

# NEW YORK SOCIETY OF ASSOCIATION EXECUTIVES



***In View eNewsletter***  
**NYSAE Website**  
**Media Kit**

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**nysae**  
NEW YORK SOCIETY OF ASSOCIATION EXECUTIVES



# THE NYSAE ADVANTAGE

- Our community is responsible for \$7.1 billion in annual spending: \$5.2 billion in meetings and conventions and \$1.9 billion in internal spending.
- 72% of the community we serve are executive, director, presidents or CEOs of their associations.
- Nearly 1 out of 3 NYSAE members are CAE certified
- NYSAE represents nearly 67% of the associations in the tri-state area.
- The New York association community employs more than 130,000 people.
- There are approximately 1,000 NYSAE Members including presidents, CEOs, meeting planners, accountants and many more



IN VIEW

Bi-Weekly eNewsletter

## ABOUT NYSAE

Founded in 1919, the New York Society of Association Executives mission is to lead in advancing and serving the profession of association and not-for-profit management. NYSAE is the "association of associations" which are headquartered in the Tri-State region of New York, New Jersey & Connecticut. NYSAE's members are full-time paid chief executives and middle managers of trade associations, professional societies, voluntary organizations, other not-for-profit organizations and supplier firms.



NYSAE WEBSITE

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

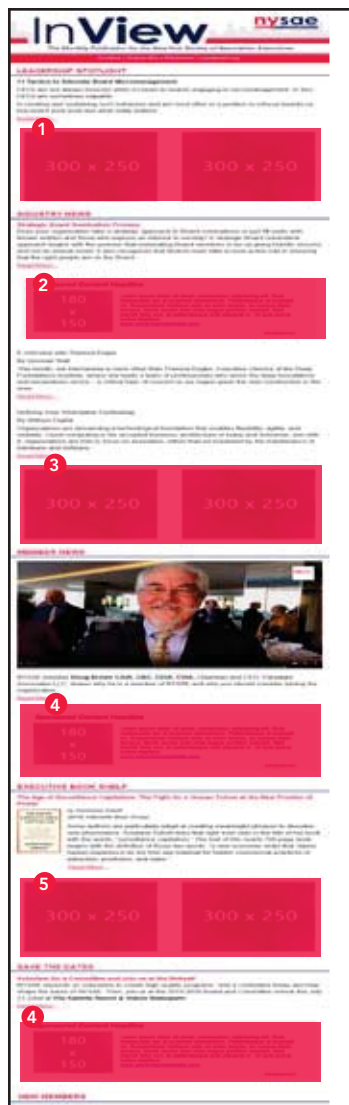
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# IN VIEW eNEWSLETTER

Now more than ever, professionals consume information on the go. Our *In the View* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

## Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 3,400 decision-makers on a regular basis
- In addition to NYSAE members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other NYSAE publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



### 1 Rectangle Row 1

**12 Months** | \$2,250

- 300 X 250 pixels
- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

### 2 Sponsored Content 1

**12 Months** | \$1,950

- Naylor will create the ad
- Client supplies 3 - 5 words for the header and 30 - 50 words for the summary text
- Client supplies thumbnail image at 180 x 150 pixels
- JPEG Only

### 3 Rectangle Row 2

**12 Months** | \$2,000

- 300 X 250 pixels
- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

### 4 Sponsored Content 2 & 3

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

- Naylor will create the ad
- Client supplies 3 - 5 words for the header and 30 - 50 words for the summary text
- Client supplies thumbnail image at 180 x 150 pixels
- JPEG Only

### 5 Rectangle Row 3

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

- 300 X 250 pixels
- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

**Distributed Bi-Weekly**

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

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.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.



# NYSAE WEBSITE

## Advertising on the NYSAE Website – [www.nysaenet.org](http://www.nysaenet.org)

Advertising on the New York Society of Association Executives' website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to NYSAE's website to learn about upcoming association events, discover ways to maximize their NYSAE membership. Advertising on the NYSAE website offers several cost-effective opportunities to position your company as a leader in front of an influential group of association professionals.

### Features of NYSAE website advertising:

- Cross-promoted in other NYSAE publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion
- Stand out: We limit ads on NYSAE's website so your business is sure to be noticed.
- Cultivate a presence as a trusted association affiliate. Our long-term ad contracts translate to increased brand recognition for your business.
- Help your buyers choose you: Direct visitors to the promotion, blog post, product info, video or microsite



### HOMEPAGE



- 1 **Rectangle (300 x 250 Pixels)**  
**12 Months | \$1,250**

One position, three rotations on the homepage only.

- 2 **Leaderboard (970 x 90 Pixels)**  
**12 Months | \$2,250**

### CONTENT SUBPAGE



One position, three rotations throughout the website.

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