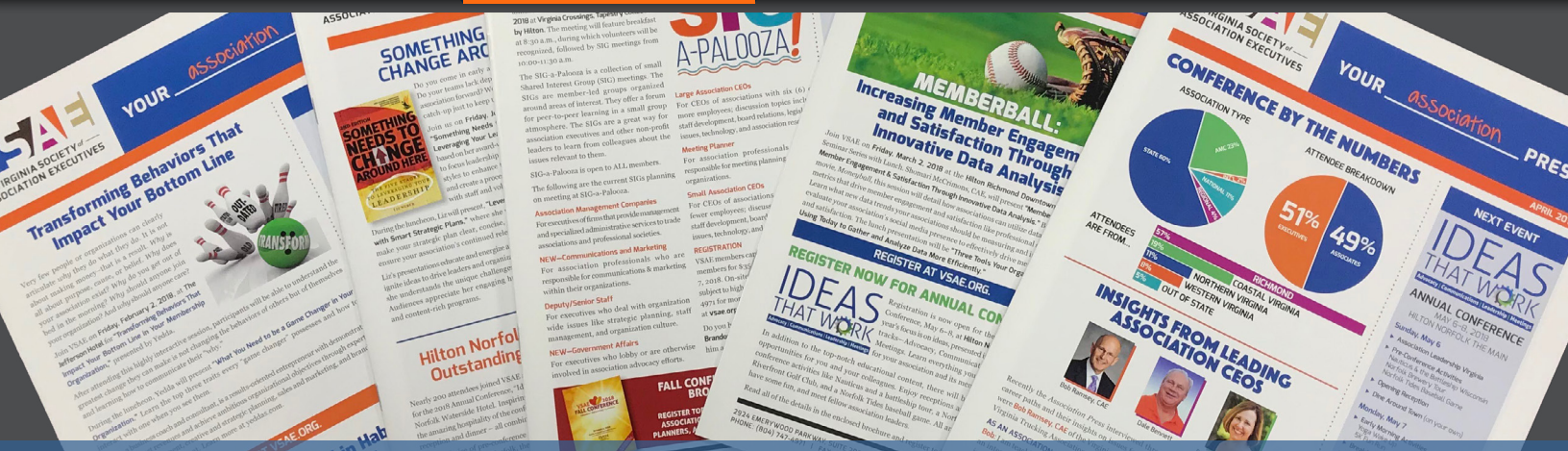
EXECUTIVE SCHOLARSHIP PROGRAM

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

☐

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 published 11 times a year to approximately 400 members. (June and July are a combined issue.) 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 \$975

Full-Page Ads are available in 7.5" (w) x 9.85" (h) size and are full color.

Only 22 placements per year (2 per issue).

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



of ads

Advertorial Article \$950

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 for the same month.** President's Club Partners receive a complimentary Advertorial Article. Only 11 placements per year (1 per issue).

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



of ads

Regular Color Ad \$495

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). No limit.

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



of ads

Flyer Insert \$500

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. ☒

☒ = Sold out. ☒ = 1 sold, 1 available.

TOTAL:

"The connections we have to other VSAE members is such a powerful benefit. It's so helpful to know that this resource is right at our fingertips. Having a comprehensive listing of our fellow members not only makes it easy to connect with the right person or organization quickly but can also create an awareness of resources we may not have considered otherwise."

Carter Lyons, CAE
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



Front and Back Outside Covers \$5,300

Includes a Facilities Guide ad (below) and the front and back outside covers. The covers are full color and measure 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 measure 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 <input checked="" type="checkbox"/> Back <input type="checkbox"/>	___Associates by Location Tab	Front <input type="checkbox"/> Back <input type="checkbox"/>
___Executives by Organization Tab	Front <input type="checkbox"/> Back <input type="checkbox"/>	___Facilities Guide Tab	Front <input checked="" type="checkbox"/> Back <input type="checkbox"/>
___Associate Members Tab	Front <input type="checkbox"/> Back <input type="checkbox"/>		



Inside Front Cover \$2,700

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 \$2,700

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).

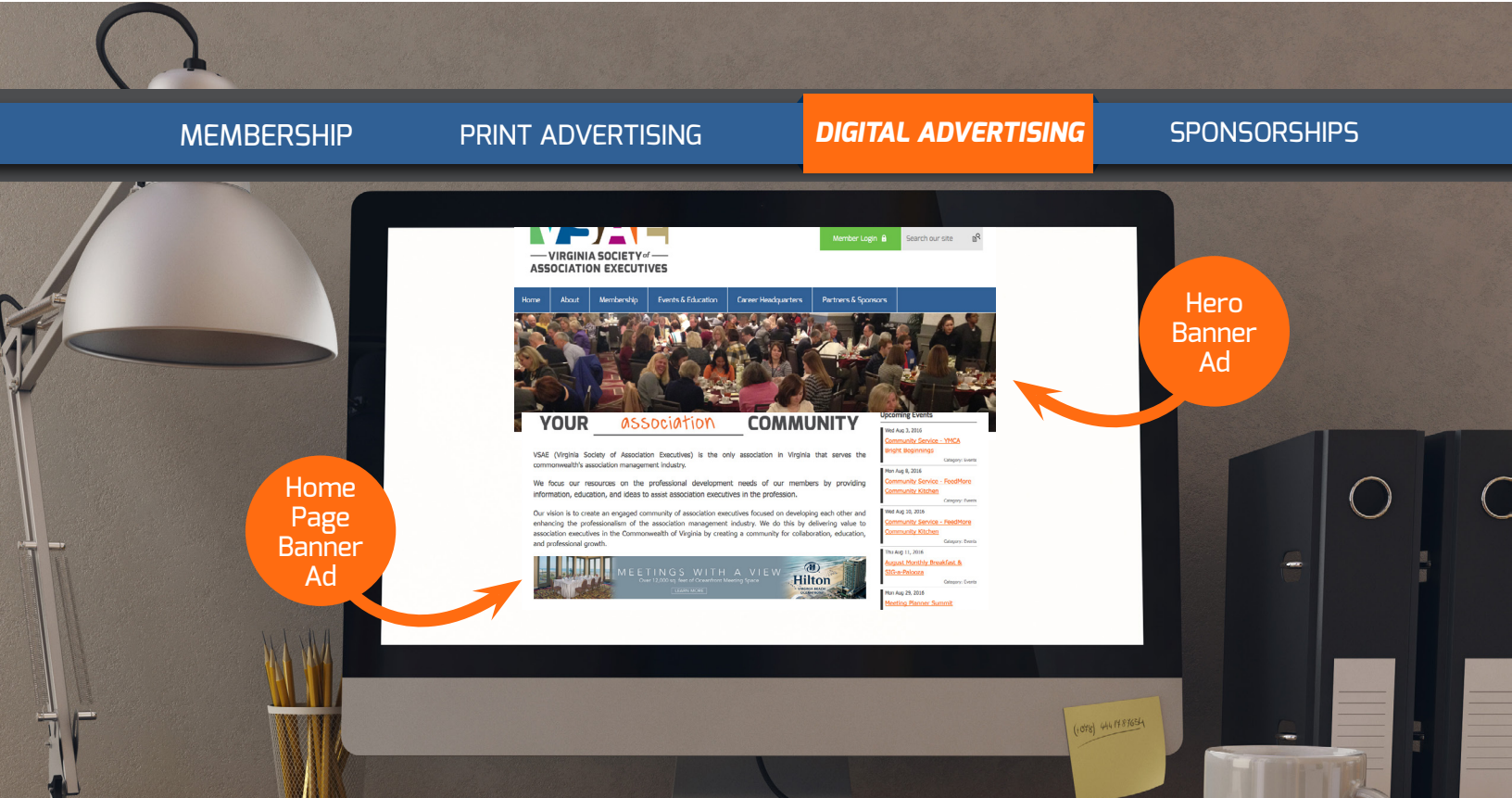


Half-Page Ad \$525

A black and white ad measured at 7.5" (w) x 5" (h).

X = Sold out.

TOTAL:



DIGITAL ADVERTISING

\$ COST

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 \$325

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. ☒

X = Sold out. **☆** = 1 sold, 1 available.

TOTAL:



2020 ANNUAL CONFERENCE

\$ COST

The 2020 Annual Conference will be hosted by Colonial Williamsburg Hotels on May 3–5, 2020. The Annual Conference is attended by 200+ association executives, sponsors, and guests.



Diamond Sponsor \$2,500 (ONLY 10 AVAILABLE—SOLD OUT)

- Recognition before event in newsletter, website, and promotional brochure
- Recognition at the event on Sponsor sign, on-site program, slideshow, and directional floor signs
- Two conference registrations
- Recognition from the podium
- Two invitations to the Executive Director's private reception Saturday evening
- Tabletop display on Monday
- Ad on the Mobile App
- Two invitations to the President's Reception Monday evening



Platinum Sponsor \$1,300

- Recognition before event in newsletter, website, and promotional brochure
- Recognition at the event on Sponsor sign, on-site program, slideshow, and directional floor signs
- One conference registration
- Two invitations to the Executive Director's private reception Saturday evening
- Breakout session sponsorship
- Two invitations to the President's Reception Monday evening



Gold Sponsor \$800

- Recognition before event in newsletter, website, slideshow, and promotional brochure
- Recognition at the event on Sponsor sign and on-site program
- One conference registration
- Attendance at the SIG meeting of our choice
- One invitation to the Executive Director's private reception Saturday evening
- One invitation to the President's Reception Monday evening



Silver Sponsor \$500

- Recognition before event in newsletter, website, slideshow, and promotional brochure
- Recognition at the event on Sponsor sign and on-site program
- One invitation to the Executive Director's private reception Saturday evening
- One invitation to the President's Reception Monday evening

TOTAL:



2020 FALL CONFERENCE

The 2020 Fall Conference will be held Wednesday and Thursday, September 30 and October 1, 2020, at the Greater Richmond Convention Center. The conference offers attendees educational seminars as well as a tradeshow with over 80 exhibitors. Booths for the tradeshow 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 promotional brochure.**

\$ COST



Diamond Sponsor \$1,750

- Recognition before event in newsletter, website, and promotional brochure
- Recognition at event in on-site program, directional floor signs, and signage at all breaks
- Large logo on tradeshow bag and opportunity to include promotional materials inside bag
- Complimentary breakfast and keynote registration for three people
- Ad on the Mobile App
- Logo on parking pass given to all attendees
- Recognition from the podium at the Thursday Keynote/Breakfast



Platinum Sponsor \$1,000

- Recognition before event in newsletter, website, and promotional brochure
- Recognition at event in on-site program, directional floor signs, and signage at all breaks
- Medium logo on tradeshow bag and opportunity to include promotional materials inside bag
- Complimentary breakfast and keynote registration for two people
- Sponsorship of a breakout session (includes signage and opportunity to put promotional materials in room)



Gold Sponsor \$750

- Recognition before event in newsletter, website, and promotional brochure
- Recognition at event in on-site program and signage at all breaks
- Small logo on tradeshow bag and opportunity to include promotional materials inside bag
- Complimentary breakfast and keynote registration for one person
- Sponsorship of a reserved table at breakfast for clients or colleagues

TOTAL:



SUMMIT & RETREATS

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

\$ COST



Association Management Company (AMC) Retreat **\$750 (8 available)**

July 14, 2020 | Location TBA

A conference for executives who own and work at association management companies. Sponsors receive recognition on promotional materials and all portions of the event to network with attendees.



Meeting Planner Summit **\$1,500 (8 available)**

August 6-7, 2020 | Location TBA

A two-day retreat-style conference for executives and association staff who plan meetings. Sponsors receive recognition on promotional materials and all portions of the conference to network with attendees.



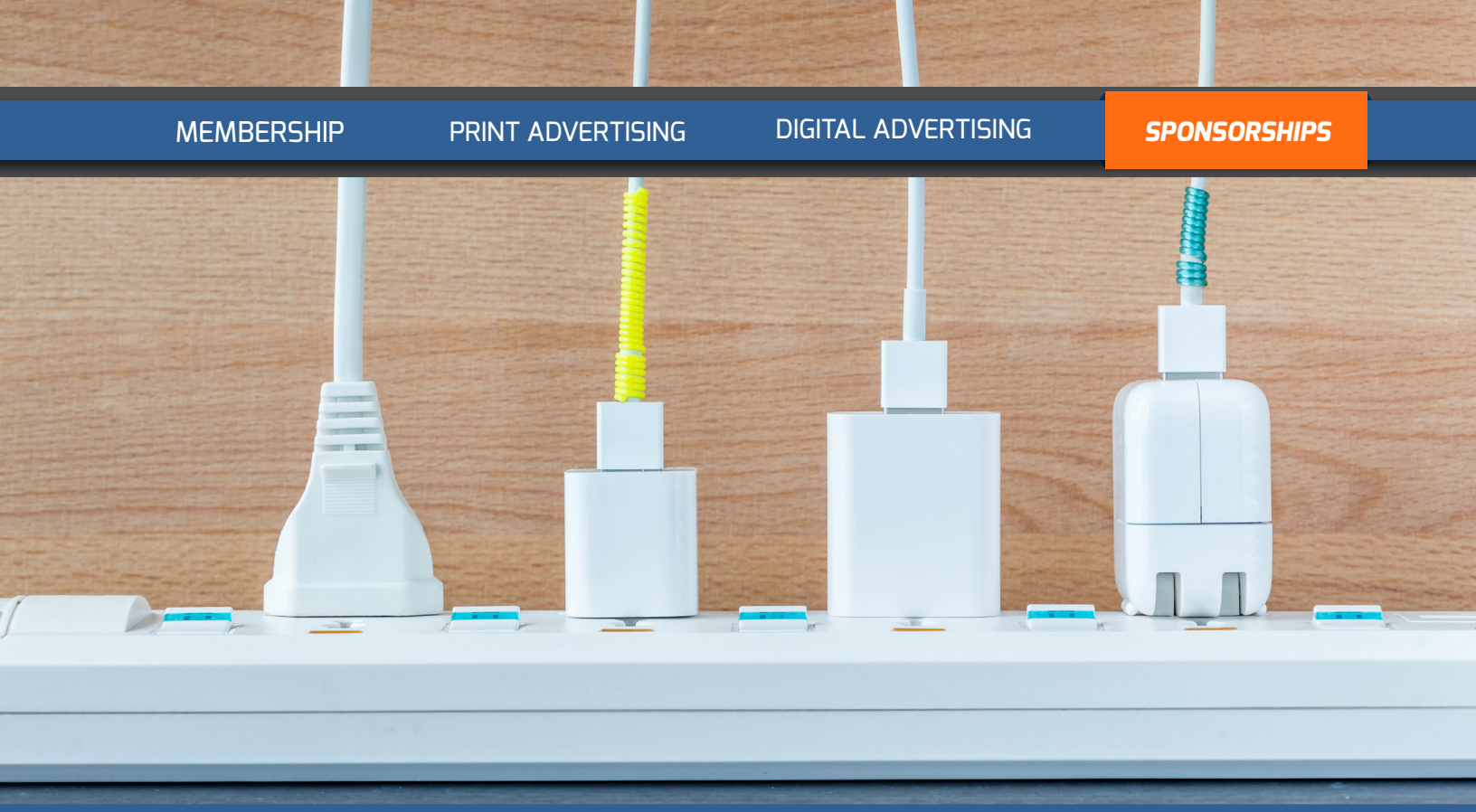
CEO & Senior Staff Retreat **\$1,750 (10 available)**

September 15-16, 2020 | Location TBA

A two-day retreat-style conference for CEOs, Executive Directors, and other senior staff leaders. Sponsors receive recognition on promotional materials and complimentary registration to all portions of the conference to network with attendees.

X = Sold out.

TOTAL:



NEW THIS YEAR! YEAR-LONG SPONSORSHIP OPPORTUNITIES

\$ COST

These products will be used throughout the year including seven monthly events, Annual Conference, AMC Retreat, Meeting Planner Summit, SIG-a-Palooza, CEO & Senior Staff Retreat, Fall Conference, Awards Luncheon & Silent Auction, and new in 2020, seminars in Northern Virginia. Sponsors will be listed as a year-long sponsor in print and digital newsletters and on the website.



Lanyards **\$2,500 (1 available)**

Have your company prominently displayed at 15+ VSAE events in 2020. This is a great way to build your brand and keep your organization in front of the leaders of the association community.



Cocktail Napkins **\$1,500 (1 available)**

Have your name/logo on each cocktail napkin at 15+ VSAE events in 2020, including breaks and bars.



Mobile Charging Stations **\$1,000 each (2 available)**

Everyone needs to charge their mobile devices at some time or another. Have your name/logo prominently displayed on this device which will be used at 15+ VSAE events in 2020.

X = Sold out.

TOTAL:

2020 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. In addition to the benefits below, Partners also receive invitations to exclusive Partner/Executive networking events, with a 1:3 ratio of Partners to Executives. These events have no formal agenda or presentation. They are funded separately and do not count toward a Partner level.

PRESIDENT'S CLUB | \$11,500 +

- Recognition on VSAE's website, in the newsletter and eNEWS, in the Membership Directory, and at all VSAE events.
- Recognition in a special rotating box on VSAE website home page.
- Opportunity to participate in all Partner/Executive events.
- Complimentary registration for four seminars. **NEW!**
- Complimentary advertorial in the Association Press newsletter.
- An opportunity to introduce the speaker from the podium at one of VSAE's Seminar Series events.
- An opportunity to send one email blast to Executive members. (VSAE will send the email and it must be scheduled at least 30 days in advance.)

BENEFACTOR | \$9,000 +

- Recognition on VSAE's website, in the newsletter and eNEWS, in the Membership Directory, and at all VSAE events.
- Opportunity to participate in up to three Partner/Executive events.
- Complimentary registration for three seminars. **NEW!**
- A display table at one of VSAE's Seminar Series events.
- An opportunity to send one email blast to Executive members. (VSAE will send the email and it must be scheduled at least 30 days in advance.)

SUPPORTER | \$6,500 +

- Recognition on VSAE's website, in the newsletter and eNEWS, in the Membership Directory, and at all VSAE events.
- Opportunity to participate in up to two Partner/Executive events.
- Complimentary registration for two seminars. **NEW!**
- A display table at one of VSAE's Seminar Series events.

PATRON | \$4,000 +

- Recognition on VSAE's website, in the newsletter and eNEWS, in the Membership Directory, and at all VSAE events.
- Opportunity to participate in one Partner/Executive event.
- Complimentary registration for one seminar. **NEW!**

2020 PARTNER PROGRAM TALLY SHEET (1 OF 2)

COMPANY NAME: _____

MEMBERSHIP	\$ COST
<input type="checkbox"/> Dues (refer to pg. 2) _____ # of Associate Memberships (first and second) \$540 _____ # of Additional Associate Memberships (third and beyond) \$285 <input type="checkbox"/> Executive Scholarship Program (refer to pg. 2) Scholarship Pool \$250	
PRINT ADVERTISING	
<input type="checkbox"/> Newsletter (refer to pg. 3) _____ # of Full-Page Color Ads. \$975 each Jan.____ Feb.____ Mar.____ Apr.____ May____ Jun/Jul____ Aug.____ Sep.____ Oct.____ Nov.____ Dec.____ _____ # of Advertorial Articles. \$950 each A REGULAR COLOR AD MUST BE PURCHASED FOR THE SAME MONTH. Jan.____ Feb.____ Mar.____ Apr.____ May____ Jun/Jul____ Aug.____ Sep.____ Oct.____ Nov.____ Dec.____ _____ # of Regular Color Ads. \$495 each (1-2 ads), \$475 each (3-5 ads), \$450 each (6+ ads) Jan.____ Feb.____ Mar.____ Apr.____ May____ Jun/Jul____ Aug.____ Sep.____ Oct.____ Nov.____ Dec.____ _____ # of Flyer Inserts. \$500 each 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"/> Membership Directory (refer to pg. 4) _____ Front & Back Outside Covers + Facilities Guide \$5,300* _____ Inside Front Cover + Facilities Guide \$2,700* _____ Tab Ad \$2,900* <small>Please number your requested tabs in order of preference.</small> _____ Inside Back Cover + Facilities Guide \$2,700* _____ Executive Members Tab Front <input type="checkbox"/> Back <input type="checkbox"/> _____ Facilities Guide \$1,300 _____ Executives by Organization Tab Front <input type="checkbox"/> Back <input type="checkbox"/> _____ Full-Page Ad \$775 _____ Associate Members Tab Front <input type="checkbox"/> Back <input type="checkbox"/> _____ Half-Page Ad \$525 _____ Associates by Location Tab Front <input type="checkbox"/> Back <input type="checkbox"/> _____ Facilities Guide Tab Front <input type="checkbox"/> Back <input type="checkbox"/> <i>Previous year advertiser has first right of refusal.</i>	
DIGITAL ADVERTISING	
Website Banners (refer to pg. 5) _____ # of Home Page Hero Banner Ads \$750 each (1-2 ads), \$725 each (3-5 ads), \$700 each (6+ ads). Jan.____ Feb.____ Mar.____ Apr.____ May____ June____ July____ Aug.____ Sep.____ Oct.____ Nov.____ Dec.____ _____ # of Home Page Banner Ads. \$525 each (1-2 ads), \$500 each (3-5 ads), \$475 each (6+ ads). Jan.____ Feb.____ Mar.____ Apr.____ May____ June____ July____ Aug.____ Sep.____ Oct.____ Nov.____ Dec.____ _____ # of Event Page Banner Ads. \$525 each (1-2 ads), \$500 each (3-5 ads), \$475 each (6+ ads). Jan.____ Feb.____ Mar.____ Apr.____ May____ June____ July____ Aug.____ Sep.____ Oct.____ Nov.____ Dec.____ eNews Banners (refer to pg. 5) _____ # of eNews Banner Ads. \$325 each. Limit one per quarter. Jan.____ Feb.____ Mar.____ Apr.____ May____ June____ July____ Aug.____ Sep.____ Oct.____ Nov.____ Dec.____ <i>Please number your requested months in order of preference.</i>	
	\$ TOTAL <div></div>

Transfer to pg. 12



(2 OF 2)

PAGE 11 TOTAL:	
PAGE 12 TOTAL:	
GRAND TOTAL:	

■ President's Club \$11,500+ ■ Benefactor \$9,000+ ■ Supporter \$6,500+ ■ Patron \$4,000+

After completing pages 11-12, email **Rick Eisenman** at **rick@vsae.org** or call him at **(804) 249-2233** to secure your space/sponsorship. 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 2020 Partner Program (pages 13-14 of this document). No agreement will be considered final without receipt of an executed invoice/contract.

PAGES 13 & 14 SHOULD GO DIRECTLY TO YOUR MARKETING DEPARTMENT OR ADVERTISING AGENCY.

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 2020 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 canceled.

REGULAR & FULL-PAGE COLOR ADS

Although there can be multiple Regular Color Ads, there are only two placements of the Full-Page Color Ad available per newsletter issue. Only 22 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) in a **high-resolution (300 dpi) pdf (use Adobe's Press Quality 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 tear sheet 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. **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 by the **20th 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. It can also be a 8.5" (w) x 5.5" (h) postcard. 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. Email **Lorraine Meade** at lorraine@vsae.org or call her at **(804) 249-2237** if you need your flyers printed, for quantities required, or for the address flyers are to be shipped.

MEMBERSHIP DIRECTORY

By purchasing an advertisement in VSAE's 2020–2021 Membership Directory & Facilities Guide, as part of the 2020 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 canceled.

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) in a **high-resolution (300 dpi) .pdf (use Adobe's Press Quality setting)**. **All interior Membership Directory ads have no bleeds, therefore no crop marks are necessary.** Each interior ad will be given a black/gray border. Please refrain from adding a border to your ad.

DEADLINE:

A signed invoice/contract, payment, and ad artwork must be received no later than **May 8, 2020** to guarantee placement within the 2020–2021 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 tear sheet 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 click through 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.

QUESTIONS?

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