FSAE 2022 MEDIA KIT

FSAE is the sole Society of Association Executives in Florida. Our high level association professionals and meeting planners maintain a powerful influence on all aspects of their meetings, programs and member services, and they need all types of technology and business solutions.

FL ASSOCIATION SPENDING

MEETINGS - $1.65 BILLION
on hotel rooms, meals, dinners, parties, meeting room rentals, etc.

BUSINESS SERVICES - $91 MILLION
on consultants, PR, insurance, accounting services & more

TECHNOLOGY - $32 MILLION
for technology solutions & services

Stay in front of your target market and book more association business by advertising with FSAE.
Florida is the **SECOND LARGEST STATE SOCIETY** with individual memberships and the majority of our members are decision makers for their organizations.

**ASSOCIATION MEETING ATTENDEES OUTNUMBER** the total attendance of all Florida State University, University of Florida, University of Miami, Jacksonville Jaguars, Miami Dolphins, and Tampa Bay Bucs home games **combined.**

**IT’S NOT JUST MEETINGS** - Of the $3.7 billion Florida associations spend on products and services annually, over **$147 MILLION** is spent on consultants, technology, public relations, insurance and accounting.

**FSAE MEMBERS SUPPORT EACH OTHER** An estimated **72.8%** of FSAE member conferences are booked with our associates, spending approximately **$443 MILLION** with our Associate Supplier Members and Advertisers.

When you establish business with member organizations, they bring business to you year after year.

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“I read SOURCE cover-to-cover the first opportunity I get. It’s a must-read to stay abreast of what is happening in the Florida association community. Plus, **we try to do business with FSAE members. Many times an ad will prompt us** to reach out to a specific hotel or service member.”

- **Jim Ayotte, CAE**
  FL Manufactured Housing Assn

“We advertised in SOURCE’s New & Renovated Property issue, nine months before our opening date. **I received a call within a few weeks of publishing and a definite booking** for a Board of Directors Meeting worth $10,000!”

- **Kathy Masterson**
  Hard Rock Daytona Beach

“Within a month of placing our ad in SOURCE, a planner called looking to secure the Resort for a Board Meeting. In a world of digital media, we are hesitant about print ads, but the ROI with this one meeting proves to me that SOURCE is a valuable opportunity for our properties.”

- **Lauren Thompson**
  Zota Beach Resort
SOURCE MAGAZINE offers best practices, cutting edge information and timely tips for all areas of association management. It’s consistently rated one of the highest member benefits by our Executive Members. Stay in front of your target audience by advertising in a publication they “make time to read.”

Publication Calendar

January/February:
HR & Workplace Issues
• Guide to CVBs, Conference & Convention Centers
• New & Renovated Properties for 2022
Deadlines December 5 & 20, 2021

July/August:
Leadership & Managing Transitions
• Meetings in South Florida
• Executive Retreats & Board Meetings
• Reconnect with Members*
Deadlines June 5 & 20

March/April:
Financial & Legal Issues
• Meetings in Central Florida
• Best Golf Meeting Spots
• Metro Meetings
Deadlines February 5 & 20

May/June:
Technology
• Beach Meetings
• Annual Meetings & Conventions
Deadlines April 5 & 20

September/October:
Conference Recap Issue
Membership & Marketing
• Meetings in North Florida
• Luxury Resorts & Spas
Deadlines August 5 & 20

November/December:
Year in Review, Education & Events
• Meeting Planners Guide with photos of key contacts
Deadlines October 5 & 20

*RECONNECT WITH MEMBERS:
The July/August issue features Conference Attendees! Stay in front of the FSAE members from Conference with your color photo and 200 words of copy in the Leadership issue. $495.

ADVERTORIAL ARTICLES:
Full or half-page advertorial articles can run opposite your ad in Source.
Full Page: 400 words with large image or 525 with small image
Half-Page: 200 words with small image

NEW: Advertorial Articles can Accompany Your Ad!

FSAE’s annual ASSOCIATION RESOURCE MEMBERSHIP DIRECTORY is an effective meeting planning tool and desk reference that highlights member properties, destinations and services available in Florida. Ads and listings include contact information and descriptions of industry suppliers.

The annual reference guide is used by state associations and meeting planners when looking for services, meeting venues, destinations, contact information and other information.

Resource deadlines are March 18 and April 1. Directories are mailed to members in June.
ONLINE OPPORTUNITIES
EMAIL BLASTS | EMAIL BANNERS & ADS | WEBSITE BANNERS

EXCLUSIVE SOLO EMAIL BLAST
$1,045 per blast
**Specs:** 700w x (no height limit)
SPECIAL DELIVERY! FSAE sends your exclusive email on behalf of an advertiser to the FSAE executives and meeting planners. Please provide images and HTML file. Samples available.

NEW: PROPERTY & DESTINATION UPDATE
$495 per month
Monthly email to FSAE members highlighting availability for your property or destination. Limited to 3 listings, Update includes photo, copy and link to your website. Update also displayed on the FSAE website.
**Specs:** 235w x 175h photo, 75 word copy in email and 150 word copy on website

FSAE-ENEWS ADS
Monthly Exclusive Opportunities - two month minimum:
**Top Banner Ad:** $495 per month
**Specs:** 600w x 100h - HIGH IMPACT VISIBILITY!

**Featured Destination:** $625 per month
**Specs:** 580w x 375h - Feature your company with a linked video or single photo and 50 words of text that links to your website.

EVENT BLAST SPONSOR
$795 per month, two month minimum.
**Specs:** 600w x 95h
Advertisers receive two ads in each blast, which is sent twice monthly to our membership and once monthly to prospects - reaching 1,000 additional association industry professionals. *Must be same ad and link.*

PREMIUM WEBSITE SLIDERS
Reach our executives who regularly go to fsae.org for meeting and services information.
**Home Page:** $725 per month with a three month minimum

NEW: Event Page Sider - $595 per month
Double your exposure with both locations for $1,095!
Upcoming Events is consistently visited all year long!
**Specs:** 960w x 240h for all sliders

NEW: EXCLUSIVE LOGIN PAGE AD
Login Page Ad: $895
The login page is the second-highest visited page on fsae.org and we are now offering an exclusive ad in this premium location
**Specs:** 500w x 500h

SOURCE DIGITAL EDITION BLAST & AD
Email Sponsor AND Online Ad
$450 per issue or the entire year for $2,000 - DigitalSource sent 6 times per year
Includes Featured Destination image of 580w x 375h + 50 words copy in DigitalSource email blast and full page ad in online digital edition opposite cover page (sample above)

Digital Ad Options:
• Add a [YouTube Video](#) to your print ad: $100
• Insert a digital ad with video: $195
Contact Sue to see a sample of the Digital Edition!

For more information on any of these opportunities, contact Sue Damon:
SueDamon@comcast.net | 850.926.3318
AD BUNDLES
GET PRINT + ONLINE FOR THE BEST VALUE

“PICK THREE” BUNDLE:
Choose the three times this year you’d like to run ALL of these great options

3 ADS IN SOURCE MAGAZINE
- Full-color, right hand page ad
- First 20% of magazine
- Full or half page ad available*

3 SOLO BLAST EMAILS
Run an exclusive email blast in 3 months of your choosing

3 HOME PAGE SLIDERS
Rotating home page slider to run for 3 months of your choosing

PLUS - Free YouTube video in Digital Edition with 3x buy - or Digital Edition Sponsor with 4x buy

All new Bundle media buys include one (1) complimentary ad posted on FSAE’s Facebook page

BUNDLE COST: $10,476 net - a $2,304 savings!
*Half Page Source Ad Total Bundle: $9,647 - a $1,855 savings

Add Resource to your bundle for more savings:
$3,135 full page ad | $2,495 half page ad

PRINT AD SIZES

- Full Page*
  7 1/2" x 10"
- 2/3 Vertical
  4 7/8" x 10"
- 1/2 Vertical
  3 5/8" x 10"
- 1/2 Horizontal
  7 1/2" x 4 7/8"
- 1/2 Island
  4 7/8" x 7"
- 1/3 Vertical
  2 3/8" x 10"

*See Fine Print for Bleed info

ADVERTORIAL ARTICLES

HEADLINE
400 words copy

HEADLINE
525 words copy

HEADLINE
200 words copy

Full Page Options

Full Page*

Large image size:
8.25" x 2.25"
OR
3.75" x 3.75"

Small image size:
2" x 2"
SOURCE MAGAZINE
The BI-MONTHLY publication of FSAE

Frequency
SOURCE magazine is published 6 times a year: Jan/Feb, Mar/Apr, May/June, July/Aug, Sept/Oct, Nov/Dec, and hits the membership at the beginning of the second issue month.

Advertorial Opportunities
All four-color ads earn advertorial space in the special section of that issue. At no additional cost, your editorial of 125 words and a color photo will be placed in SOURCE. You are automatically listed in our "Buyer’s Guide” in SOURCE and on web page for a full year with a 3x or more insertion order.
NEW - Full or half-page advertorial articles can run opposite your ad and include 400 words with large image or 525 words with small image. Half page advertorials include 200 words with small image.
PLUS - Free YouTube video in Digital Source with 3x buy - or Digital Source Sponsor with 4x buy. All new Source advertisers receive recognition on FSAE Facebook page.

SOURCE Deadlines
Insertion Order Deadline: 5th of the month prior to publication (Jan/Feb due Dec. 5)
Materials Deadline: 20th of the month prior to publication (Jan/Feb due Dec. 20)
Special Section Deadline: Due on materials due date, no exceptions.

ADVERTISING RATES
Gross Rates - Four Color Ads

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<tr>
<td>Full Page</td>
<td>$2415</td>
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<td>$2150</td>
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<td>$2015</td>
<td>$1835</td>
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<td>1/3 Page</td>
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*Ask about insert and belly band opportunities*

Full Page Advertorial & Ad 1X - $4,400
Half-Page Advertorial & Ad 1X - $3,000
Double Page Spread 1X - $4730
Outside Front Cover and Inside Right $5495
1/2 Page Spread $3985
Premium Placement add 15%
Page Bleeds add 20%

RESOURCE DIRECTORY
The ANNUAL Facilities & Services Guide/Membership Directory publication of FSAE

Frequency
RESOURCE is published once a year and is mailed to members in June. RESOURCE features comprehensive listing information for the association executive.

The Association RESOURCE
RESOURCE is designed to be used by members all year long and kept on the desk as an easy reference. It is an indispensable daily tool for the association executive. The front section of RESOURCE, “Buyer’s Guide” contains in-depth listings by region, of facilities and services available to association executives throughout Florida. Facilities are listed first, followed by services.
The opportunity to have your facility or service listed in the Buyer’s Guide is provided at NO CHARGE to our RESOURCE advertisers. The Buyers Guide is followed by important association and member information.

RESOURCE Deadlines
Insertion Order Deadline: March 18
Materials Deadline: April 1

ADVERTISING RATES*
Gross Rates - Four Color Ads

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<tr>
<td>1/3 Page</td>
<td>$2200</td>
<td></td>
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<tr>
<td>Double-page spread</td>
<td>$6270</td>
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150 Word Listings are NO CHARGE with any display ad contract.
Display advertisements will receive one complimentary listing.

Listing Only* (Not commissionable)
150 word listing.
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<tbody>
<tr>
<td>FSAE Member</td>
<td>$295</td>
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<tr>
<td>Non Members</td>
<td>$375</td>
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*Covers & Tabs*

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<tbody>
<tr>
<td>Back Cover</td>
<td>$3710</td>
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</tr>
<tr>
<td>Inside Front</td>
<td>$3485</td>
<td></td>
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<tr>
<td>Inside Back</td>
<td>$3375</td>
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<td>Tab Front</td>
<td>$3430</td>
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<tr>
<td>Tab Back</td>
<td>$3350</td>
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*One free listing accompanies each ad insertion.*
FINE PRINT

PRODUCTION MATERIALS: FSAE publications are direct-to-plate. Please furnish your ad as a PDF file (high resolution CMYK/flattened/embed all fonts). If you choose to send a TIFF or EPS file, it must be accompanied by all graphics and fonts (both screen and printer versions). Ads must be complete. You may email your ad to SueDamon@comcast.net. You may also send by YouSendIt.

DEADLINES: All ad materials must be received by material deadline. When new materials are not received by the closing date, the publisher will repeat the latest ad of similar size. If there was no previous insertion, the client is liable for the cost of contracted space not used, and the unused space will be allocated at the discretion of the publisher.

PRODUCTION INFORMATION:
Binding: Saddle stitched; Printing Process: Sheet-fed offset
Inserts: Pricing and availability on request;
“Bleeds”: Trim size is 8.375 x 10.875. Allow 1/8” beyond all margins for bleeds beyond the trim size. Example: full page ad with bleeds would be 8.625 x 11.125”. An ad without bleeds would be 7-1/2” x 10” leaving a white border around it.

PLACEMENT: Placement cannot be guaranteed unless the position is a paid position. All efforts will be made to place your ad in a requested position. In RESOURCE, however, ads are often placed within or close to the region of the state corresponding to property location and both left and right pages are utilized for ads.

ISSUANCE: Source published 6 times a year and mailed the first week of the second issue-month. Resource published annually and mail in late June.

DISTRIBUTION: SOURCE and RESOURCE are distributed to over 1,100 association executives, meeting planners, and related organizations. As a public service, SOURCE is also distributed to members of the Florida Legislature, government agencies, and other SAE’s nationwide.

POLICIES: Advertising must be inserted within one year of the first insertion to earn frequency discount rates. If the number of insertions is not specified on order or contract, each insertion will be billed at the one-time rate until a frequency rate is earned. Advertising ordered at a frequency discount rate that is not earned within one year from the first insertion will be billed at the earned rate (“short rated”).

The advertiser, as well as the agency, is responsible for the payment of all advertising to the publisher. The advertiser is responsible for ads not paid for by their agency. Mixed sizes of ads in campaign are acceptable. No cash rebates will be made.

AGENCY COMMISSIONS: Commissions are paid to recognized advertising agencies only. Maximum agency commission allowed is 15% on color print advertising only. Production charges are not commissionable. Listings in RESOURCE are not commissionable. Electronic advertising is not commissionable.

COPY ACCEPTANCE: FSAE and SOURCE reserve the right to reject any advertising considered by management to be objectionable as to wording or appearance. FSAE and SOURCE also reserve the right to place the word “advertisement” on any ad which it may believe to resemble editorial material.

CANCELLATIONS: No cancellations accepted after space closing date for print ads. Electronic advertising must occur at least six weeks prior to running.

TERMS: All payments are due 30 days after date of invoice. Past due invoices are subject to a 1/2 percent per month service charge. Advertiser agrees to pay all charges and balances that it or its authorized agent incurs to FSAE for the publication of Advertiser’s content. Advertiser acknowledges that all balances are due and payable to FSAE within 30 days of the invoice date and may be paid by check. In the event that FSAE commences any collections efforts against Advertiser based on Advertiser’s failure to pay any charges and balances owed, Advertiser agrees and understands that it will be responsible for, and pay to FSAE, any and all costs of collection incurred by FSAE, whether or not a lawsuit is filed, including but not limited to attorney’s fees, court costs and any other expenses reasonably incurred, in addition to the principal balance owed and interest at the rate above noted. Advertiser acknowledges that this is a contractual relationship with and obligation to pay FSAE, arising in Leon County, Florida, and it submits itself to the venue and jurisdiction of the Leon County court.

ADVERTISING RESPONSIBILITY: All advertisements are accepted and published upon the representation that the advertiser and agency, if one, is/are authorized to publish the entire contents and subject matter thereof.

In consideration of the publisher’s acceptance of such advertisements for publication, the advertiser and agency, if one, will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism and/or copyright infringement.

Publisher is not responsible for any errors in key numbers. Any required modification of copy submitted as camera ready will be charged to the advertiser.