

# 2018 FSAE Media Kit

## Success by Association

print | online | digital | resource



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

Florida's largest associations hold over **40,500** meetings annually, generating **\$1.65 BILLION** in revenue. Stay in front of your target market to bring more association business to you.

# OVER 2,000 MEMBERS STRONG

“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 in January/February 2017, nine months before our opening date. I received a call within a few weeks of publishing and a definite booking for a May 2018 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

**FSAE** is the gateway to the association market in Florida.

By advertising with FSAE, you are reaching executives and meeting planners who spend over **\$3.7 BILLION** on meeting related expenses and need all kinds of goods and services to run their associations. When you can establish business with these organizations, they bring business to you year after year. Reach your target audience through our print and online advertising opportunities.

Advertising can generate customers now...and in the future.

Help decision makers remember your products and services - and grow your business.



WWW.FSAE.ORG  
**SOURCE**  
 success by association  
 MAR/APR 2017

Prove Member Value:  
 Show the ROI  
 Build Business Success  
 Through Advocacy  
 Lobbying Registration  
 in Florida  
 Annual Conference: an  
 Inside View of #FSAE17

**\*Reconnect with Members:**  
 The July/August issue features  
 Conference Attendees! Stay in front  
 of the FSAE members you meet at  
 Conference with your color photo and  
 200 words of copy in the Leadership  
 issue. \$495.

**Source Magazine** is 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.”

Source offers best practices, cutting edge information and timely tips for all areas of association management. It also includes information on services as well as venues that can host meetings that range from board meetings to annual conferences and trade shows.

## Publication Calendar

January/February:

HR & Workplace Issues

- Guide to CVBs and Convention Centers
- New & Renovated Properties for 2018

Deadlines December 5 & 20, 2017

March/April:

Financial & Legal Issues

- Meetings in Central Florida
- Best Golf Meeting Spots

Deadlines February 5 & 20

May/June:

Technology

- Beach Meetings
- Annual Meetings & Conventions
- Technology Showcase

Deadlines April 5 & 20

July/August:

Leadership & Managing Transitions

- Meetings in South Florida
- Executive Retreats & Board Meetings

• Reconnect with Members\*  
 Deadlines June 5 & 20

September/October:

Conference Wrap-Up Issue  
 Membership & Marketing

- Meetings in North Florida
- Meetings in Resorts & Spas

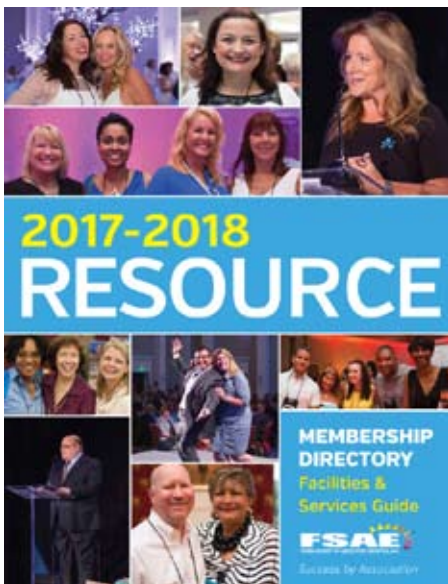
Deadlines August 5 & 20

November/December: Year in Review, Education & Events

- Meeting Planners Guide with photos of key contacts

Deadlines October 5 & 20

### NEW RESOURCE DEADLINES



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.

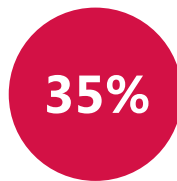
**NEW SCHEDULE: Resource deadlines are February 15 and March 1.** Directories are mailed to members in June. See page 5 for more information.



Average Email Stats



Email Recipients



Open Rates

Home Page Monthly Averages



PageViews



Unique Visitors

### >> Exclusive Solo Email Blast

\$1,045 per blast - 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.

### >> FSAE-ENews Ads - Monthly

Exclusive Opportunities - two month minimum:

**Top Banner Ad:** \$525 per month

600w x 100h - HIGH IMPACT VISIBILITY!

**Featured Company:** \$625 per month  
580w x 375h

Feature your company with a linked video or single photo and 50 words of text that links to your website.

**Spotlight:** \$225 per month  
275w x 225h

Spotlight your company with a logo ad that links to your website. Spotlights are included above the Upcoming Events section of ENews.



### >> Event Blast Sponsor

\$795 per month, two month minimum. - 600w x 95h

FSAE sends out 2 event notices a month to our membership. Event blasts include information on upcoming events such as Power Luncheons, Roundtable meetings and CEO Retreats.



### >> Premium Home Page Website Slider

\$725 per month with a three month minimum

Specs: 980w x 245h

Reach our executives who regularly go to fsae.org for meeting and services information.



**GREAT OPPORTUNITY!**

### >> SOURCE Digital Edition

Email Sponsor & Online Ad

Sent 6 times per year

\$450 per issue or the entire year for \$2,000.

Includes sponsor logo (125x125) and 150 words copy in DigitalSource email blast **and full page ad in online digital edition** opposite cover page

Digital Ad Options:

- Add a video to your print ad: \$100
- Insert a digital ad with video: \$195
- Front Cover banner ad: \$295

Contact Sue to see a sample of the Digital Edition!

## bundle print & online

>> BEST VALUE! <<

### "Pick Three" Bundle:

Choose the three times this year you'd like to run **ALL** of these great options:

- Color ad in 3 issues of Source, right hand page, first 20% of magazine - full/half page available\*
- Exclusive Solo Blasts in 3 months of your choosing
- Home Page rotating sliders to run for 3 months of your choosing

**Your Cost: \$10,380 net - a \$2,985 savings!**

\*Half Page Source Ad Total Bundle: \$9,270

**Add Resource to your bundle for 2017 Pricing:**

**\$2,995 full page ad | \$2,375 half page ad**



## 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

A four-color advertisement earns advertorial space in the special section of that advertising 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 our "Meetings and Services" web page for a full year with a 3x or more insertion order.

### 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

	1X	3X	6X
Full Page	\$2295	\$2065	\$1915
2/3 Page	\$2045	\$1960	\$1785
1/2 Page	\$1915	\$1695	\$1600
1/3 Page	\$1725	\$1600	\$1425
Double Page Spread	1X - \$5095		
Outside Front Cover and Inside Right	\$5345		
1/2 Page Spread	\$3870		
Premium placement for covers	add 15%		
Page Bleeds	add 20%		

To Advertise or for More Information  
Contact **Sue Damon**

Suedamon1@aol.com | 850.926.3318

Send all materials to [Suedamon1@aol.com](mailto:Suedamon1@aol.com)

## 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 - NEW Deadlines\*\*

**Insertion Order Deadline:** February 15

**Materials Deadline:** March 1

## Advertising Rates\*

Gross Rates - Four Color Ads

Full Page	\$3085
2/3 Page	\$2625
1/2 Page	\$2450
1/3 Page	\$2055
1/6 Page	\$1365
Double-page spread	\$6230
<i>150 Word Listings are NO CHARGE with any display ad contract.</i>	

### Covers & Tabs

Back Cover	\$3575	Inside Front Cover	\$3355
Tab Front	\$3300	Inside Back Cover	\$3250
Tab Back	\$3215		

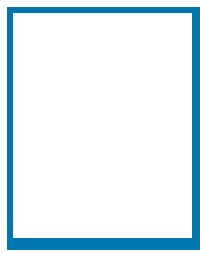
*Display advertisements will receive one complimentary listing.*

### Listing Only\* (Not commissionable)

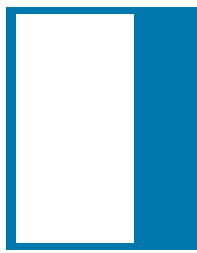
150 word listing.	\$245 (FSAE Member)
	\$305 (Non Members)

**\*One free listing accompanies each ad insertion.**

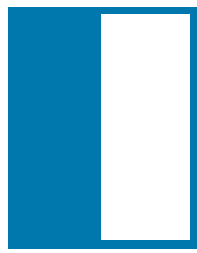
# ad sizes



Full Page\*  
7 1/2" x 10"



2/3 Vertical  
4 7/8" x 10"



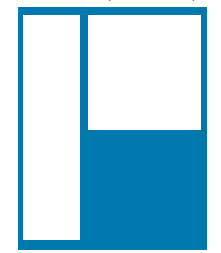
1/2 Vertical  
3 5/8" x 10"



1/2 Horizontal  
7 1/2" x 4 7/8"



1/2 Island  
4 7/8" x 7"



1/3 Island  
4 7/8" x 4 7/8"  
1/3 Vertical  
2 3/8" x 10"

## the 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 [Suedamon1@aol.com](mailto:Suedamon1@aol.com). 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 11.15". 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 mails in late June.

### AD MATERIALS/SPECIAL SECTION EDITORIAL DEADLINE:

Editorial for special sections must be received by the deadline. If MATERIALS ARE NOT received by this date, your editorial WILL NOT APPEAR IN THAT SPECIAL SECTION.

**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.

**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 courts within that County.

**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.