



— VIRGINIA SOCIETY of —
ASSOCIATION EXECUTIVES

2027 PARTNER PROGRAM

*Your connection
to Virginia's
association market*

6800 Paragon Place, Suite 640
Richmond, Virginia 23230
Phone: (804) 747-4971

vsae.org

WHY PARTNER WITH VSAE?

Join a vibrant community of 400+ members made up of leaders from professional, trade and technical associations across Virginia and the companies that support them. VSAE is the only organization solely focused on serving Virginia's association community.

As a Program Partner, you'll have opportunities all year long to connect, engage, and build visibility with association leaders. Your support helps strengthen Virginia's associations—and we'll make sure that commitment is recognized and appreciated throughout the year.

BENEFITS OF BEING A VSAE PARTNER

- > Boost your brand visibility and connect with decision-makers
 - > Engage with association leaders throughout the year
 - > Be recognized at VSAE events, online, and in our publications
 - > Support a thriving association community across Virginia
 - > Enjoy additional perks that deepen your impact and involvement
- 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 2026 your most productive and profitable while supporting Virginia's association community.

1. Review page **2** to determine which Partner level you would like to achieve.
2. Turn to page **3** to renew your dues and contribute to the Executive Scholarship Program.
3. Review pages **4–15** to see the many advertising and sponsorship opportunities.
4. Complete the selection form to calculate your total support and email to **Tami Rawlette** at address below.
5. You will be emailed an invoice.
6. Contact **Tami Rawlette** with questions or if you need assistance.

Tami Rawlette
(804) 249-2232
tami@vsae.org



PARTNER LEVELS

Tailor your annual partnership to ensure you receive the type of access and brand exposure that is the right fit for your organization. When your VSAE partner investment reaches certain thresholds, your company earns additional perks!

And the benefits don't stop there. Being a Partner sets you up for the following year by giving you priority selection for 2028. That means you'll have the first opportunity to grab limited sponsorships for high-demand specialty events and pick your preferred advertising months and placements. It's an easy way to make sure your investment continues to work for you.

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

PRESIDENT'S CLUB \$13,500+ > Recognition on the VSAE website home page > Complimentary registration to all Seminar Series events > Priority table display location at new Commonwealth Connect event; more information on page 11. > Exclusive Partner Spotlight package, including a featured interview (written or video), promotion through VSAE's digital channels, and recognition as President's Club Partner. > Opportunity to send two marketing emails (VSAE schedules and sends) > Priority selection for 2028 Partner Program	BENEFACTOR \$10,500+ > Complimentary registration for three Seminar Series events > Priority table display location at new Commonwealth Connect event; more information on page 11. > Display table at one VSAE Seminar Series event > Opportunity to send one marketing email (VSAE schedules and sends) > Priority selection for 2028 Partner Program (following President's Club)
SUPPORTER \$8,000+ > Complimentary registration for two Seminar Series events > Priority table display location at new Commonwealth Connect event; more information on page 11. > Display table at one VSAE Seminar Series event > Priority selection for 2028 Partner Program (following President's Club and Benefactor)	PATRON \$5,250+ > Complimentary registration for one Seminar Series event > Priority table display location at new Commonwealth Connect event; more information on page 11. > Priority selection for 2028 Partner Program (following President's Club, Benefactor and Supporter)

JOIN THE COMMUNITY

MEMBERSHIP

VSAE membership is a meaningful way to connect with Virginia's association professionals, and a visible sign of your support for the association community across the Commonwealth.



Benefits:

- > **Listing in the Membership Directory & Resource Guide** – an easy way for VSAE's association members to find you when they're looking for specific products, services, and regional connections. Organized by name, category, and location.
- > **Complimentary registration to Seminar Series luncheons** – a low-key way to build relationships. Show up, share a meal, and participate in the conversation.
- > **Member savings on Annual Conference attendance** – in addition to reducing your cost to attend, it's all about the informal conversations and the chance to build relationships within the VSAE community.
- > **Priority opportunities to participate in VSAE's new Commonwealth Connect** – through Connect Spotlights, Connect Roundtables, tabletop displays, and networking events.
- > **Opportunity to participate in VSAE committees and Shared Interest Groups (SIGs)** – a chance to contribute, share what you know, and be part of something bigger. You'll also build relationships that make your membership more meaningful.
- > **Subscription to VSAE publications and member alerts** – useful for staying informed on VSAE programs, member updates, and what's coming up next.

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 | \$560 EACH

The first and second members can join for \$560 per membership.

ADDITIONAL ASSOCIATE MEMBERSHIPS | \$295 EACH

The third and all additional members can join for \$295 per membership.

EXECUTIVE SCHOLARSHIP PROGRAM | \$250

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

EXTEND YOUR BRAND

PRINT

ASSOCIATION PRESS

VSAE's print newsletter, *Association Press*, is published every two months (6 times) and sent to approximately 400 members. 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.

PARTNER SPOTLIGHT PAGE | \$1,500

A full-page article-style ad. Advertiser must provide text (approximately 450 words) and up to two high-resolution images (photos or logo) to accompany copy. A two-column color ad is included and will run on the same page at no extra cost. **(1 or 2 per issue, depending on space.)**

FULL-PAGE COLOR AD | \$1,000

Ad size is 7.5" (w) x 9.85" (h) and is full color. **(2 per issue)**

HALF-PAGE COLOR AD | \$700

Ad size is 7.5" (w) x 4.75" (h) and is full color. **(2 per issue)**

TWO-COLUMN COLOR AD | \$425

Ad size is 5" (w) x 4" (h) and is full color. There are discounts for purchasing multiple ads (\$400 if you purchase 3+ ads). **(No limit)**



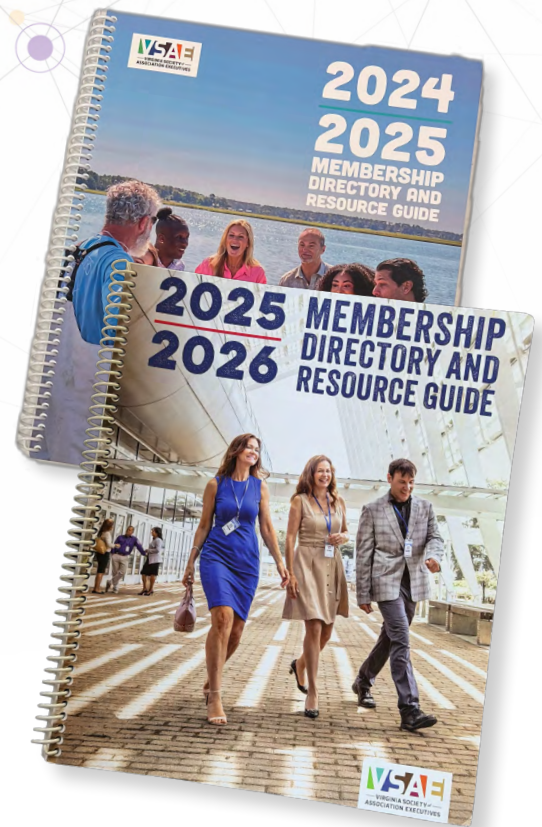
EXTEND YOUR BRAND

PRINT

MEMBERSHIP DIRECTORY & RESOURCE GUIDE

Published in August 2027, VSAE's *Membership Directory & Resource Guide* is the go-to resource for association professionals looking for the right property and destination for their meetings and the right partner for products and services that serve their organizations and members.

The *Membership Directory & Resource Guide* is available in both print and digital editions. Although some ads in the print edition are black and white, ALL ADS IN THE DIGITAL EDITION ARE FULL COLOR with live links to your website. This feature is included at no extra charge with all Guide ad purchases.



INSIDE FRONT COVER | \$2,400

Includes a Destination or Facilities Section two-page spread (\$1,295 value). The inside front cover is full color and measures 9" (w) x 11" (h).

INSIDE BACK COVER | \$2,150

Includes a Destination or Facilities Section two-page spread (\$1,295 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 Guide. The print edition ad is black and white and each page measures 7.5" (w) x 10" (h). Hotel and event venue advertisers typically include an ad on one page and a meetings capacity diagram on the second page.

DESTINATION SECTION | \$1,300

A two-page spread in a new special section of the Guide. Great for DMOs and CVBs. The two-page spread provides you the flexibility to choose what to feature in terms of content, images, and ad. The print edition ad is black and white and each page measures 7.5" (w) x 10" (h).

TAB AD | \$880

Tab ads are an excellent way to get noticed! Ads are full color, can be placed on either side of the tab, and measure 7.5" (w) x 10" (h).

FULL-PAGE AD | \$825

Ad size is 7.5" (w) x 10" (h) and is black and white.

HALF-PAGE AD | \$625

Ad size is 7.5" (w) x 5" (h) and is black and white.

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 | \$950

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 are 2600 px (w) x 900 px (h).

2 per month

2 HOME PAGE UPPER BANNER | \$750

Your digital ad will run on the VSAE home page during the month of your purchase. Ads are full color and are 611 px (w) x 78 px (h).

1 per month

3 HOME PAGE LOWER BANNER | \$450

Your digital ad will run on the VSAE home page during the month of your purchase. Ads are full color and are 611 px (w) x 78 px (h).

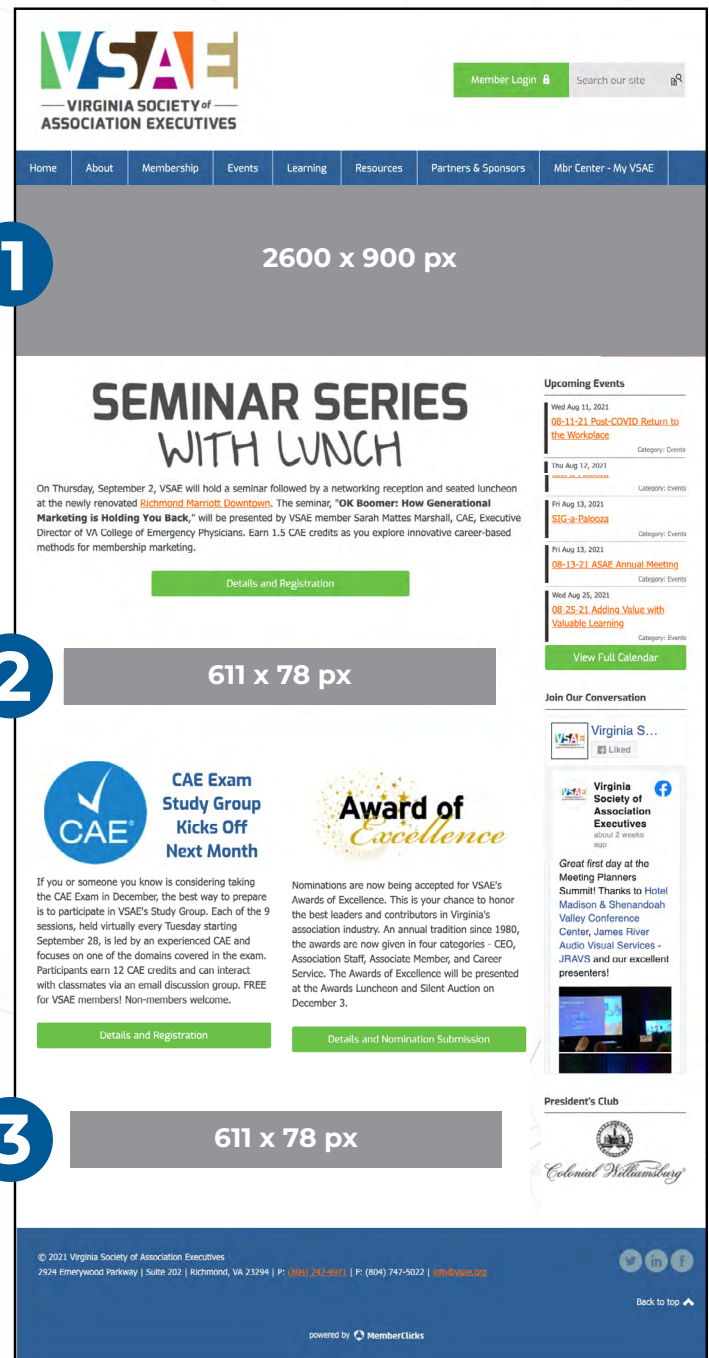
1 per month

VSAE ONLINE COMMUNITY

DASHBOARD MONTHLY FEATURED AD | \$500

Reach VSAE members where they connect and engage online through committee activities, discussion forums, study groups, and other member communities with a featured ad prominently displayed on the VSAE Online Community dashboard for one month.

Desktop view



EXTEND YOUR BRAND

DIGITAL

eNEWS ADVERTISING

1 HEADLINE BANNER | \$545 PER ISSUE

Your full color digital ad will be the first to appear in VSAE eNews, above the nameplate. Ads are 611 px (w) x 78 px (h) and include a link to your website.

1 per issue

2 FEATURED BANNER | \$495 PER ISSUE

Your full color digital ad will appear immediately following the lead article, ensuring maximum visibility. Ads are 611 px (w) x 78 px (h) and include a link to your website.

1 per issue

3 SPONSORED CONTENT WITH VIDEO | \$495 PER ISSUE

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 with 325x325 px image.

1 per issue

4 SQUARE | \$375 PER ISSUE

325 x 325 px full-color display ad within the body of VSAE eNews with a link to your website.

2 per issue

1

611 x 78 px



VSAE President Announces DEI Task Force Members

VSAE President Maureen Dineen announced the following VSAE members have agreed to serve on the association's newly established Diversity, Equity and Inclusion (DEI) Task Force:

- Abby Tammen, CEO, Charlottesville Association of Realtors (Chair)
- Bruce Whitehurst, President & CEO, Virginia Bankers Association (Vice Chair)
- Mariama Boney, LMSW, CAE, Interim Executive Director, Advocates for Children and Youth; President and CEO, Achieve More, LLC
- Kelly Ann Gull, CAE, Senior Manager, Governance & Executive Office, National Society of Professional Engineers
- Tom Hardiman, Partner, Hardiman-Williams, LLC
- Bob Hudson, Director of Sales, Hilton Richmond Hotel and Spa
- Bailey Kasten, CAE, Chief Data Officer, Design-Build Institute of America
- Nicole McAllister, Director of Communications, Independent Insurance Agents of Virginia
- Sonnia Montemayor, Deputy Executive Director, Virginia Forestry Association

[Read More](#)

2

611 x 78 px



New Playbook for the New Now

Association leaders can no longer rely on their old playbooks for addressing social, demographic and technological changes; identifying new business opportunities and revenue sources; increasing stakeholder engagement; and advancing diversity, equity, and inclusion.

Get ready to learn, engage and share with your peers at the CEO & Senior Staff Retreat, September 13-14 at The Omni Homestead Resort.

[Learn More & Register](#)

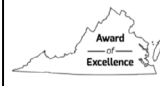


How Generational Marketing is Holding You Back

Join VSAE Member Sarah Mattes Marshall, CAE, Executive Director of the VA College of Emergency Physicians on September 2 as she discusses trends in career-level segmentation marketing and how anthropological and sociological concepts can help you get in the minds of your members. Earn 1.5 CPE credits.

The seminar will be followed by a reception and luncheon. Register below for the seminar ONLY (in-person or livestream), the reception/luncheon ONLY, or BOTH!

[Learn More & Register](#)



Recognize A Peer: VSAE Awards of Excellence

It's time to recognize your peers! Nominations are now being accepted for the 2021 VSAE Awards of Excellence.

These awards recognize VSAE members who are the embodiment of professionalism and integrity and provide invaluable leadership and service to VSAE.

The deadline for nominations is September 10.

3

photo, graphic, or video and up to 50 words.



Sponsored Content

Rit minctaessi dia venia cupitatem niendit atur, arum as ex et astia dolupta int eaqui Optatemq uosotatur srat. Hendenhil mo omnamg naminim usandant adit tes endis as eum rem et omnis secessi offic te voluptatis most, odit iligientia samsums aborume nem quaeputit et omnitamet ditiat Volor sam est lab idiae.



Upcoming Events

Adding Value with Valuable Learning: Leveraging Adult Learning Theory
Wednesday, August 25

4

325 x 325 px



Thank You

TO OUR 2021

BENEFACTOR PARTNERS



Contact Info:
Virginia Society of Association Executives
2924 Emerywood Parkway, Suite 202
Richmond, VA 23254
(804) 747-4971
VSAE.org

Connect with Us: [Facebook](#) [Twitter](#) [LinkedIn](#)

Desktop view

EXTEND YOUR BRAND

OTHER OPPORTUNITIES

ASSOCIATION LEADERSHIP VIRGINIA | \$1,500 (ANNUAL)

Engage with current and future association leaders and be recognized as an innovative, future-thinking organization that supports diversity and inclusion within Virginia's association community.

Your support enables VSAE to offer this one-of-a-kind program, the only one in the Commonwealth focused on developing the leadership and association management skills of Virginia's current and future association leaders. **New program begins Fall 2026.**

CAE STUDY COURSE | \$500 (ANNUAL)

As the exclusive sponsor of the 2027 Spring and Fall Certified Association Executive (CAE) Study courses, you will be introduced and provided a few minutes to speak at each kickoff/orientation session, have exclusive access to study group participants, and take part in recognizing the new CAEs at VSAE's Annual Conference.

VSAE PODCAST | \$400 (PER EPISODE)

This monthly podcast features association industry-related topics and discussion-style interviews with VSAE members and stakeholders. Sponsorship includes a 20-30 second commercial either as an introduction to the podcast or midway through the episode.



ENGAGE AND BE RECOGNIZED

ANNUAL CONFERENCE

The Annual Conference will be hosted by **Kalahari Conventions, May 1–4, 2027**. The Annual Conference is attended by 200+ association professionals, sponsors, and guests.

All sponsorship levels include recognition in pre-event marketing, slideshow, and signage during the event.



	DIAMOND \$3,850	PLATINUM \$2,500	GOLD \$1,550
1-minute video played during conference (sponsor provides video)	X		
Recognition in tagged LinkedIn post before and after event	X		
Two conference registrations for your staff (does not include accommodations)	X		
Display table in high-traffic area	X		
Included in Sponsor Spotlight pre-event attendee email	X		
Complimentary ad in onsite program	X		
Opportunity to Participate in Annual Conference Diamond Silent Auction	X		
Sponsor ad in the conference app	X	X	
Two invitations to the President's reception	X	X	
Logo Featured on printed Agenda	X	X	X
Breakout session sponsorship		X	
One conference registration for your staff (does not include accommodations)		X	X
Recognition in onsite program		X	X
One invitation to the President's reception			X

ANNUAL CONFERENCE À LA CARTE OPTIONS

REGISTRATION AREA SPONSOR | \$2,000 (LIMIT 1)

Create a strong first impression as attendees arrive. Sponsorship includes prominent logo recognition throughout the registration area, recognition on registration signage, and the opportunity to provide one branded giveaway or promotional item for the registration desk.

PREMIUM WATER BOTTLE SPONSOR | \$4,250 (LIMIT 1)

Keep attendees refreshed while keeping your brand in hand throughout the conference. Sponsor provides premium reusable water bottles featuring your logo alongside the VSAE conference logo. Bottles will be distributed to attendees at registration.

CONFERENCE NOTEBOOK & PEN SPONSOR | \$3,000 (LIMIT 1)

Put your brand in attendees' hands throughout the conference. Sponsor provides co-branded notebooks and pens distributed to attendees at registration. These useful conference essentials deliver visibility during sessions and long after the event concludes.



ENGAGE AND BE RECOGNIZED

COMMONWEALTH CONNECT BY VSAE (REPLACES FALL CONFERENCE)

New for 2027: VSAE is reimagining its traditional Fall Conference with **Commonwealth Connect**, an interactive event designed to foster meaningful collaboration between association professionals and industry partners through networking, facilitated discussions, practical education, and thought leadership.



EVENT HIGHLIGHTS

- 100+ association professionals
- Breakfast keynote, facilitated roundtables, Connect Spotlight sessions, educational breakouts, and dedicated networking
- Fun executive/partner networking event on the first evening
- Designed to foster meaningful conversations and long-term partnerships



WHO ATTENDS

Association CEOs, executives, meeting planners, membership, marketing, events, and business development professionals, along with VSAE Associate Members.

ALL SPONSORS RECEIVE:

- Recognition on event website and mobile app
- Company listing in attendee materials
- Recognition during the event
- Access to attendee networking functions
- Pre- and post-event attendee list
- **Connect Spotlight Session:** 10-minute case study highlighting practical collaboration, innovation, or lessons learned with an association partner. Connect Spotlights are educational and designed to provide practical takeaways for attendees. Promotional sales presentations are not allowed.
- **Facilitate 1-2 Roundtable Discussions** (based on sponsor level): Small-group discussions where sponsors and association professionals exchange ideas around practical challenges and solutions. These conversations are designed to encourage peer learning and relationship building—not sales presentations.

**15 Premier
Sponsor and 15
Participating
Sponsor
Opportunities
Available.**

	PREMIER SPONSOR \$3,000 (Limited to 15)	PARTICIPATING SPONSOR \$1,850 (Limited to 15)
Partner Showcase Table in high traffic area	X	
Facilitate 2 Roundtable Discussions	X	
2 Registrations Included	X	
2 Customer Passes Included	X	
Premium Listing in Mobile App	X	
Breakfast Podium Recognition	X	
Pre-Event Email Spotlight to Attendees	X	
Recognition at Kickoff Evening Networking Event	X	
Lead 1 Connect Spotlight Session	X	X
Facilitate 1 Roundtable Discussion		X
1 Registration Included		X
1 Customer Pass Included		X
Standard App Listing		X
Sponsor 1 Breakout Education Session (2 per session)		X

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 Association Professional membership. Sponsors receive one free registration (not including accommodations) for exclusive access to these otherwise "executive-only" events as well as name/logo recognition in pre-event marketing, VSAE website, and event signage.

New for 2027: VSAE has introduced enhanced sponsorship opportunities for the CEO & Senior Staff Retreat and Meeting Planner Summit, including two sponsorship levels that provide greater flexibility and new ways to showcase your organization and engage with attendees.

MEETING PLANNER SUMMIT (LIMITED TO 13)

MARCH 17-19, 2027 | HILTON NORFOLK THE MAIN, NORFOLK

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

	FEATURED SPONSOR \$2,750	PARTICIPATING SPONSOR \$2,200
Complimentary registration	1	1
Partner Showcase Table	X	
Sponsor video played during summit	X	
Featured in pre-summit email	X	
Featured social media spotlight	X	
Recognition in pre-event marketing	X	X
Recognition on event signage	X	X
Recognition from podium	X	X

AI SUMMIT | \$1,500 (LIMITED TO 10)

JUNE 3, 2027 | VA SOCIETY OF CPAs

A one-day summit for association leaders and staff focusing on current AI trends, key issues, and practical opportunities.

ASSOCIATION MANAGEMENT COMPANY (AMC) SUMMIT | \$1,250 (LIMITED TO 8)

JULY 12-13, 2027 | THE PUBLISHER HOTEL

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

ENGAGE AND BE RECOGNIZED

CEO & SENIOR STAFF RETREAT (LIMITED TO 11)

NOVEMBER 15-16, 2027 | LANSDOWNE RESORT, LEESBURG

A two-day retreat for association CEOs, executive directors, and other senior staff leaders.

	FEATURED SPONSOR \$2,750	PARTICIPATING SPONSOR \$2,200
Partner Showcase Table	X	
Sponsor video	X	
CEO Spotlight email	X	
Featured social media spotlight	X	
Complimentary registration	X	X
Recognition in pre-event marketing	X	X
Recognition on event signage	X	X
Recognition from podium	X	X

NORTHERN VA ASSOCIATION EXCHANGE | \$500 (PER EVENT) **(LIMITED TO 3 PER EVENT)**

Connect with Northern Virginia's association professionals as the sponsor of a VSAE-hosted networking and education event (April, July, and October).

YEAR-LONG OPPORTUNITIES

These products will be used at all VSAE in-person events throughout the year:

- > Seminar Series events
- > Meeting Planner Summit
- > Annual Conference
- > AI Summit
- > AMC Summit
- > CEO & Senior Staff Retreat
- > Commonwealth Connect by VSAE
- > Awards Luncheon & Silent Auction
- > Northern Virginia Seminars



LANYARDS | \$3,000 Limit 1

Gain year-round brand exposure with branded event lanyards. Worn by attendees at VSAE's in-person events throughout the year, this sponsorship keeps your organization visible from registration through the closing session.

NAME BADGES | \$3,000 Limit 1

Have your name/logo prominently displayed alongside VSAE's logo on all name badges used for VSAE in-person events in 2027. This is a great way to build your brand and keep your organization in front of the leaders of the association community.

COCKTAIL NAPKINS | \$2,000 Limit 1

Have your name/logo alongside VSAE's logo on each cocktail napkin at all VSAE in-person events in 2027.



MOBILE CHARGING STATION | \$1,500 Limit 1

Everyone needs to charge their mobile devices at some time or another. Have your name/logo prominently displayed on a mobile charging unit and signage at all VSAE in-person events in 2027.



TERMS & CONDITIONS

PRINT AND DIGITAL AD SPECIFICATIONS AND REQUIREMENTS PAGES 16-18 SHOULD GO DIRECTLY TO YOUR MARKETING/DESIGN 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.

PRINT ADVERTISING

NEWSLETTER

VSAE's newsletter, *Association Press*, is printed at a finished size of 8.5" (w) x 11" (h) on gloss stock with no bleeds. It is published 6 times per year. By purchasing an advertisement in *Association Press*, as part of the 2027 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

- > **Full-Page Ad:** Full-color ad sized at 7.5" (w) x 9.85" (h) with no bleeds. *2 per issue*
- > **Half-Page Ad:** Full-color ad sized at 7.5" (w) x 4.75" (h) with no bleeds. *2 per issue*
- > **Two-Column Ad:** Full-color ad sized at 5" (w) x 4" (h) with no bleeds. *No limit*
- > **Partner Spotlight:** Approximately 450 words and up to two high-resolution images (photos or logo) to accompany copy. **A two-column ad is included and will run on the same page.** *1 or 2 per issue, depending on space*

Art Requirements

Ads: Provide ad artwork in a CMYK, high-resolution (300 dpi) pdf (use Adobe's Press Quality setting) **with no crop marks**. Send by email to advertising@vsae.org.

Partner Spotlight: Provide 450-word spotlight text in .doc or .txt document. Accepted file formats for logos and photos are png, pdf, eps, tif, and jpg. Low-resolution logos and photos downloaded from the web are not acceptable. Do not embed photos into a Word file; send them as separate files. Send by email to advertising@vsae.org.

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.

TERMS & CONDITIONS

MEMBERSHIP DIRECTORY & RESOURCE GUIDE

By purchasing an advertisement in VSAE's *2027–2028 Membership Directory & Resource Guide*, as part of the 2027 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.

The *Membership Directory & Resource Guide* will be available in both print and digital editions. Although some ads in the print version are black and white, ALL ADS IN THE DIGITAL EDITION ARE FULL COLOR with live links to your website. Therefore, ALL ADS SUBMITTED FOR THIS PUBLICATION MUST BE IN COLOR.

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 sized 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.
- > **Destination 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 Destination Section advertisement consists of a full-page ad and a full page with destination information.

Art Requirements

Provide ad artwork by email (to advertising@vsae.org) in a CMYK, 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 21, 2027** to guarantee placement in the *2027–2028 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
advertising@vsae.org

TERMS & CONDITIONS

DIGITAL ADVERTISING — WEBSITE

Specifications

- > **Website Home Page Hero Banner (sliding)**
2600 x 900 px *2 per month*
- > **Website Home Page Upper Banner**
611 x 78 px *1 per month*
- > **Website Home Page Lower Banner**
611 x 78 px *1 per month*

VSAA Website Home Page Advertising

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

DIGITAL ADVERTISING — eNEWS

Specifications

- > **eNEWS Headline Banner**
611 x 78 px *1 per issue*
- > **eNEWS Featured Banner**
611 x 78 px *1 per issue*
- > **eNEWS Sponsored Content with Video**
325 x 325 px plus up to 50 words *1 per issue*
- > **eNEWS Square**
325 x 325 px *2 per issue*

Art Requirements

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.

Links

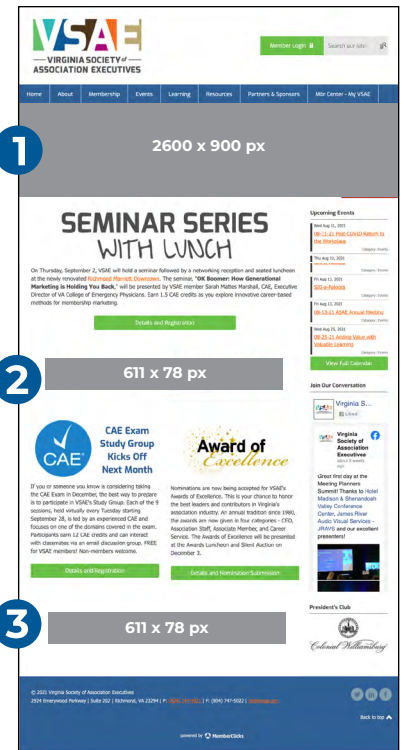
You can have a link embedded in your digital ad, directing viewers to your website. Please include the link within the email when you send your advertisement. Unspecified links will be directed to the website indicated within your member's database record.

Web traffic analysis

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



VSAA eNews Advertising

- 1 Headline Banner
- 2 Featured Banner
- 3 Sponsored Content
- 4 Square



Desktop view