



2022 PARTNER PROGRAM

*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

WHY PARTNER WITH VSAE?

VSAE's nearly 400 members include executives from various trade, technical and professional associations throughout Virginia, as well as representatives from companies who support them with products and services. VSAE is the only association that exclusively serves Virginia's association community.

As a VSAE Program Partner, you'll benefit from year-round engagement opportunities, expanding your reputation and gaining deeper connections with VSAE's membership. You will also be recognized throughout the year for your commitment to the success of Virginia's association community.

BENEFITS OF BEING A VSAE PARTNER

- > Increase your brand exposure and generate more business
- > Gain exclusive access to VSAE's Executive members
- > Enjoy year-round engagement opportunities
- > Receive special recognition at VSAE events, online, and in VSAE publications
- > Know that your support helps ensure a strong association community
- > And so much more...

Partner packages are completely customizable, allowing you to pick and choose how you want to engage with VSAE members.

HOW TO USE THIS GUIDE

Use this guide to renew your VSAE membership and bundle your marketing and sponsorship dollars to reap the benefits of being a VSAE Partner. You do not need to be a VSAE member to participate in the Partner Program.

For those with smaller budgets, you may still participate with à la carte selections. Please note that à la carte selections do not provide access to Partner benefits unless you meet one of the Partner levels.

We look forward to working with you to make 2022 your most productive and profitable year, while supporting Virginia's association community.

1. Review page **2** to determine which Partner level you would like to achieve.
2. Review pages **5–12** to see the many advertising and sponsorship opportunities.
3. Follow the link below to the form to calculate your total support and email it to Terry.

[CLICK HERE FOR THE PARTNER PROGRAM SELECTION FORM](#)

4. You will be sent an invoice/contract to sign and return and become a Partner!
5. Contact Terry with questions or if you need assistance.

Terry Monroe, MBA, CAE

Executive Director

Phone: (804) 249-2234

Fax: (804) 747-5022

terry@vsae.org



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. All Partners are recognized on VSAE's website, in digital and print publications, the Membership Directory & Resource Guide and at all VSAE events.

PRESIDENT'S CLUB | \$11,500+

- > Recognition on the VSAE website home page
- > Opportunity to participate in all Partner/Executive events*
- > Complimentary registration for four seminars
- > Priority booth selection for Fall Conference & Expo **NEW!**
- > One-time \$1000 credit for advertorial page in the newsletter
- > Opportunity to speak for 1-2 minutes at one VSAE Seminar Series event
- > Opportunity to send one email blast to Executive members
- > Priority selection for 2023 Partner Program

BENEFACTOR | \$9,000+

- > Opportunity to participate in up to three Partner/Executive events*
- > Complimentary registration for three seminars
- > Priority booth selection (following President's Club) for Fall Conference & Expo **NEW!**
- > Display table at one VSAE Seminar Series event
- > Opportunity to send one email blast to Executive members
- > Priority selection (following President's Club) for 2023 Partner Program

SUPPORTER | \$6,500+

- > Opportunity to participate in up to two Partner/Executive events*
- > Complimentary registration for two seminars
- > Priority booth selection (following President's Club and Benefactor) for Fall Conference & Expo **NEW!**
- > Display table at one VSAE Seminar Series event
- > Priority selection (following President's Club and Benefactor) for 2023 Partner Program

PATRON | \$4,000+

- > Opportunity to participate in one Partner/Executive event*
- > Complimentary registration for one seminar
- > Priority booth selection (following President's Club, Benefactor and Supporter) for Fall Conference & Expo **NEW!**
- > Priority selection (following President's Club, Benefactor and Supporter) for 2023 Partner Program

* Partner/Executive networking events (up to 4 per year) strive to have a 3:1 ratio of Executives to Partners. These events have no formal agenda/presentation and are funded separately (usually \$100 per Partner).

NEW IN 2022

CAE STUDY COURSE | \$695 (ANNUAL)

Support Virginia's current and future association leaders as the exclusive sponsor of VSAE's Certified Association Executive (CAE) Spring and Fall study courses. [See page 9 for details](#)

WEBINARS – KNOWLEDGE EXPERT SPONSOR | \$595 (PER EVENT)

Present as a knowledge expert, either as a content leader or by leading a panel discussion.

[See page 9 for details](#)

HOME PAGE LOWER BANNER | \$525

Full color banner ad on the VSAE home page during the month of your purchase. [See page 7 for details](#)

NORTHERN VIRGINIA SEMINARS & LUNCHEON | \$495 (PER EVENT)

Connect with Northern Virginia's association professionals as the sponsor of a VSAE-hosted seminar and luncheon. [See page 12 for details](#)

eNEWS SPONSORED CONTENT | \$425

Share informative facts about your destination, property, product, or services.

[See page 8 for details](#)

MONTHLY SEMINAR LIVESTREAMING | \$395 (PER EVENT)

Reach more association professionals by being the exclusive sponsor of the livestream portion of one of VSAE's monthly educational seminars. [See page 9 for details](#)

eNEWS SQUARE | \$375 (PER ISSUE)

Full color display ad within the body of VSAE eNews.

[See page 8 for details](#)



JOIN THE COMMUNITY

MEMBERSHIP



Membership in VSAE is an excellent way to connect with Virginia's association executives. It further shows your support of VSAE and Virginia's association community.

Benefits:

- > Listing in the Membership Directory & Resource Guide by individual members, service category, and location
- > Complimentary registration for the networking and meal portions of the Seminar Series events
- > Member-savings on registration to the Annual Conference and specialty events
- > Opportunity to participate in various VSAE committees and Shared Interest Groups (SIGs)
- > Complimentary subscription to VSAE's print and digital publications and association updates via member alerts
- > Membership counts towards reaching a Partner level

This program cannot be used to renew dues ONLY. Membership 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.

ASSOCIATE MEMBERSHIPS | \$550

The first and second members can join for \$550 per membership.

ADDITIONAL ASSOCIATE MEMBERSHIPS | \$290

The third and all additional members can join for \$290 per membership.

EXECUTIVE SCHOLARSHIP PROGRAM | \$250

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

EXTEND YOUR BRAND

PRINT

ASSOCIATION PRESS

VSAE's print newsletter, *Association Press*, is published 11 times a year and sent to approximately 400 members (June and July are a combined issue). It is printed in full color on 8.5" (w) x 11" (h) gloss stock. It is also available in digital format on the VSAE website.

ADVERTORIAL PAGE | \$1,450 (REDUCED FOR 2022)

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 and will run on the same page. President's Club Partners receive a one-time credit of \$1,000.

11 placements per year (1 per issue).

FULL-PAGE COLOR AD | \$925 (REDUCED FOR 2022)

Full-Page Color Ads are available in 7.5" (w) x 9.85" (h) size and are full color. **22 placements per year (2 per issue).**

BROCHURE/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. **11 placements per year (1 per issue).**

REGULAR COLOR AD | \$475 (REDUCED FOR 2022)

Regular Color Ads are 5.25" (w) x 3.5" (h) size and are full color. There are discounts for purchasing multiple ads (\$450 if you purchase 3-5 ads and \$425 if you purchase 6 or more). **No limit.**



EXTEND YOUR BRAND

PRINT

MEMBERSHIP DIRECTORY & RESOURCE GUIDE

Published annually in August, VSAE's Membership Directory & Resource Guide is the go-to resource for VSAE members and association executives looking for the right property for their meetings in Virginia and the right partner for products and services that serve their organizations and members. Available in both print and digital editions.

FRONT AND BACK OUTSIDE COVERS | \$5,300

Includes a Facilities Section two-page ad (\$1,300 value). The covers are full color and measure 9" (w) x 11" (h). Previous year advertiser has first right of refusal.

TAB AD | \$2,750

Includes a Facilities Section two-page ad (\$1,300 value). Tab ads are full color, can be placed on either side of one of six tabs, and measure 7.5" (w) x 10" (h).

INSIDE FRONT COVER | \$2,500

Includes a Facilities Section two-page ad (\$1,300 value). The inside front cover is full color and measures 9" (w) x 11" (h).

INSIDE BACK COVER | \$2,250

Includes a Facilities Section two-page ad (\$1,300 value). The inside back cover is full color and measures 9" (w) x 11" (h).

FACILITIES SECTION | \$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). Hotel/venue 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).



EXTEND YOUR BRAND

DIGITAL

VSAE offers digital ads on its website and in its semi-monthly electronic newsletter, VSAE eNews. You may provide a link to your website in your ad; however, VSAE cannot provide any usage stats.

WEBSITE ADVERTISING

1 HOME PAGE HERO BANNER | \$775

Your digital ad will be prominently displayed at the top of the VSAE home page in a rotating slide show during the month of your purchase. Ads are full color and 980 px (w) x 240 px (h). **24 placements per year.**

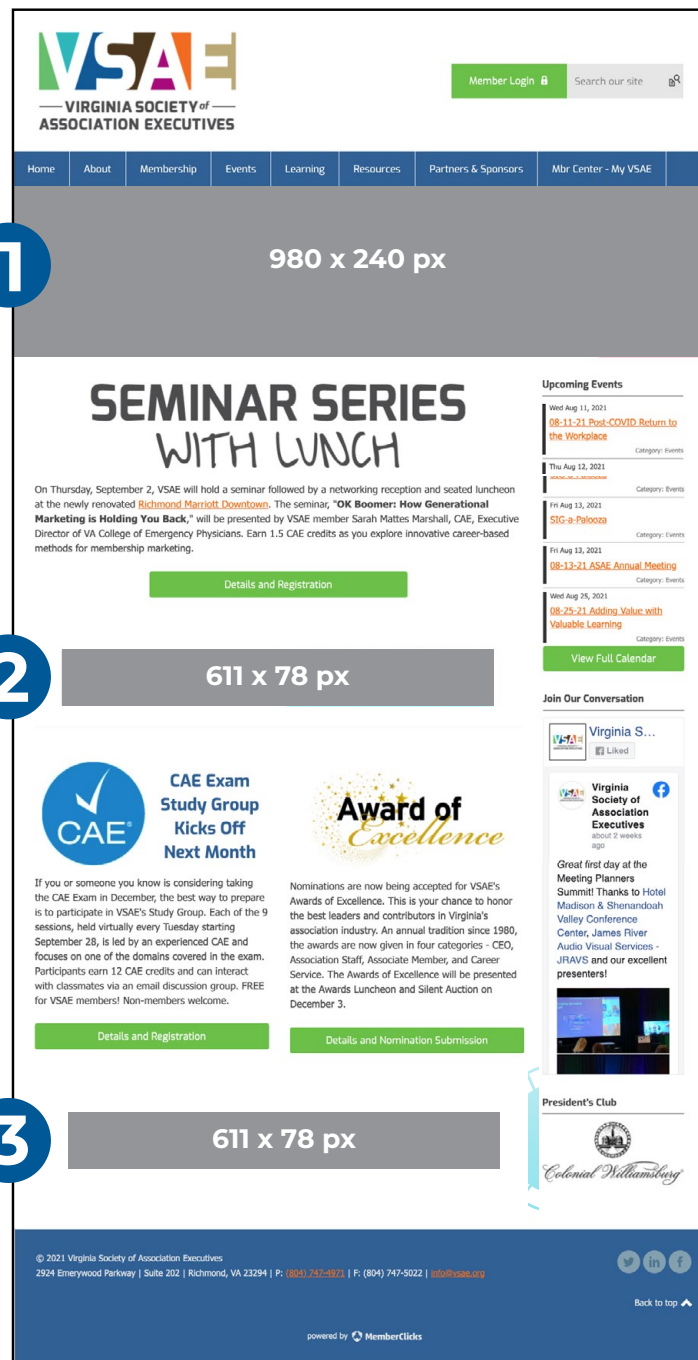
2 HOME PAGE UPPER BANNER | \$625

Your digital ad will be placed on the VSAE home page during the month of your purchase. Ads are full color and 611 px (w) x 78 px (h). **12 placements per year.**

3 HOME PAGE LOWER BANNER | \$525

Your digital ad will be placed on the VSAE home page during the month of your purchase. Ads are full color and 611 px (w) x 78 px (h). **12 placements per year.**

Desktop view



EXTEND YOUR BRAND

DIGITAL

eNEWS ADVERTISING

1 eNEWS TOP BANNER | \$495 PER ISSUE

Your full color digital ad will be the first to appear in VSAE eNews. Ads are 611 px (w) x 78 px (h).

24 placements per year.

2 eNEWS SPONSORED CONTENT | \$425 PER ISSUE NEW!

Share informative facts about your destination, property, product or services with links to your website. Your sponsored content will be highlighted in its own framed area within eNews. Maximum 50 words. 24 placements per year (1 per issue).

3 eNEWS SQUARE | \$375 PER ISSUE NEW!

325 x 325 px full color display ad within the body of VSAE eNews. 24 placements per year.

Desktop view

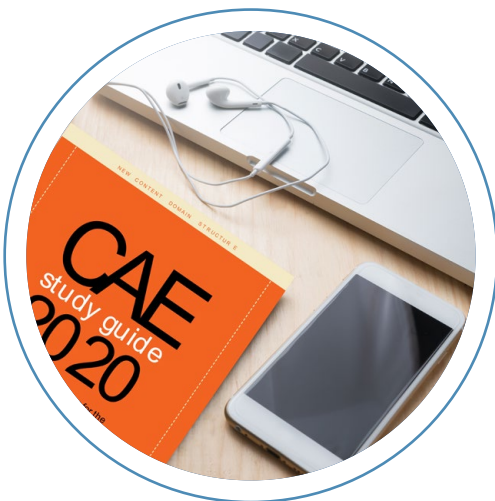
The screenshot displays the VSAE eNews desktop interface. At the top, the VSAE logo and "eNews from the Virginia Society of Association Executives" are visible, along with the date "August 24, 2021". The main content area features several articles and advertisements. A large article titled "VSAE President Announces DEI Task Force Members" is prominently displayed. Below it, there are smaller articles and advertisements, including one for "CEO & Senior Staff retreat" and another for "How Generational Marketing is Holding You Back". A sidebar on the right contains a "Sponsored Content" section and "Upcoming Events". At the bottom, there is a "Thank You" message to benefactor partners, including the Greater Richmond Convention Center and Visit Norfolk. The footer includes the VSAE logo, contact information, and social media links.

EXTEND YOUR BRAND

OTHER OPPORTUNITIES

CAE STUDY COURSE | \$695 (ANNUAL) **NEW!**

As the exclusive sponsor of the 2022 Spring and Fall Certified Association Executive (CAE) Study courses, you demonstrate your support and commitment to Virginia's current and future association leaders. You will be introduced and provided a few minutes to speak at the Spring and Fall kickoff/orientation session and take part in recognizing the new CAEs at VSAE's Annual Conference.



WEBINARS – KNOWLEDGE EXPERT SPONSOR | \$595 (PER EVENT) **NEW!**

Present as a knowledge expert, either as a content leader or by leading a panel discussion. Proposed content and learning objectives must be approved by VSAE. Sponsor will be recognized in VSAE pre-event promotions, and receives complimentary registration and post-attendee survey report.

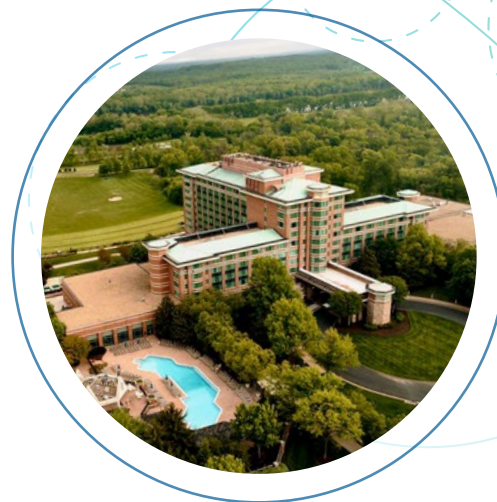
Limited to one webinar per quarter.

MONTHLY SEMINAR LIVESTREAMING | \$395 (PER EVENT) **NEW!**

Reach more association professionals as the exclusive sponsor of VSAE's monthly educational seminar livestream (held 6 times per year). This is a great way to reach professionals throughout the state and region who participate virtually in these seminars. Sponsor will be recognized in pre-event promotions and during the livestream and receives complimentary registration to the seminar.

ENGAGE AND BE RECOGNIZED

ANNUAL CONFERENCE



The Annual Conference will be hosted by **Lansdowne Resort on May 1–3, 2022**. The Annual Conference is attended by 200+ association executives, sponsors, and guests.

All sponsorship levels include recognition in pre-event print and digital promotions and at the event on Sponsor signage and slideshow.

DIAMOND SPONSOR | \$2,500 (LIMITED TO 10)

- > Recognition from the podium
- > Two conference registrations (does not include accommodations)
- > Two invitations to the Executive Director's reception Saturday evening
- > Two invitations to the President's Reception Monday evening
- > Display table near registration
- > Ad on the Mobile App

PLATINUM SPONSOR | \$1,350

- > One conference registration (does not include accommodations)
- > Two invitations to the Executive Director's reception Saturday evening
- > Two invitations to the President's Reception Monday evening
- > Breakout session sponsorship
- > Ad on the Mobile App

GOLD SPONSOR | \$800

- > One conference registration (does not include accommodations)
- > One invitation to the Executive Director's reception Saturday evening
- > One invitation to the President's Reception Monday evening

ENGAGE AND BE RECOGNIZED

FALL CONFERENCE & EXPO



The Fall Conference & Expo will be held **October 5-6, 2022**, at the **Greater Richmond Convention Center** and **Hilton Richmond Downtown**. The conference offers attendees educational seminars as well as a tradeshow with 50+ exhibitors. Booths for the tradeshow are sold separately.

All sponsorship levels include recognition in pre-event print and digital promotions. Recognition at the event includes signage throughout the conference.

DIAMOND SPONSOR | \$1,750

- > Large logo on tradeshow bag and opportunity to include promotional materials inside bag
- > Logo on parking pass given to all attendees
- > Ad on the Mobile App
- > Complimentary breakfast and keynote registration for three people
- > Reserved table (upon request) at breakfast (sponsor responsible for filling table)
- > Recognition from the podium at the Keynote/Breakfast

PLATINUM SPONSOR | \$1,000

- > Medium logo on tradeshow bag and opportunity to include promotional materials inside bag
- > Ad on the Mobile App
- > Complimentary breakfast and keynote registration for two people
- > Reserved table (upon request) at breakfast (sponsor responsible for filling table)

GOLD SPONSOR | \$750

- > Opportunity to include promotional materials inside tradeshow bag
- > Complimentary breakfast and keynote registration for one person

ENGAGE AND BE RECOGNIZED

SPECIALTY EVENTS

These intimate events are great opportunities to meet and network with specific groups of decision makers within VSAE's Executive membership. Sponsors receive one free registration (not including accommodations) for exclusive access to these otherwise "executive-only" events as well as recognition on all promotional materials.

CEO & SENIOR STAFF RETREAT | \$1,750 (LIMITED TO 10)

SEPTEMBER 12-13, 2022 | THE CAVALIER RESORT

A two-day retreat for CEOs, Executive Directors, and other senior staff leaders.

MEETING PLANNER SUMMIT | \$1,600 (LIMITED TO 10)

MARCH 24-25, 2022 | RENAISSANCE PORTSMOUTH-NORFOLK WATERFRONT HOTEL

A two-day summit for executives and association staff who plan meetings.

ASSOCIATION MANAGEMENT COMPANY (AMC) SUMMIT | \$750 (LIMITED TO 8)

JULY 12, 2022 | OMNI CHARLOTTESVILLE

A one-day summit for executives who own and work at association management companies.

NORTHERN VIRGINIA SEMINAR AND LUNCHEON | \$495 (PER EVENT)

NEW!

Connect with Northern Virginia's association professionals as the sponsor of a VSAE-hosted seminar and luncheon (four planned for 2022). Sponsor will be recognized in pre-event promotions and receives complimentary registration to the event.

Limit 3 sponsors per event.



ENGAGE AND BE RECOGNIZED

YEAR-LONG OPPORTUNITIES

These products will be used throughout the year including at six monthly events, Meeting Planner Summit, Annual Conference, AMC Summit, CEO & Senior Staff Retreat, Fall Conference & Expo, Awards Luncheon & Silent Auction, and seminars in Northern Virginia.

LANYARDS | \$2,500 (LIMITED TO 1)

Have your company prominently displayed at all VSAE in-person events in 2022. This is a great way to build your brand and keep your organization in front of the leaders of the association community. Previous year sponsor has first right of refusal.



COCKTAIL NAPKINS | \$1,500 (LIMITED TO 1)

Have your name/logo alongside VSAE's on each cocktail napkin at all VSAE in-person events in 2022, including at breaks and bars.



MOBILE CHARGING STATIONS | \$500 (LIMITED TO 2)

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 all VSAE in-person events in 2022.



TERMS & CONDITIONS

PAGES 14–16 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 2022 Partner Program, you agree to be held legally bound to the terms of the agreement, regardless of whether 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 AND 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. (June/July is a combined issue.)

Specifications

Association Press is printed at a finished 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.

Volume orders for multiple discounts must be placed at one time to take advantage of the discounted rates.

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 upon request.

ADVERTORIAL PAGE

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. Logos and photo 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. 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. A Regular Color Ad must be purchased for the same month and will run on the same page as the Advertorial. (See specifications above.)

TERMS & CONDITIONS

BROCHURE/FLYER INSERT

Only one brochure/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 an 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. **Contact Lorraine Meade at lorraine@vsae.org or (804) 249-2237 if you need your flyers printed, for quantities required, or for the address to which flyers are to be shipped.**

MEMBERSHIP DIRECTORY

By purchasing an advertisement in VSAE's *2022–2023 Membership Directory & Resource Guide*, as part of the 2022 Partner Program, you agree to be held legally bound to the terms of the agreement, regardless of whether 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. Ads can be on front or back of tabs.

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.

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 Section 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 Section advertisement consists of a full-page ad and a full page with facilities information and/or meeting space specifications. Non-venue advertisers usually include photos and a description of their services.

Art Requirements

Provide ad artwork by email (to advertising@vsae.org) in a high-resolution (300 dpi) .pdf (use Adobe's Press Quality setting). All interior ads have no bleeds; therefore, no crop marks are necessary.

Deadline

A signed invoice/contract, payment, and ad artwork must be received no later than May 13, 2022, to guarantee placement in the *2022–2023 Membership Directory & Resource 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.

QUESTIONS?

Contact
Lorraine Meade
lorraine@vsae.org
(804) 249-2237

TERMS & CONDITIONS

DIGITAL ADS

Specifications

Digital ad sizes for the website and eNEWS are listed below. Accepted file formats are gif, png, or jpg for ads and photo or graphic for Sponsored Content. Accepted file format for text for Sponsored Content is .doc, .txt, or within an email.

Website Home Page Hero Banner (sliding) | 980 x 240 px *maximum of two ads per month*

Website Home Page Upper Banner | 611 x 78 px *maximum of one ad per month*

Website Home Page Lower Banner | 611 x 78 px *maximum of one ad per month*

eNEWS Banner | 611 x 78 px *maximum of two ads per month*

eNEWS Sponsored Content | 325 x 325 px plus up to 50 words *maximum of two ads per month*

eNEWS Square | 325 x 325 px *maximum of two ads per month*

Links

You can have a link embedded in your digital 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

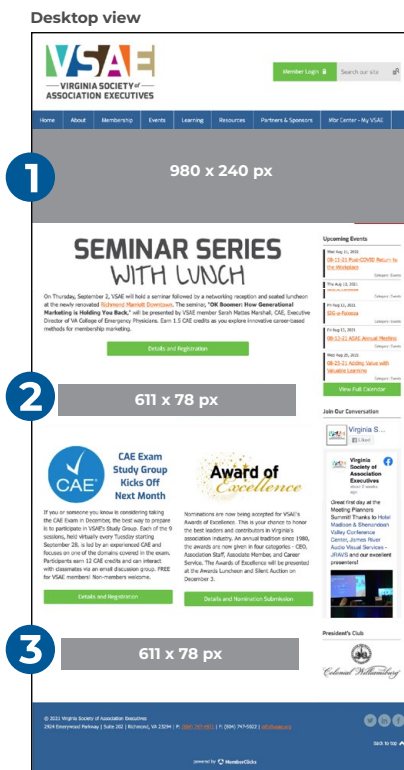
VSAE does not have the ability to provide analysis on website digital ad click-through rates. Though VSAE runs Google Analytics on its own website, this technology only supplies information on how the visitor is getting to VSAE's website, not where they go from VSAE's website. Please provide a trackable 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.

VSAE Website Home Page Advertising

- 1 Hero Banner (Sliding)
- 2 Upper Banner
- 3 Lower Banner



VSAE eNews Advertising

- 1 Banner
- 2 Sponsored Content
- 3 Square

