

Meeting Gold...

MASAE MEDIA INFORMATION • PACKAGES FOR SUCCESSFUL MARKETING

Contact Sue Damon for further information: Phone: (850) 926-3318;
email: suedamonmarketing@gmail.com

Why Advertise with MASAE?



**The Official publication of
the Mid-Atlantic Society
of Association Executives**

Mid-Atlantic Society of Association Executives

MASAE

Advancing the Profession of Association Management



Gain direct access to MASAE's association market.

We offer a *qualified* market of decision makers in the association industry. The Mid-Atlantic Society of Association Executives (MASAE) is the place to access association and meeting planning professionals who work in the association market in New Jersey, Delaware, and Pennsylvania. *PACE* is the official magazine of MASAE, providing its members with the latest association and industry news.

Published quarterly, *PACE* provides cost-effective and direct access to the decision makers who represent professional trade associations and non-profit organizations, including the 30% of MASAE's membership that is comprised of national associations. Maintain your presence and network with potential clients throughout the year with *PACE*.

PRINT and ONLINE opportunities!

**Ask about our media packages!
Contact **Sue Damon**,
our sales representative today!**

Call:

(850) 926-3318

Email:

suedamonmarketing@gmail.com

We ARE the industry!

PACE 2012 CALENDAR

(Published 4 issues per year)

SPRING

Gaming Destinations
Resorts and Spas

FOCUS STORY:

Meetings in New Jersey

SUMMER

Beach Meetings & Meeting
Friendly Hotels and Resorts
Historic Setting for Meetings

FOCUS STORY:

Meetings in Pennsylvania

FALL

Associate Member Promotional
Issue (Includes our Guide to
Associate Members)
CVB's & Convention &
Conference Centers, including
Convention Hotels

Bonus Distribution:

MASAE Annual Conference

WINTER

Meeting Planner's Guide
(Put a face with the name:
A color photo of your key
contact is included in this
issue.)

Executive Retreats and Board
Meetings

FOCUS STORY:

Meetings in Delaware

We promote YOU... In PRINT and ONLINE

TARGET KEY DECISION MAKERS.

Pace is mailed directly to all MASAE members, including association executives, executive directors, meeting and trade show planners and coordinators, as well as other key association staff. Additional distribution is available to communications, public relations and marketing personnel as well as ASAE members who work in the Mid-Atlantic SAE region—New Jersey, Delaware, and Pennsylvania—and who are not members of MASAE.

MID-ATLANTIC SAE-BASED ASSOCIATIONS:

- Bring 343,424 registrants to meetings
- Purchase 96,784 sleeping rooms
- Spend \$8,533,600 on food and beverages each year

ADDED VALUE: With your four color ad, you will receive 100 words of copy in our special section of the issue your ad appears in, along with a color image of your property [in the Fall Meeting Planner's Guide, a photo of your key contact] – an added value you won't want to miss.

PACE MAGAZINE, OUR OFFICIAL PUBLICATION, SERVES AS A MARKETING TOOL FOR YOUR BUSINESS.

Placing your ad in our quarterly magazine or online on the MASAE website puts you in front of key decision makers within the association executive industry. Reach these professionals who need the products and services you offer.

MAXIMIZE EXPOSURE:

Special placement within the publication ensures high visibility and relevancy for your ad. Your message can be strategically placed for maximum impact.

Call our advertising representative, Sue Damon, (850) 926-3318, for a list of available positions.

ENHANCES VISIBILITY:

All advertisers receive a free custom listing in our BUYERS GUIDE. Color ads receive advertorial and a color image. All ads are linked on our website in the new Digital Edition of PACE, available to meeting planners at any time.



Email:

suedamonmarketing@gmail.com

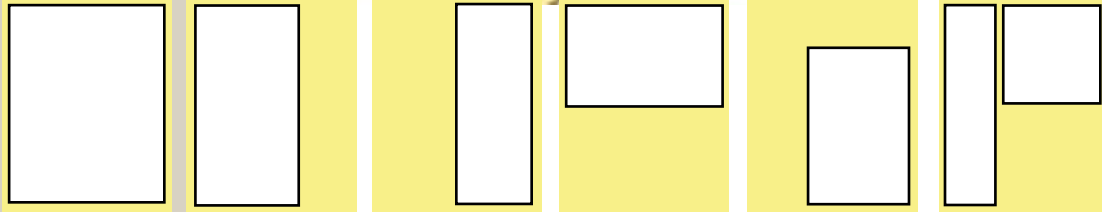
Contact Sue Damon, our sales representative today!

Call (850) 926-3318



Join our other advertisers who have taken advantage of these great opportunities!

Ad sizes and specifications:



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"

1/3 Island
4 7/8" x 4 7/8"

Want to save?

Ask Sue about our bundled packages for the best pricing for print and online

Call

(850) 926-3318

Bundling ad campaigns across multiple channels is more effective because meeting planners use a variety of today's media channels for media-related information gathering.

Print à la carte

BEST INDUSTRY ADDED VALUE: With your four color ad, you will receive 100 words of copy in our special section each issue and a color image of your property—an added value you won't want to miss.

PACE MAGAZINE

The official magazine of the Mid-Atlantic Society of Association Executives

2012 Advertising Rates Four Color*

(net rates)	1X	2X	4X
Double Page Spread	\$3420		
Full Page	\$1,900	\$1820	\$1740
2/3 Page	1820	1770	1660
1/2 Page	1550	1510	1420
1/3 Page	1380	1350	1300
1/2 Page Spread			\$3000
Premium placement for covers	add 15%		

* Black and White rates upon request

PACE Deadlines

(Mails first week of the specified month.)

Insertion Order

deadlines:
One week prior to materials due date.

Materials

deadlines:

SPRINGApril
Materials due
March 1

SUMMER July
Materials due
June 1

FALL..... October
Materials due
September 1

WINTERFebruary
Materials due
January 15

Web à la carte (net rates)

DIGITAL PACE & 2012 Membership Guide Exclusive Blast Sponsor: Pace is MASAE's publication that is produced four times per year. The publication, as well as the membership directory, is produced in a digital format and emailed to the MASAE membership. It is also placed on MASAE's website with digital links back to your ad in Pace.

- Right side column of e-blast is dedicated to sponsor
- Specs: sponsor logo, up to two, 125x125 jpg images and 75 words of copy
- \$525 per issue, or all five issues for \$2,350, net.

BANNER AD on home page (two per month that rotate)
\$1,495, net per year; size: 700x144

BUTTON ADS on home page
\$750 for six months / \$1,200 per year; size: 120 x 120

E-NEWS comes out the first week of the month.
Format: .jpg or .gif file
Size: 120w x 120h max.
Rate: \$1,300 for one year; \$750 for six months

MEMBERSHIP DIRECTORY

Printed PDF and hosted online all year for easy reference.
Full page, color ads are \$395



Simply . . .

the best advertising opportunity available.

Mechanical Requirements

PRODUCTION MATERIALS: Pace magazine is direct-to-plate. Please furnish your ad on a CD as a PDF file (high resolution/CMYK/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 send your materials to our printer's FTP site or by FedEx.

FEDEX:
Association Publications
138 Walker Creek Dr.
Crawfordville, FL 32327
Phone (850) 926-3318;
Fax: (850) 926-7717

FTP:
<http://www.boydprinting.us.com/>
Login:
User name: MASAE
Password: boyd1234
Put your ad in the folder:
"ad materials - do not remove"
in the folder month listed on your insertion order, and in the correct year, such as 2012.

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.

**Your ad must be named with the name of the advertiser so we can identify the client.

PRODUCTION INFORMATION:

Binding: Saddle stitched; **Printing Process:** Sheet-fed offset
Inserts: Pricing and availability on request; **Bleed:** Trim size is 8-1/2" x 11". Allow 1/8" beyond all margins for bleed. Any material over 7 1/2" x 10" is also considered a bleed. Type and other essential material must also be 7/8" in from bleed size and 1/2" in from trim size.

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 *PACE*, however, ads are often placed within the special advertising section and both left and right pages are utilized for ads.

ISSUANCE: Published four times a year.

AD MATERIALS: Editorial for special sections must be in our offices by the posted deadlines.

DISTRIBUTION: Association *PACE* are distributed to 500 MASAE members: association executives, meeting planners, and related organizations.

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.

COPY ACCEPTANCE: MASAE reserves the right to reject any advertising considered by management to be objectionable as to wording or appearance. MASAE also reserves 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 will be charged a 5 percent per month service charge.**

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.

Advertiser agrees to pay all charges and balances that it or its authorized agent incurs to MASAE for the publication of Advertiser's content. Advertiser acknowledges that all balances are due and payable to the publisher within 30 days of the publication, and may be paid by check or credit card.

If the balance due is not paid by cash or check by such time, then Advertiser agrees to pay interest on any unpaid balance at the rate of 5% annually from the date of publication. In the event that MASAE 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 MASAE, any and all costs of collection incurred by MASAE, 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 MASAE, arising in Wakulla County, Florida, and it submits itself to the venue and jurisdiction of the courts within that County.

MASAE serves our members through a focus on creating human connections to knowledge and ideas, relationships, and marketplaces. MASAE connects the buying power of planners with suppliers seeking the most effective way to profile their meeting venues, products and services. Reach the audience that matters most to you and reserve your space today!

Call Sue Damon, MASAE Advertising Representative, to reserve your ad space!
PHONE: (850) 926-3318
E-MAIL: suedamonmarketing@gmail.com