



Tallahassee Society of Association Executives

Make strong connections with leading executives in Tallahassee's multi-million dollar association industry.

The TSAE Advantage:

- TSAE's Tallahassee-based associations have combined **budget expenditures of more than \$300 million** per year.
- Florida associations annually hold a total of **47,610** meetings, which attract a total number of **3,694,000** attendees.
- **Prominent TSAE members include:** Florida Bankers Association, The Florida Bar, Florida Dental Association, and Florida Health Care Association.

Who We Are:

TSAE proudly provides our members with industry information, resources, educational programs and networking opportunities. TSAE members are the industry decision-makers who approve and recommend facilities, products and services to the region's leading companies and associations.

TSAE Member Profile:

TSAE's membership comprises key players in Tallahassee's association market, including:

- Association executives
- Meeting and trade show planners
- Directors of communications, finance, development, administration, membership and human resources
- Managers of publications, marketing and operations

Deliver your message to the market that matters. Contact your Naylor account executive to put your company in front of industry leaders.

For more information, please contact:

Scott Pauquette
Publication Director | Naylor, LLC
Toll-free: (800) 369-6220 ext. 3446
Direct: (352) 333-3446
Email: spaquette@naylor.com



Capital Executive PRINT EDITION

Published quarterly, *Capital Executive* is mailed to each of our members and features industry and association news and information.

Capital Executive DIGITAL EDITION

In addition to print, *Capital Executive* is also available to members in a fully-interactive digital version.



2012-2013 Membership Directory



Our annual directory connects TSAE members with the product and service providers they need. This trusted networking tool and purchasing guide is used throughout the year by our members.

Why Advertise?

When you advertise in *Capital Executive* and our *2012-2013 Membership Directory*, you raise brand awareness and **increase your exposure among the industry professionals who spend more than \$240 million on products and services on an annual basis.** Contact your Naylor account representative today to reserve your space!

To learn more about TSAE, visit:
www.tallysae.org



T•S•A•E
TALLAHASSEE
SOCIETY OF
ASSOCIATION
EXECUTIVES

Dear Members and Colleagues:

The Tallahassee Society of Association Executives is pleased to announce that we have chosen to work with Naylor, LLC, as our official integrated media communication partner for 2012. Naylor provides advertising and communication services that build your company's image and link your brand with buyers in the Tallahassee association industry. We are continuing to partner with Naylor to provide:

- *2012-2013 TSAE Membership Directory*
- *Capital Executive* quarterly magazine

By affiliating your organization with TSAE, you are making an excellent investment in your business and brand. We are confident that our partnership with Naylor will continue to increase the unmatched educational, networking and promotional opportunities already included in our membership.

TSAE communications deliver your message to key members who specify products, lead projects, and approve purchases on behalf of their companies. This is your opportunity to advertise and promote your products and services to a major purchasing audience through our full complement of communications options.

TSAE is proud to serve as the leader in the association industry and as the voice of our profession. Our media outlets provide valuable opportunities to present in-depth perspectives on the vast array of critically important issues to our membership.

Since 1969, Naylor has crafted custom communication solutions for businesses like yours. When you advertise with TSAE through Naylor, you can expect:

- Top-quality exposure to key decision-makers with purchasing power
- Professional advertising design services
- Ongoing customer service support

Tell the association industry about your business's quality product or service and that you stand with your peers in support of our association. When an account executive from Naylor contacts you, consider allocating part of your advertising budget to placing your message in Tallahassee Society of Association Executives media.

Sincerely,

Jan Scheff

Capital Executive 2012-2013 Membership Directory



Net Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates	1x - 2x	3x - 4x	Directory
Double Page Spread	\$2,919.50	\$2,629.50	\$3,504.50
Outside Back Cover	\$2,569.50	\$2,369.50	\$3,024.50
Inside Front Cover	\$2,399.50	\$2,199.50	\$2,854.50
Inside Back Cover	\$2,299.50	\$2,099.50	\$2,854.50
Full Page	\$1,869.50	\$1,699.50	\$2,374.50
2/3 Page	\$1,749.50	\$1,569.50	\$2,214.50
1/2 Page	\$1,279.50	\$1,149.50	\$1,864.50
1/3 Page	\$959.50	\$859.50	\$1,644.50
1/4 Page	\$739.50	\$669.50	\$1,454.50
1/6 Page	\$589.50	\$529.50	N/A
1/8 Page	\$459.50	\$409.50	N/A
Black-and-White	1x - 2x	3x - 4x	Directory
Full Page	\$1,199.50	\$1,079.50	\$1,499.50
2/3 Page	\$1,039.50	\$939.50	\$1,339.50
1/2 Page	\$759.50	\$679.50	\$989.50
1/3 Page	\$569.50	\$509.50	\$769.50
1/4 Page	\$439.50	\$399.50	\$579.50
1/6 Page	\$349.50	\$309.50	\$469.50
1/8 Page	\$269.50	\$239.50	\$389.50

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

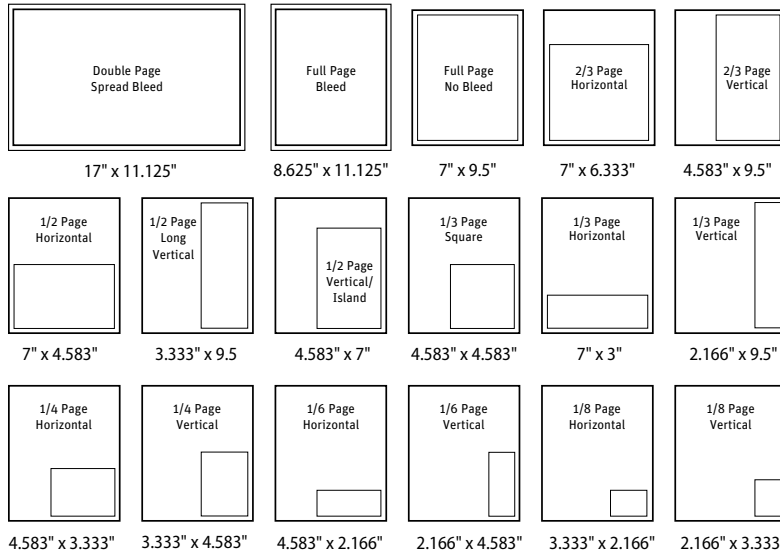


Capital Executive 2012-2013 Membership Directory

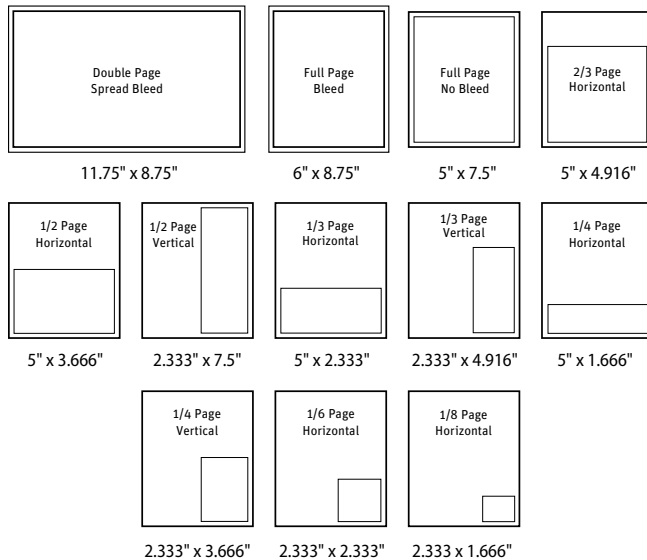


Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



Roster Trim Size: 5.75" x 8.5"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.



Capital Executive – digital edition

Digital Edition – www.naylornetwork.com/aet-nxt

In addition to print, *Capital Executive* is also available to members in a fully-interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Extend your print advertising investment with the unique benefits of digital media:

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via email and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more
- View issues instantly from iPhone, iPad, iPod Touch, Android, BlackBerry Touch and most other smart phones

Ad Positions



eSponsorship | \$1,299.50

Your message will be prominently displayed directly across from the cover of the magazine.

eLink | Included in display ad rates

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate email address.



eToolbar | \$699.50

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

eSkyscraper | \$1,099.50

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

Capital Executive – digital edition

Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Digital Edition

eSponsorship

- 550 x 480 pixels; minimum resolution is 150 dpi
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted

eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button); minimum resolution is 150 dpi
- JPG only (no animation)

*Digital Edition Flash Guidelines

- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
- Set the frames per second (FPS) to 24
- Do not add buttons or any clickable actions; Please supply the intended URL to your Naylor account executive
- Avoid any ActionScript that can affect the Nxtbook engine, such as the `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`

eSkyscraper

- 200 x 783 pixels; minimum resolution is 150 dpi
- JPG only (no animation)

- Bitmaps should have “smoothing enabled” for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation

Capital Executive 2012-2013 Membership Directory



Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | |
|--|--|
| <input type="checkbox"/> Accountants | <input type="checkbox"/> Government Agencies |
| <input type="checkbox"/> Advertising Agencies | <input type="checkbox"/> Graphic Arts/Design Firms |
| <input type="checkbox"/> Affinity Programs | <input type="checkbox"/> Hotels and Resorts |
| <input type="checkbox"/> Airlines | <input type="checkbox"/> Information Databases |
| <input type="checkbox"/> Art | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Association Management Companies | <input type="checkbox"/> Internet Service Providers |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Mailing Houses |
| <input type="checkbox"/> Attractions/Theme Parks | <input type="checkbox"/> Meeting Planning Services |
| <input type="checkbox"/> Audio-Visual Services | <input type="checkbox"/> Membership Services |
| <input type="checkbox"/> Badges/Awards/Incentives | <input type="checkbox"/> Non-Dues Income Services |
| <input type="checkbox"/> Banks | <input type="checkbox"/> Office Automation and Supplies |
| <input type="checkbox"/> Business Equipment Services | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Car Rental/Leasing | <input type="checkbox"/> Promotional Services |
| <input type="checkbox"/> Catering | <input type="checkbox"/> Public Relations Firms |
| <input type="checkbox"/> Chambers of Commerce | <input type="checkbox"/> Public Speakers |
| <input type="checkbox"/> Charter/Boat/Sightseeing | <input type="checkbox"/> Publications |
| <input type="checkbox"/> Computer Supplies and Equipment | <input type="checkbox"/> Resorts |
| <input type="checkbox"/> Computer Hardware | <input type="checkbox"/> Restaurants and Clubs |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Security |
| <input type="checkbox"/> Commercial Real Estate | <input type="checkbox"/> Shipping/Courier Services |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Conference and Convention Centers | <input type="checkbox"/> Survey Research Firms |
| <input type="checkbox"/> Convention and Visitors Bureaus | <input type="checkbox"/> Teleconferencing Services |
| <input type="checkbox"/> Conference Services | <input type="checkbox"/> Tradeshow Displays and Supplies |
| <input type="checkbox"/> Data Processing | <input type="checkbox"/> Tradeshow Management |
| <input type="checkbox"/> Desktop Publishing | <input type="checkbox"/> Training Services |
| <input type="checkbox"/> Destination Management | <input type="checkbox"/> Translation Services |
| <input type="checkbox"/> Direct Mail/Marketing | <input type="checkbox"/> Tourism Offices |
| <input type="checkbox"/> Education and Certification | <input type="checkbox"/> Travel/Transportation Services |
| <input type="checkbox"/> Employee Benefits/Services | <input type="checkbox"/> University/College |
| <input type="checkbox"/> Entertainment and Music Services | <input type="checkbox"/> Video Production/Distribution |
| <input type="checkbox"/> Financial/Investment | <input type="checkbox"/> Website Design and Development |
| <input type="checkbox"/> Fundraising | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Gifts and Jewelry | <input type="checkbox"/> Other: _____ |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____



2012-2013 Membership Directory

Tallahassee Society of Association Executives

2011-2012 Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with TSAE and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of TSAE.

Alachua County VCB	Hyatt Regency Jacksonville Riverfront
Audio Visual Innovations	Inn on Fifth, The
Beaches of South Walton - Walton County Tourist Development Council	Intercontinental Tampa
Breakers, The	International Palms Resort
Bradenton Area CVB	Jacksonville Marriott
Caribe Royale Resort	Lakeland Center, The
Carr, Riggs & Ingram, LLC	Marriott Hotels and Resorts of Florida
Carroll And Company	Mission San Luis
Cheeca Lodge & Spa	Mondrian
Crowne Plaza Jacksonville Airport	MPC Print and Copy, LLC
Crowne Plaza Jacksonville Riverfront	Ocala/Marion County VCB
Daytona Beach Area CVB	Pensacola Beach Hilton Gulf Front
Daytona Beach Resort & Conference Center	PGA National Resort & Spa
Delano	Radisson Resort at The Port
Dollar Rent-A-Car	Renaissance Resort at World Golf Village, The
Doubletree by Hilton Orlando Downtown	Resort at Marina village, The
Doubletree Hotel Tampa Airport Westshore	Retreat at Bradley's Pond, The
Embassy Suites Hotel - Orlando North	Ritz-Carlton Spa, South Beach, The
Embassy Suites Hotel Destin at Miramar Beach	Rogers Gunter Vaughn Insurance
Event Select Insurance	Sandestin Golf and Beach Resort
Goodwood Museum and Gardens, Inc.	Sheraton Miami Airport Hotel and Executive Meeting Center
Grove Park Inn & Resort, The	Sheraton Riverwalk Hotel Tampa
Hampton Inn & Suites I-10/Thomasville Road	Sheraton Suites Plantation
Harborside Event Center	Shore Club, The
Hawk's Cay Resort	Sirata Beach Resort & Conference Center
Helmsley/Sandcastle Hotel, The	St. Petersburg Marriott Clearwater
High Pointe Hotel Corporation	St. Petersburg/Clearwater CVB
Hilton Cocoa Beach Oceanfront	Tallahassee Area CVB
Hilton Daytona Beach Oceanfront	Tallahassee Automobile Museum
Hilton Ft. Lauderdale Airport	Tampa Bay and Company
Hilton Miami Airport	TLH Leon County Civic Center
Hilton Miami Downtown	Type Style Graphics Studio
Hilton University of Florida	University Center Club
Hilton/Ocala	Vernon Graphics & Promotions - Tallahassee
Holiday Inn Capitol East	Visit Orlando
Holiday Inn Hotel & Suite - Harbourside	Water Street Hotel & Marina
Holiday Inn Hotel & Suites Clearwater Beach	Wildwood Resort
Holiday Inn Sarasota Bradenton Airport	Wyndham Jacksonville Riverwalk Hotel
Hunt Insurance Group	Wyndham Orlando International Drive Resort
Hyatt Place Tampa/Busch Gardens	Wyndham Tampa Westshore

2012-2013 Membership Directory

Tallahassee Society of Association Executives

Meeting Planners' Guide

The Meeting Planners' Guide showcases destinations and resorts to our meeting professionals, trade show managers and association executives. The Tallahassee Society of Association Executives represents the premier Florida trade and professional associations. This special section will be listed in the table of contents so our meeting and trade show planners can quickly and easily reference your destination or resort throughout the year. To participate, fill out the form below and return it to your Naylor account executive today.

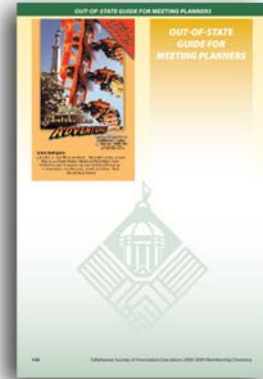
Please choose from the following options:

Full-Color Options:

- Full-page, full-color: **\$2,199.50**
- 1/2-page horizontal, full-color: **\$1,699.50**
- 1/4-page vertical, full-color: **\$899.50**
- 1/8-page horizontal, full-color: **\$499.50**

Black-and-White Options:

- Full-page, black-and-white: **\$1,429.50**
- 1/2-page horizontal, black-and-white: **\$939.50**
- 1/4-page vertical, black-and-white: **\$539.50**
- 1/8-page horizontal, black-and-white: **\$359.50**



All rates are per insertion. Invoices issued upon publication.

Advertiser Information:

Company Name: _____
Primary Contact: _____ Position: _____
Address: _____
City: _____ State/Province: _____ Zip/Postal Code: _____
Phone: _____ Fax: _____
Email: _____ Website: _____ ☒@

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). AET-R0012 (LR 11-19-09 AET-R0010)

Please sign and return to:

Scott Pauquette
Publication Director | Naylor, LLC
Toll-free: (800) 369-6220 ext. 3446
Direct: (352) 333-3446
Email: spaquette@naylor.com



2012-2013 Membership Directory

Tallahassee Society of Association Executives

Products and Services/Property Spotlight

Do you have a product or service, or property you would like to introduce to TSAE members? Use our Spotlight section to highlight your company's offering to TSAE members. Our members use this section throughout the year to reference companies that provide the products and services they need.

Your advertisement includes contact information, a 100-word company description and your full-color company logo. To participate, fill out the form below and return to your Naylor account executive today.

1/4-page vertical ad, full-color: **\$599.50**

Please choose from the following options:

- Products and Services Spotlight
- Property Spotlight

*All rates are per insertion.
Invoices issued upon publication.*



Advertiser Information:

Company Name: _____
Primary Contact: _____ Position: _____
Address: _____
City: _____ State/Province: _____ Zip/Postal Code: _____
Phone: _____ Fax: _____
Email: _____ Website: _____ @

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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