



# 2019 Media Planner

*Association Leadership* - print and digital editions

*Association Leadership Magazine Microsite*

*Membership Directory and  
Resource Guide* - print and digital editions

*Online Buyers' Guide*

TSAE Website Advertising

# Associate with Texas leaders

## Who We Are



TSAE members represent **2 out of 3 organizations in Texas'** \$1.8 billion association industry.



TSAE is the **fourth-largest state society** under the American Society of Association Executives (ASAE) umbrella.



Texas associations spend more than **\$3 billion** on products and services a year.



More than **7.2 million people** attend association events in Texas each year.

## Who We Reach:

- Executive Director
- Director, Events Management
- Director, Meetings & Tradeshow Planning
- CEO/President
- Associate Director, Membership & Fund Development
- Attorney
- CFO/COO
- Director, Accounting & Human Resources
- Director, Administration & Technology
- Director, CLE & Special Events
- Director, Education & High School Services
- Director, Finance & Administration
- Director, Government Affairs
- Director, Information Technology
- Director, Insurance Programs Director, Membership & Marketing
- Director, Operations & Development
- Director, PR & Planning
- Director, Association Management Services
- Director, Business Development
- Director, Communications & Member Services
- Director, Health Information Technology
- Director, Public & Executive Affairs
- Executive Vice President
- Exhibits Manager
- National Manager, State Legislative & Regulatory Affairs
- Regional Director
- VP Administration & Corporate Relations
- VP Expositions
- VP Information Management
- VP Member & Media Relations

## What Do Texas Associations Spend Their Money On?

- Payroll \$2.1 billion
- Conference/convention/meeting \$1.2 billion
- Printing/publishing \$189 million
- Website development and maintenance \$139 million
- Texas lobbying \$83 million
- Insurance \$46 million
- Accounting \$32 million

Source: Texas Associations Matter Survey



# In Print and Online:

## We make it easy to connect with TSAE members throughout the year.



### *Association Leadership* - print and digital editions

TSAE's official magazine, *Association Leadership* is a trusted member resource. Our bimonthly magazine has a **standard circulation of 1,300 copies** and two show issues with bonus distribution. Members are also emailed a digital edition of *Association Leadership* that will also be found archived on [tsae.org](http://tsae.org), giving each issue added exposure and life.

[www.naylornetwork.com/tse-nxt/](http://www.naylornetwork.com/tse-nxt/)



### *Annual Membership Directory and Resource Guide* - print and digital editions

Gain unrivaled access to TSAE members with our annual directory. It contains valuable member contact information and is **used as a reference and purchasing tool throughout the year.**

[www.naylornetwork.com/tse-directory/](http://www.naylornetwork.com/tse-directory/)



### *Online Service Providers Directory*

Our *Online Service Providers Directory* lets your customers find products and services with the click of a button. Visitors can search for your company by name, location, product category or keyword.

[www.tsae.officialbuyersguide.net](http://www.tsae.officialbuyersguide.net)



### *TSAE Website Advertising*

Prominent advertising positions are available on [tsae.org](http://tsae.org). Members turn here to learn about the most up-to-date industry news and information as well as upcoming events.

[www.tsae.org](http://www.tsae.org)



### *Association Leadership Magazine Microsite*

Access all of TSAE's industry content all in one place. This microsite provides access to current and archived issues of *Association Leadership Magazine*.

[www.associationleadershipmagazine.com](http://www.associationleadershipmagazine.com)

"AL continues to be on the cutting edge of the development of Association Leadership/Management."

"AL does a great job of including current, relevant topics for readers. I really enjoy the magazine."

"I enjoy this publication very much and find it very useful throughout the year."

"I am glad AL is now online and look forward to reading it electronically."

"I consider it one of the best magazines I receive."

"Many compliments!"

"AL has continuously improved in leaps and bounds over the years. Keep it up!"

"Association Leadership is a good representation of the association industry."



## TSAE in Print



In a recent membership satisfaction survey, **93%** of members ranked *Association Leadership* magazine as the most used product or service offered by TSAE.



According to a recent readership survey, **98%** of TSAE members say they read each issue of *Association Leadership*.

### Association Leadership Magazine

*Association Leadership* embraces the objectives of TSAE — to provide association professionals a community for collaboration, learning and leadership growth. *Association Leadership* delivers readers timely information about all aspects of the association management profession and the activities of TSAE.

Most of our 1,000+ readers are members of the Texas Society of Association Executives, **primarily chief staff executives and decision makers at professional societies, trade associations, philanthropies and other nonprofit organizations, along with affiliate/supplier members.**

### Annual Membership Directory

The annual *Membership Directory* provides direct access to actively-engaged association members—the industry decision-makers. TSAE members rely on the annual *Membership Directory* to reference important membership information and find the industry's most trusted suppliers.

*\*Quotes came from a recent TSAE readership*







# Content Plan

*Association Leadership* features issues and trends relevant to the staff of associations of all sizes and scopes, written by TSAE members and other experts in the association industry.

THOUGHT LEADERSHIP  
THEMES

	JANUARY/ FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
CVBS, HOTELS AND UNIQUE VENUES	CVBs, Hotels, Unique Venues - Trends for 2019	Site Selection - Small to Mid-Size Meeting Venues	Meeting in Tier 2 Cities	What's New and Improved - Renovations	3 Days in Your Destination	Improving Attendee Experience
PROFESSIONAL SERVICES	Non Dues Revenue	Finding the Right Consultant	Technology for Associations	Professional Development & Education	Financial Services for Associations	Association Management Companies
DESTINATION	Austin, College Station, Waco	Georgetown, Abilene, Killeen	Amarillo, Lubbock, Midland, Odessa	Dallas, Fort Worth, Plano, Arlington	Galveston, Beaumont, Houston, The Woodlands	San Antonio, Corpus Christi, South Padre Island, Laredo
THEME	Health & Wellness	New Workplace Trends/ Talent & Training/ Communication & Work Style Differences	Finance 101/Changes to the Membership Model	New Chair Profile & Board + Leadership/What Does 'Confidentiality' Mean?	Storytelling in Communications/ Advertising & Sponsorship Opportunities for Non-Dues Revenue	Microassociation & Small Staff Changes
SHIP DATE	January 2019	March 2019	May 2019	July 2019	September 2019	November 2019

*\*content plan is subject to change*

Bonus Distribution at New Ideas Annual Conference

## IN EVERY ISSUE:

- **Homepage/Calendar of Events:** News and notes from association members, along with a calendar of upcoming events.
- **Work/Life:** Best practices and tips for how to find balance between the personal and professional.
- **60- Second Solutions:** Various tidbits, time-savers, motivational techniques and interpersonal advice on association-related issues.
- **Ask a Pro:** Advice from industry suppliers that can help associations run more smoothly.
- **Meetings Minute:** Highlights on trending topics for association meeting professionals.
- **Destination Spotlights:** Each issue, we'll take a look at the accommodations and attractions that different cities and regions have to offer meeting planners looking to schedule an upcoming event.
- **New Members:** Welcome new TSAE members, highlighted in this list.
- **Index of Advertisers/Advertiser.com:** Locate the product of service you're looking for in our Index of Advertisers. Your company will be listed by category along with the page number on which your ad is located.

# Association Leadership

## digital edition

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

Association Leadership is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

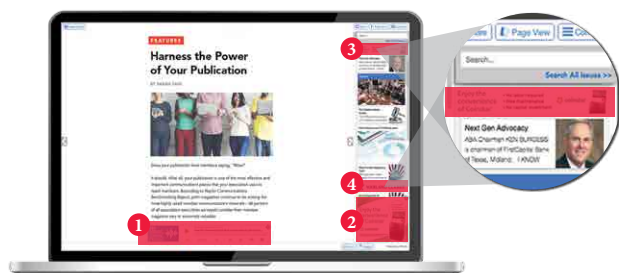
### FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop  
Responsive HTML  
Reading View



### 1 LEADERBOARD (ALL VIEWS)

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

### 2 RECTANGLE (ALL VIEWS)

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

### TOC MOBILE BANNERS (HTML READING VIEW)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

### 3 Top TOC Mobile Banner

### 4 2<sup>nd</sup> TOC Mobile Banner

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

## DISPLAY AD PACKAGE A | \$1,130

Includes Leaderboard and Top TOC Mobile Banner.

## DISPLAY AD PACKAGE B | \$1,020

Includes Rectangle and 2<sup>nd</sup> TOC Mobile Banner.

## IN-MAGAZINE DIGITAL OPTIONS (HTML READING VIEW)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

### HTML5 AD | \$1,290

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

### DIGITAL VIDEO SPONSORSHIP | \$1,030

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

### DIGITAL INSERT

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

#### ■ Large Insert | \$780

#### ■ Medium Insert | \$440

# Online Service Provider Directory

For companies that want maximum online exposure, our *Online Service Provider Directory* lets your customers find products and services with the click of a button. Visitors can search for your company by name, location, product category or keyword. The *Online Service Provider Directory* has advertising options for every company, from high-profile banner ads to premier listings designed to fit a variety of sizes and budgets.



- Extend your print advertising investment with the unique benefits of online media
- Link your ad to the landing page of your choice
- Interact with viewers and facilitate the buying process
- Increase traffic to your website
- Generate an immediate response from customers

## Member Rates

### 1 LEADERBOARD \$1,290

- 728 x 90
- Ten spots available

### 2 RECTANGLE (1<sup>ST</sup> AND 2<sup>ND</sup> POSITIONS) \$770

- 300 x 250
- Nine rotating through rectangles 1 and 2
- Run of site

### 3 CATEGORY RECTANGLE (3<sup>RD</sup> POSITIONS) \$770

- 300 x 250
- Rotates in home page and super categories
- Exclusive by category

### 4 FEATURED COMPANY AD \$1,030

- Nine total companies

### 5 CATEGORY SPONSOR LISTING First Listing - \$570 Second Listing - \$460 Third Listing - \$360

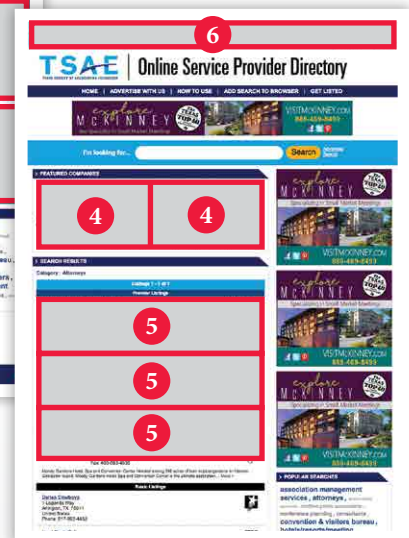
Average of **MORE THAN 5.5 PAGES** visited per session  
Average session **LASTING NEARLY 2 MINUTES**



For more information, visit:  
[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

### 6 CURTAIN AD \$1,760

- 954 x 75, 954 x 300
- Only one spot available!



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# Online Service Provider Directory

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- Extend your print advertising investment with the unique benefits of online media
- Link your ad to the landing page of your choice
- Interact with viewers and facilitate the buying process
- Increase traffic to your website
- Generate an immediate response from customers

## Nonmember Rates

### 1 LEADERBOARD \$1,550

- 728 x 90
- Ten spots available

### 2 RECTANGLE (1<sup>ST</sup> AND 2<sup>ND</sup> POSITIONS) \$1,030

- 300 x 250
- Nine rotating through rectangles 1 and 2
- Run of site

### 3 CATEGORY RECTANGLE (3<sup>RD</sup> POSITIONS) \$1,030

- 300 x 250
- Rotates in home page and super categories
- Exclusive by category

### 4 FEATURED COMPANY AD \$1,240

- Nine total companies

### 5 CATEGORY SPONSOR LISTING First Listing - \$670 Second Listing - \$570 Third Listing - \$460

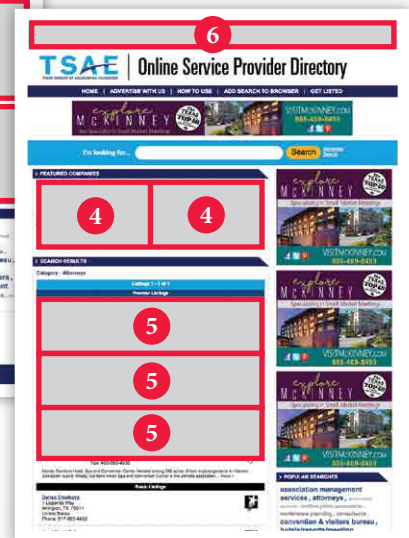
Average of **MORE THAN 5.5 PAGES** visited per session  
Average session **LASTING NEARLY 2 MINUTES**



For more information, visit:  
[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

### 6 CURTAIN AD \$2,060

- 954 x 75, 954 x 300
- Only one spot available!



Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



# Online Service Provider Directory

## 1 PREMIER LISTING PACKAGE

**\$260 (Member Rate)**

**\$350 (Non-Member Rate)**

Premier Listings are designed to offer heightened visibility within the *Online Service Provider Directory*.

**PRIORITY SEARCH RESULTS—**  
Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first.

*Includes five product/service category listings of your choice. Additional category listings are \$50 each.*

## Premier Listing additional features:

- Full-color company logo
- Active website, Facebook, Twitter and LinkedIn links, email address and up to five detailed contacts
- Extended company profile and products and services listing
- Full-color product image and description — can be hyperlinked to any web page of your choice
- Google Map It! — displays a Google map of your business location
- Google site search — allows users to search your company website directly from your Premier Listing
- Request for information — generates a form through which users can contact a designated representative from your business directly

For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)



**TSAE**  
TEXAS SOCIETY OF ASSOCIATION EXECUTIVES



*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*

# ASSOCIATION **Leadership** Member Net Advertising Rates

Revisions and Proofs: \$50. Position Guarantee: 15% Premium

Full-Color Rates

Size	1x	2-4x	5-7x	5-7x and Directory
DOUBLE PAGE SPREAD	\$2,987.55	\$2,834.55	\$2,690.55	\$2,537.55
OUTSIDE BACK COVER	\$2,698.55	\$2,599.55	\$2,500.55	\$2,401.55
INSIDE FRONT OR INSIDE BACK COVER	\$2,498.55	\$2,399.55	\$2,300.55	\$2,201.55
FULL PAGE	\$1,988.55	\$1,889.55	\$1,790.55	\$1,691.55
2/3 PAGE	\$1,745.55	\$1,655.55	\$1,574.55	\$1,484.55
1/2 PAGE	\$1,385.55	\$1,313.55	\$1,250.55	\$1,178.55
1/3 PAGE	\$1,214.55	\$1,151.55	\$1,088.55	\$1,034.55
1/4 PAGE	\$962.55	\$917.55	\$863.55	\$818.55
1/6 PAGE	\$827.55	\$782.55	\$746.55	\$701.55
1/8 PAGE	\$710.55	\$674.55	\$638.55	\$602.55

Back and White Rates

Size	1x	2-4x	5-7x	5-7x and Directory
FULL PAGE	\$1,223.55	\$1,160.55	\$1,097.55	\$1,043.55
2/3 PAGE	\$1,070.55	\$1,016.55	\$962.55	\$908.55
1/2 PAGE	\$845.55	\$800.55	\$764.55	\$719.55
1/3 PAGE	\$665.55	\$629.55	\$602.55	\$566.55
1/4 PAGE	\$548.55	\$521.55	\$494.55	\$467.55
1/6 PAGE	\$413.55	\$395.55	\$368.55	\$350.55
1/8 PAGE	\$314.55	\$296.55	\$278.55	\$269.55

\*All rates include a direct link from your company's ad to your website in the digital edition of *Association Leadership*, bi-monthly magazine.

## Beyond the Printed Page

### DIRECT MAIL OPPORTUNITIES

Advertise your products and services by including your flyer, brochure or postcard in the bag in which *Association Leadership* is mailed. Guarantee your message gets exposure with a direct-mail piece shipped with the publication.

**Association Leadership Digital Edition!** In addition to the printed version, we can attach your direct-mail piece or belly band to the digital publication for a nominal fee — simply supply the digital file of the ad in high-resolution PDF format. Additional charges apply to animated ads.

### \*NET RATES - PIECES FURNISHED BY ADVERTISER

Surfaces	Print	Digital	Print & Digital
1-PAGE (2 SURFACES)	\$1,539.50	\$849.50	\$1,689.50
2-PAGE (4 SURFACES)**	\$1,949.50	\$1,079.50	\$2,149.50
POSTCARD	\$1,539.50	\$849.50	\$1,689.50
BELLYBAND	\$3,709.50	\$2,009.50	\$4,009.50

\*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

\*\*3-Pages/6-Surfaces or more available; quotes supplied upon request.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

# ASSOCIATION Leadership Net Advertising Rates

Revisions and Proofs: \$50. Position Guarantee: 15% Premium

Full-Color Rates

Size	1x	2-4x	5-7x	5-7x and Directory
DOUBLE PAGE SPREAD	\$3,319.50	\$3,149.50	\$2,989.50	\$2,819.50
OUTSIDE BACK COVER	\$2,919.50	\$2,809.50	\$2,699.50	\$2,589.50
INSIDE FRONT OR INSIDE BACK COVER	\$2,719.50	\$2,609.50	\$2,499.50	\$2,389.50
FULL PAGE	\$2,209.50	\$2,099.50	\$1,989.50	\$1,879.50
2/3 PAGE	\$1,939.50	\$1,839.50	\$1,749.50	\$1,649.50
1/2 PAGE	\$1,539.50	\$1,459.50	\$1,389.50	\$1,309.50
1/3 PAGE	\$1,349.50	\$1,279.50	\$1,209.50	\$1,149.50
1/4 PAGE	\$1,069.50	\$1,019.50	\$959.50	\$909.50
1/6 PAGE	\$919.50	\$869.50	\$829.50	\$779.50
1/8 PAGE	\$789.50	\$749.50	\$709.50	\$669.50

Back and White Rates

Size	1x	2-4x	5-7x	5-7x and Directory
FULL PAGE	\$1,359.50	\$1,289.50	\$1,219.50	\$1,159.50
2/3 PAGE	\$1,189.50	\$1,129.50	\$1,069.50	\$1,009.50
1/2 PAGE	\$939.50	\$889.50	\$849.50	\$799.50
1/3 PAGE	\$739.50	\$699.50	\$669.50	\$629.50
1/4 PAGE	\$609.50	\$579.50	\$549.50	\$519.50
1/6 PAGE	\$459.50	\$439.50	\$409.50	\$389.50
1/8 PAGE	\$349.50	\$329.50	\$309.50	\$299.50

\*All rates include a direct link from your company's ad to your website in the digital edition of *Association Leadership*, bi-monthly magazine.

## Beyond the Printed Page

### DIRECT MAIL OPPORTUNITIES

Advertise your products and services by including your flyer, brochure or postcard in the bag in which *Association Leadership* is mailed. Guarantee your message gets exposure with a direct-mail piece shipped with the publication.

**Association Leadership Digital Edition!** In addition to the printed version, we can attach your direct-mail piece or belly band to the digital publication for a nominal fee — simply supply the digital file of the ad in high-resolution PDF format. Additional charges apply to animated ads.

### \*NET RATES - PIECES FURNISHED BY ADVERTISER

Surfaces	Print	Digital	Print & Digital
1-PAGE (2 SURFACES)	\$1,539.50	\$849.50	\$1,689.50
2-PAGE (4 SURFACES)**	\$1,949.50	\$1,079.50	\$2,149.50
POSTCARD	\$1,539.50	\$849.50	\$1,689.50
BELLYBAND	\$3,709.50	\$2,009.50	\$4,009.50

\*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

\*\*3-Pages/6-Surfaces or more available; quotes supplied upon request.

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# Annual Membership Directory Member Net Advertising Rates

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Full-Color Rates	Size	1x
	DOUBLE PAGE SPREAD	\$3,140.55
	OUTSIDE BACK COVER	\$2,815.55
	INSIDE FRONT OR INSIDE BACK COVER	\$2,615.55
	FULL PAGE	\$2,105.55
	2/3 PAGE	\$1,835.55
	1/2 PAGE	\$1,466.55
	1/3 PAGE	\$1,268.55
	1/4 PAGE	\$1,007.55
	1/6 PAGE	\$863.55
	1/8 PAGE	\$737.55

Black and White Rates	Size	1x
	FULL PAGE	\$1,286.55
	2/3 PAGE	\$1,142.55
	1/2 PAGE	\$881.55
	1/3 PAGE	\$701.55
	1/4 PAGE	\$566.55
	1/6 PAGE	\$431.55
	1/8 PAGE	\$323.55

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## Beyond the Printed Page

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Advertise your products and services by including your flyer, brochure or postcard in the bag in which the **Annual Membership Directory** is mailed. Guarantee your message gets exposure with a direct-mail piece shipped with the publication.

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Surfaces	Print	Digital	Print & Digital
1-PAGE (2 SURFACES)	\$1,499.50	\$849.50	\$1,699.50
2-PAGE (4 SURFACES)**	\$1,889.50	\$1,069.50	\$2,139.50
POSTCARD	\$1,499.50	\$849.50	\$1,699.50
BELLYBAND	\$3,639.50	\$790	\$4,429.50

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# Annual Membership Directory Net Advertising Rates

Revisions and Proofs: \$50. Position Guarantee: 15% Premium

Full-Color Rates	Size	1x
	DOUBLE PAGE SPREAD	\$3,489.50
	OUTSIDE BACK COVER	\$3,049.50
	INSIDE FRONT OR INSIDE BACK COVER	\$2,849.50
	FULL PAGE	\$2,339.50
	2/3 PAGE	\$2,039.50
	1/2 PAGE	\$1,629.50
	1/3 PAGE	\$1,409.50
	1/4 PAGE	\$1,119.50
	1/6 PAGE	\$959.50
	1/8 PAGE	\$819.50

Black and White Rates	Size	1x
	FULL PAGE	\$1,429.50
	2/3 PAGE	\$1,269.50
	1/2 PAGE	\$979.50
	1/3 PAGE	\$779.50
	1/4 PAGE	\$629.50
	1/6 PAGE	\$479.50
	1/8 PAGE	\$359.50

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## Beyond the Printed Page

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POSTCARD	\$1,499.50	\$849.50	\$1,699.50
BELLYBAND	\$3,639.50	\$790	\$4,429.50

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# TSAE Online

## ANNUAL MEMBERSHIP DIRECTORY Digital Edition

In addition to print, the *Annual Membership Directory* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. **Each issue is emailed to readers as well as posted on TSAE.org. An archive of issues is available, ensuring your ad has a lasting online presence.**

Digital edition branding opportunities are exclusive and awarded on a first-come, first-served basis.



**85% OF MEMBERS** ranked the TSAE website as the second most used product or service.



**3 OUT OF 5 MEMBERS** agree that the TSAE website offers useful information and resources.



Nearly **1/2 OF TSAE MEMBERS** visit the TSAE website 1-3 times per month.

### 1 LARGE TOOLBAR \$790 per issue

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition.

### 2 SPONSORSHIP \$1,600 per issue

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

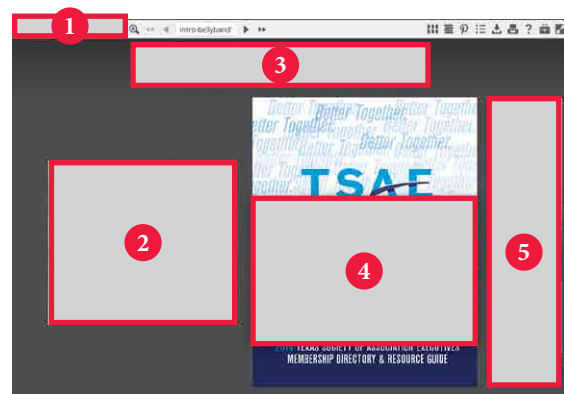
### 3 LEADERBOARD \$1,099.50 per issue

Located at the top of the digital edition, the leaderboard ad is displayed the entire time the publication is open, giving your message constant and lasting exposure.

For the latest digital edition specs please visit:

[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



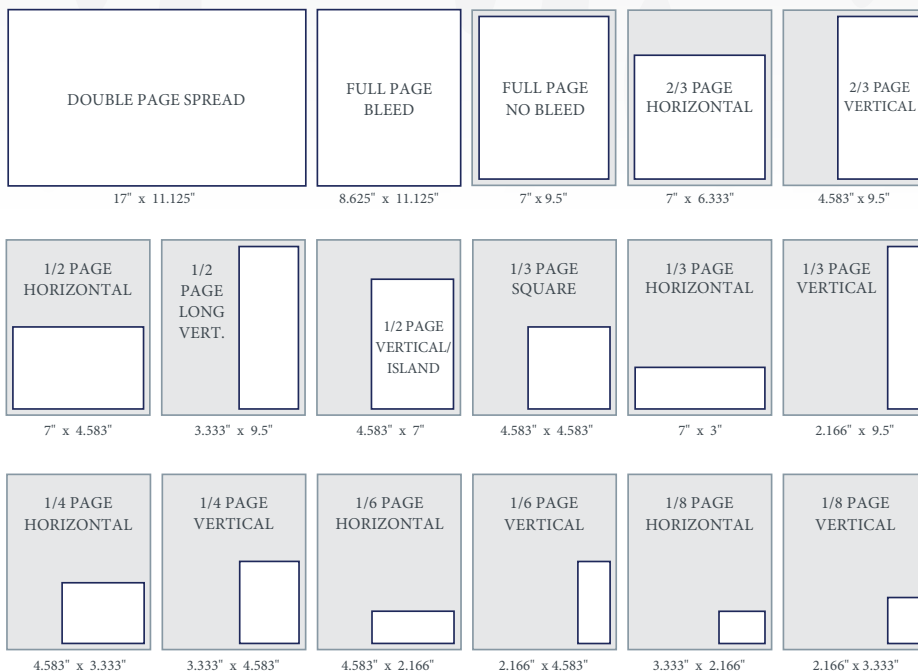
### 4 DIGITAL BELLYBAND \$790 per issue

Ensure your message is the first readers see.

### SKYSCRAPER 4 \$1,280 per issue

The Digital Edition Skyscraper ad displays the entire time the digital edition is open.

# Print Specifications



**Magazine & Directory Trim Size:** 8.375" x 10.875"

**DPS Live Area:** 15.417" x 9.5"

**Full-Page Live Area:** 7" x 9.5"

**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.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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, LLC 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).

## Specs for Outsert/Inserts

### Directory/Magazine

1 Pg / 1 Surface 8.375" x 10.875"

1 Pg / 2 Surface 8.375" x 10.875"

2 Pg / 4 Surface 8.375" x 10.875"

Postcards 6" x 4.25"

Heavy Card Stock Insert 8.25" x 10.75"

Postal flyersheets 8.5" x 11"

## Artwork Requirements

All digital color and grayscale 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 grayscale 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](http://www.naylor.com)

## Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



# Online Specifications

For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

## Association Leadership Digital Edition

For the latest digital edition specs, please visit:

[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

### Website

#### SPONSORED CONTENT AD

- 1920 x 1080 pixels
- Max file size 100 KB
- JPG or GIF accepted

#### SQUARE RUN-OF-SITE AD

- 250 x 250 pixels
- Max file size 100 KB
- JPG or GIF accepted

#### LEADERBOARD RUN-OF-SITE

- 728 x 90 pixels
- Max file size 100 KB
- JPG or GIF accepted

### Online Buyers' Guide

#### LEADERBOARD

- 728 x 90 pixels
- Max file size 100 KB
- JPG or GIF accepted

#### RECTANGLE

- 300 x 250 pixels
- Max file size 100 KB
- JPG or GIF accepted

#### CURTAIN AD

- Two files required, collapsed leaderboard and expanded billboard image
- Right 200px of leaderboard should have a call to action for viewers to click so the ad expands.
- Ad will size down on smaller devices. Ad copy should not have a large amount of text.
- Leaderboard : 954 x 75 pixels
- Billboard : 954 x 300 pixels
- Creative accepted : JPG only (no animation)
- Third Party Tags: Not Accepted. However URL click trackers are acceptable

#### PREMIER LISTING

- LOGO: 240 x 120 pixels; JPG only
- PRODUCT PICTURE: 150 x 150 pixels; JPG or GIF accepted

#### FEATURED COMPANIES (LOGO AND TEXT)

- 120 x 60 pixels for rectangular or wider logos
- 120 x 120 pixels for taller logos
- Max file size 100 KB
- Max word count: 30 words
- JPG or GIF accepted





# Reach these TSAE Members & MORE\*:

## National

- American College of Emergency Physicians
- American Concrete Pipe Association
- American Dental Association
- American Fire Sprinkler Association
- American Flower Importers
- American Mensa
- American Miniature Horse Association
- American Orthodontic Society
- American Payroll Association
- American Pediatric Society
- American Society of Concrete Contractors
- American Urological Association
- Associated Locksmiths of America
- Automotive Oil Change Association
- Better Business Bureau
- Bowling Proprietors Association of America
- Embroidery Trade Association
- Industrial Foundation of America
- Mothers Against Drunk Driving
- National Athletic Trainers Association
- National Energy Services Association
- National Council on Teacher Retirement
- National Association of Women in Construction
- National Association of Professional Organizers
- National Association of Residential Property Managers
- National Association Medical Staff Services
- National Pawnbrokers Association
- National Association of Steel Pipe Distributors
- Society of Diagnostic Medical Sonographers
- United Service Association for Health Care

## International

- Association of Image Consultants International
- International Academy of Compounding
- International Association of Exposition Management
- International Communication Association
- International Facility Management Association
- NACE International Pharmacist

## State

- AGC of Texas
- Texas Association of Broadcasters
- Texas Association of School Business Officials
- Texas Cable & Telecommunications Association
- Texas Dental Association
- Texas Hospital Association
- Texas Medical Association
- Texas Pest Control Association
- Texas Restaurant Association
- Texas Society of Professional Engineers
- Texas & Southwestern Cattle Raisers Association
- State Bar of Texas

## Regional

- Southern Building Code Congress International
- Southwestern Brick Institute
- Southern Gas Association

CONTACT YOUR SALES REPRESENTATIVE FOR  
INFORMATION ON HOW YOUR BUSINESS CAN TARGET  
THESE ASSOCIATIONS AND MORE!

*\*This is only a sampling of TSAE's membership.*

# TSAE Website Advertising Options:

Take advantage of the opportunity to reach members of the fourth largest state society under the ASAE umbrella! Our members turn to [tsae.org](http://tsae.org) to provide them with up-to-date association news and information and upcoming industry events. Exposure on our website ensures that your company will reach new markets and build brand recognition among our many returning visitors.

## REACH YOUR MARKET AND:

- Interact with viewers and facilitate the buying process
- Generate an immediate response
- Direct clients to your website
- Track ad performance
- Promote time-sensitive offers or events



**More than 7,300 sessions per month**  
**Nearly 3,400 users per month**  
**20,430 page views per month**  
**2:27 minutes spent per visit**

*(data is averaged from 03/2018 - 09/2018)*

## 1 SPONSORED CONTENT AD

Rectangle banner running on the TSAE homepage plus a sponsored content position on the TSAE Microsite.

- 1920 x 1080 pixels

**\$1,750 | 1Months**

## 2 SQUARE RUN-OF-SITE ADS

Rectangle banner running on most subpages.

- 250 x 250 pixels
- Maximum five rotating in one position

**\$2,580 | 12 Months**

**\$1,980 | 6 Months**

## 3 LEADERBOARD RUN-OF-SITE

Horizontal banner.

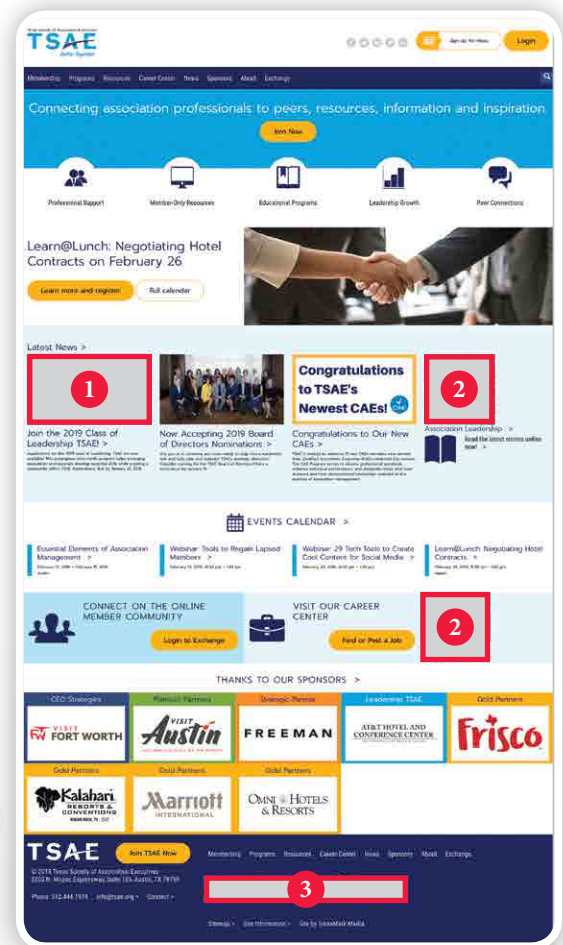
- 728 x 90 pixels
- Maximum of three rotating in one position

**\$2,320 | 12 Months**

**\$1,980 | 6 Months**

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)



# Association Leadership Magazine Microsite

The 24/7 home of TSAE's industry content, this microsite provides access to current and archived issues of *Association Leadership* Magazine.

- Exclusive online only content
- The latest issue and archived issues of *Association Leadership*
- Cross-promoted in other TSAE publications and communication pieces
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



## 1 LEADERBOARD – 728 X 90 PIXELS

**\$1,850** | 12 Months

**\$1,030** | 6 Months

**\$560** | 3 Months

## 2 SKYSCRAPER – 160 X 600 PIXELS (2 ROTATIONS)

**\$1,600** | 12 Months

**\$880** | 6 Months

**\$470** | 3 Months

## 3 RECTANGLE – 300 X 250 PIXELS (2 ROTATIONS)

**\$1,060** | 12 Months

**\$590** | 6 Months

**\$320** | 3 Months

## SPONSORED CONTENT

**\$1,290** | 1 Month

Your content will be displayed under the categories of your choice. Exclusive one per month.



For more information, visit: [www.naylor.com/onlineSpecs](http://www.naylor.com/onlineSpecs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

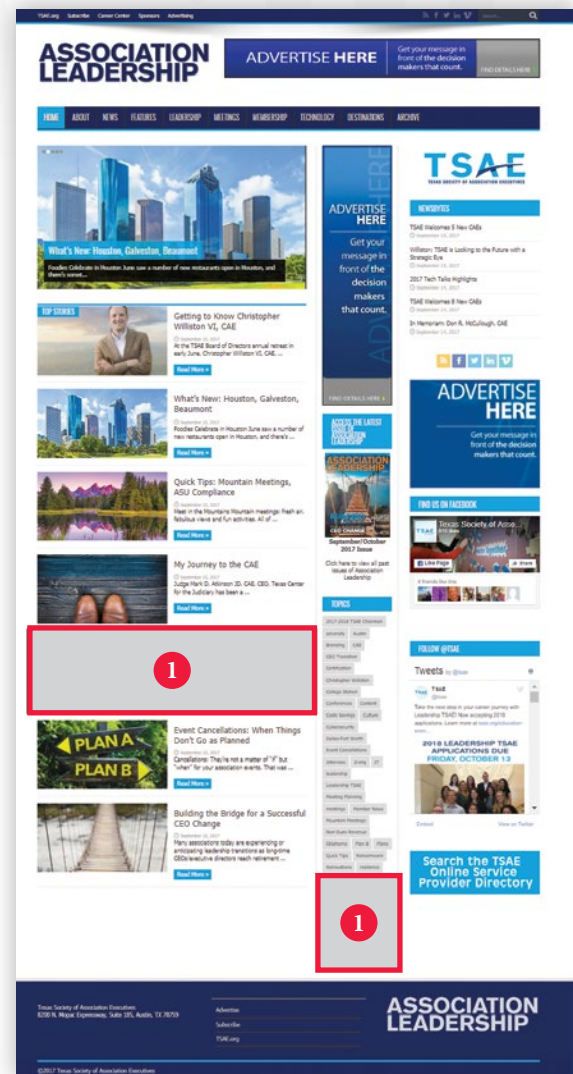
# Association Leadership Magazine Microsite Sponsored Content

New sponsored content features are now available on Association Leadership's magazine microsite! You have the unique opportunity to position yourself as a thought leader by including content under your specific area of expertise

*Sponsored content will appear as a first-come, first-served basis and only one company is allowed per category.*

## FEATURES:

- **Exclusive premium category placement.**  
*(Only one company per category)*
  - Leadership
  - Meetings
  - Membership
  - Technology
  - Destinations
- **Extended company editorial content.**  
*Article must focus on category selected and should be 2000 words or less.*
- **Direct visitors to the landing page of your choice**
- **Archived for top searchability on the microsite**



## 1 SPONSORED CONTENT RATE

**\$1,290** | 1 Month



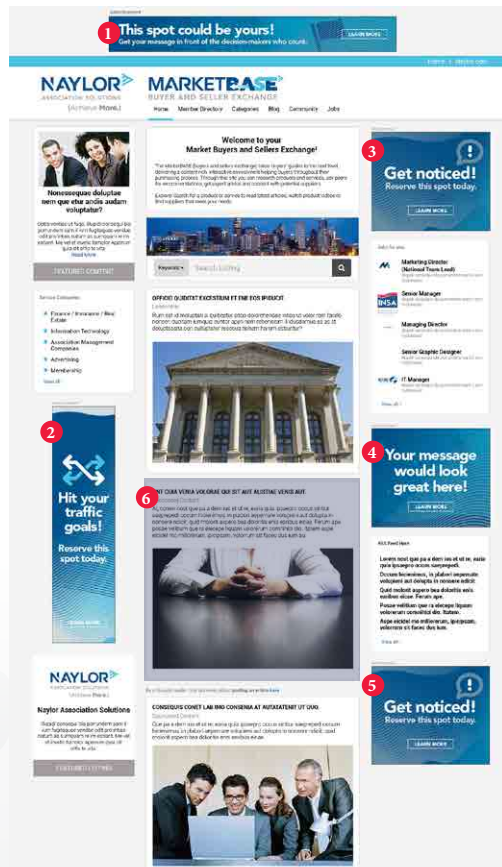
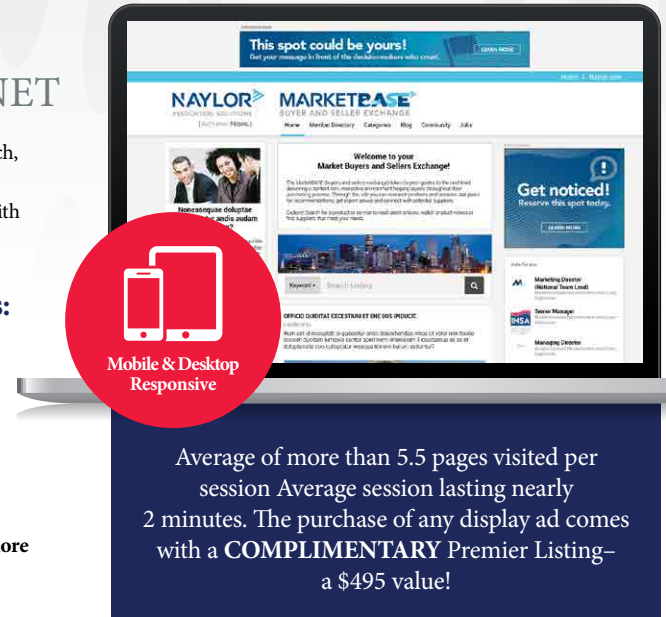


WWW.TSAE.OFFICIALBUYERSGUIDE.NET

The TSAE MarketBASE takes online buyers' guides to the next level, delivering a content rich, interactive site where buyers' can come to research products and services in their industry, and your company can become a thought leader by delivering valuable content to engage with potential customers.

## 24/7 fully responsive buyers' guide with a number of features:

- Improved search with auto-suggest functionality built in to help deliver quick, relevant results.
- Multiple advertising options including enhanced listings with added features, run of site display advertising, and sponsored content marketing opportunities.
- The ability to log-in and purchase or update your own listing information.
- Cross promotion in other TSAE communication pieces.
- Advertising opportunities leading visitors to a landing page of your choice to learn more about your business offerings.
- Google™ integration allowing for extensive search engine optimization.



Naylor charges a fee for artwork creation or revisions on native and responsive ad sizes. This additional fee will appear on your final invoice if artwork submitted is not publish-ready. Please contact your sales representative for fee details.

### 1 SUPER LEADERBOARD – EXCLUSIVE | \$2,000

12 months, 970x90 pixels\*. Display your business uniquely and exclusively! Showcase your company at the top of every page with a call to action.

### 2 SKYSCRAPER | \$1,500

12 months, 5 rotations, 160x600 pixels\*. The skyscraper is positioned on the left hand column of every page, ensuring your message is prominently displayed.

### 3 1ST ROS RECTANGLE | \$1,250

### 4 2ND ROS RECTANGLE | \$1,000

12 months, 5 rotations, 300x250 pixels\*. The rectangle positions are located on the right hand column of every page, ensuring your message is prominently displayed.

### 5 3RD CATEGORY RECTANGLE | \$850

12 months, exclusive, 300x250 pixels\*. The category rectangle is located on the right hand column as the exclusive ad for a category page of your choice, ensuring your message is displayed in front of a relevant audience.

### 6 CONTENT MARKETING OPPORTUNITIES

#### Sponsored Content | \$2,750

Establish your company as a thought leader! The sponsored content option allows you to share your article with users for the life of the site, with featured presence for the 1st month. Contact your sales representative for details on additional content creation services.

#### Native Advertising | \$1,850

Have a product or service that you want to promote? Link your whitepaper, infographic, press release, or other advertorial content directly in the content feed. Hosted for the life of the site.

\*Your display ad option may require responsive ad sizes.

For complete specs on all sizes involved, visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs).



WWW.TSAE.OFFICIALBUYERSGUIDE.NET

### Premier Listing Package | \$495

Premier Listings are designed to offer heightened visibility within TSAE. They contain all basic information. Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

### Premier Listing additional features:

- Company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Product image and description linked to your website
- Integration with Google features including search indexing and analytic reporting
- Request for information: a contact form to reach a representative from your business



Average of more than 5.5 pages visited per session  
Average session lasting nearly 2 minutes



## MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES

### 1 Category Sponsor

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category, your company is the first that they see. Includes Video upgrade.

**Category Sponsor #1 | \$995**

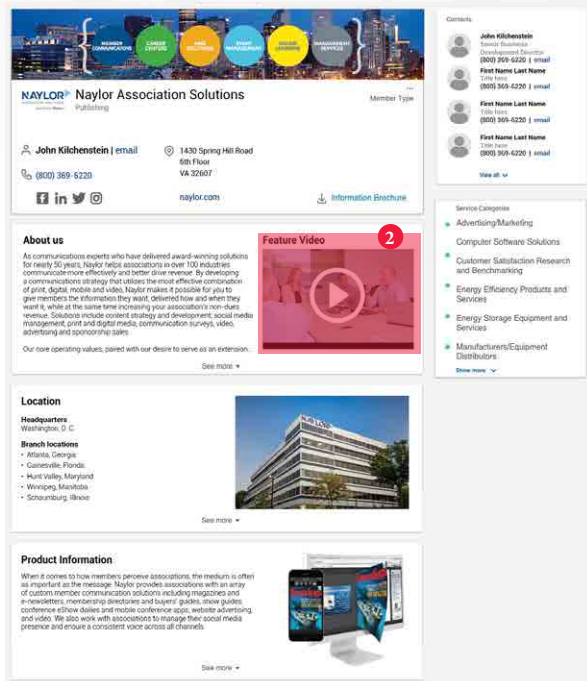
**Category Sponsor #2 | \$895**

**Category Sponsor #3 | \$795**

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*

# PREMIER LISTINGS VERSUS BASIC LISTINGS



## Premier Listing includes:

- Premium Placement Above Basic Listings
- Company Logo
- Company Name
- **Company Contacts**  
*Up to five with separate title, email and phone number for each person*
- Full Mailing Address
- Phone Number
- Fax Number
- Active Web link
- Active Email
- Active Facebook, Twitter and LinkedIn links
- **Product/Service Category Listings**  
*- Includes five categories of your choice*  
*- Additional categories available for \$50 each*
- Extended Company Profile
- Product/Service Image
- Extended Product/Service Description
- Google™ Map It!
- Google™ Site Search

## Upgrade Opportunities:

- 1 Guaranteed position with category sponsorship
- 2 Add a video to your listing



## Basic Listing includes:

- Company Name
- Company Contact  
*- Limited to one person*
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing  
*- Limited to one category*  
*- Assigned by association*

# ONLINE SPECIFICATIONS

## MARKETBASE - DISPLAY ADVERTISEMENT

### Super Leaderboard

- 970 x 90 pixels
- JPG or GIF accepted
- Max file size 100 KB

### Skyscraper

- 160 x 600 pixels
- JPG or GIF accepted
- Max file size 100 KB

### Large Rectangle

- 300 x 250 pixels
- JPG or GIF accepted
- Max file size 100 KB

### Product Showcase

- 175 x 120 pixels
- JPG or GIF accepted
- Max file size 100 KB
- Includes one graphic and one line of text

### Premier Listing Video Upgrade

- Runtime: 5 Minutes Maximum
- AVI, MOV, MP4 accepted.
- 400 x 300 pixels

## MARKETBASE - CONTENT MARKETING SPECS

### Sponsored Content

**PLACEMENT:** The Sponsored Content article will be displayed on the home page of the MarketBASE for the initial month purchased, and will continue to live on the site indefinitely in the Blog's content feed, searchable by keyword.

#### SPECS:

- Content should be supplied in a Word document. Images can be supplied as separate files.
- Article Headline: Up to 15 words
- Article Body: Up to 2,000 words
- Article should focus on products/services relevant to the industry of the online buyers' guide.
- One featured image can be included, as well as one company logo (size will scale down to fit website columns)
- Featured image will show full size on the article, but will appear in a thumbnail size on the main content feed.
- Multiple hyperlinks can be included.

#### CONTENT GUIDELINES:

- Content should be geared toward a relevant product/service topic within the buying and selling exchange. Content should identify an issue and/or solution that would benefit buyers and suppliers in the industry.
- Content should be independent of the particular advertiser, and the overall message and tone should not be promotional in nature.
- The Association reserves the right to review and edit any sponsored content as it deems necessary to meet the above requirements prior to publishing.

### Native Advertising

**PLACEMENT:** The Native Advertising ad option will be placed within the main content feed of the MarketBASE site, where it will continue to live on the site indefinitely and be searchable by keyword.

#### SPECS:

- Content should be supplied in a Word document. Image can be supplied as a separate file.
- Article Headline: Up to 10 words
- Article Summary: Up to 50 words
- 1 call to action link
- 1 featured image (size will scale down to fit website columns)

#### CONTENT GUIDELINES:

- Native Advertising is a true-text based advertisement that is promotional in its messaging. This message can reference whitepapers, case studies, product releases, etc.
- Native Advertising is a typical ad in HTML form, and should not require Association review or approval prior to posting.

For the latest online specs, please visit [www.naylor.com/online-specs](http://www.naylor.com/online-specs)





# EXCLUSIVE SPONSORED CONTENT EBLAST OPPORTUNITY

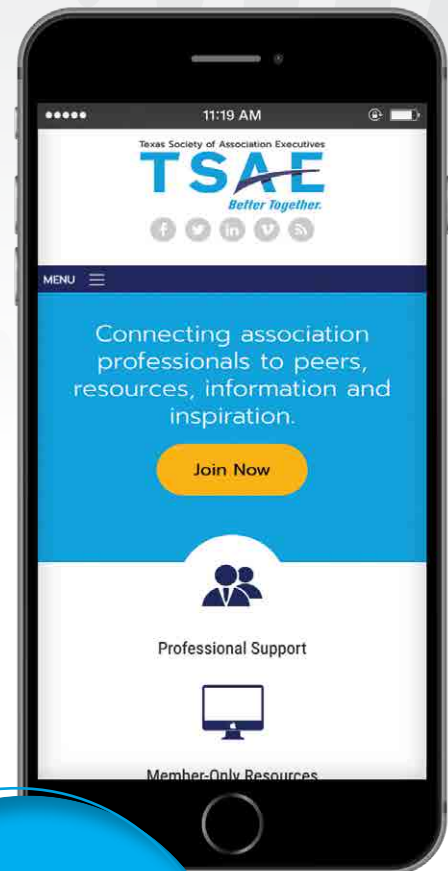
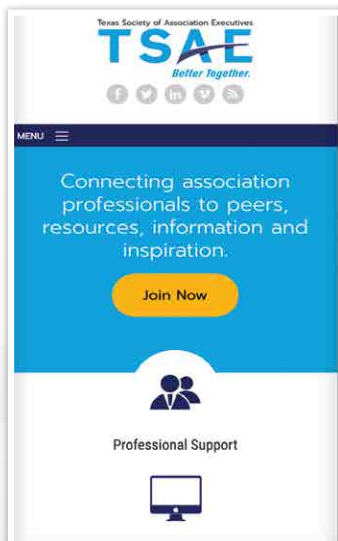
Establish your company as a thought leader by participating in our monthly eBlast opportunity. This exclusive opportunity is limited to one company per month. Each eBlast is sent to more than 1,300 key-decision makers!

**\$2,000 per email**

## This opportunity includes:

- 600x350 banner
- One company logo (150 pixels wide max.)
- Company tagline (5-10 words)
- 70-100 words of text
- One URL/call-to-action link

**This  
opportunity  
is limited to one  
company per  
month!**



## Advertorial Guidelines:

- Content should include practical, useful information in which the member would find value, which should be independent of the particular advertiser. The overall message and tone should not be promotional in nature.
- TSAE reserves the right to edit or alter content as it deems necessary to meet the above requirements and provide maximum value for its members.

**Online Specifications** - For more information, visit:  
[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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