



# Louisiana Society of Association Executives

## Target Louisiana's trade association industry leaders.

### Capture an audience with purchasing power:

Trade associations spend more than:

- **\$60 billion** annually to hold conventions, expositions and seminars
- **\$2.2 billion** on technology
- **\$45.6 billion** on printing and publishing

(Source: ASAE & The Center for Association Leadership)

### Who We Are

For more than 30 years, the Louisiana Society of Association Executives (LSAE) has been dedicated to helping our members enhance their ability to successfully manage associations with competence and integrity. Reach the leading executives, meeting and trade show planners and key directors at Louisiana-based trade associations with LSAE's quarterly magazine, *LSAE Resource*, and the *2010-2011 Pictorial Roster*.

### Readership Profile

LSAE's publications are read by key industry decision-makers. This includes **CEOs and managers**, as well as directors of:

- Communication
- Finance
- Development
- Administration
- Human Resources
- Publications
- Marketing and Operations
- Membership

**Contact your Naylor account representative today to put your company in front of LSAE's powerful membership.**

**For more information, please contact:**

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### LSAE Resource

Published quarterly, *LSAE Resource* features coverage of the latest topics, trends and regulatory updates. Louisiana's association leaders rely on the magazine to stay up-to-date about the latest products and services to hit the market.



### 2010-2011 Pictorial Roster

This "who's who guide" stays on the desks of key contacts at LSAE-member companies all year long. A key networking tool, our annual *Pictorial Roster* puts recipients in touch with fellow members, as well as the vendors that provide product and service solutions.

### 2009 Past Advertisers

- |   |  |
|---|--|
| Alabama Gulf Coast CVB  | Marriott Bay Point Resort & Spa                            |
| Alexandria Riverfront Center  | Mississippi Gulf Coast CVB                                 |
| Alexandria/Pineville Area CVB                                       | Monroe/West Monroe CVB                                     |
| Arlington Resort Hotel & Spa  | Natchez CVB  |
| Astor Crowne Plaza  | Naylor, LLC  |
| Baton Rouge CVB   | Paragon Casino Resort                                      |
| Beaches of South Walton - Walton County Tourist Development Council | Pearl River Resort   |
| Beau Rivage   | Pensacola Beach Hilton Gulf Front                          |
| Bossier Civic Center  | Perdido Beach Resort                                       |
| Edgewater Beach Resort  | Sam's Town Shreveport Hotel and Casino                     |
| Emerald Coast CVB, Inc.   | Sandestin Golf and Beach Resort                            |
| Ford Park   | Sheraton New Orleans Hotel                                 |
| Generations Hall  | Shreveport-Bossier CTB                                     |
| Gold Strike Casino Resort   | St. Tammany Parish/Louisiana's Northshore                  |
| Hilton Baton Rouge Capitol Center                                   | The Beach Club   |
| Hilton Sandestin Beach Golf Resort & Spa                            | The Innon Bourbon  |
| Hollywood Casino  | The National WWII Museum                                   |
| Hot Springs CVB   | The Resort Collection of the RTJ Golf Trail                |
| Houma Area CVB  | Vidalia Conference & Convention Center                     |
| I P Hotel & Casino  | Waterscape Condominiums                                    |
| Lafayette Conv. & Tourist Commission                                | West Baton Rouge Tourist Information and Conference Center |
| Lake Charles/SW Louisiana CVB                                       |  |

To learn more about LSAE, visit:

[www.lsaе.org](http://www.lsaе.org)

## 2010-2011 Pictorial Roster

### Net Advertising Rates

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

#### Full-Color Rates

**1x**

Double Page Spread	\$ 3,184.50
Outside Back Cover	\$ 2,824.50
Inside Front or Inside Back Cover	\$ 2,644.50
Full Page	\$ 2,194.50
2/3 Page	\$ 2,014.50
1/2 Page	\$ 1,714.50
1/3 Page	\$ 1,514.50
1/4 Page	\$ 1,394.50
1/6 Page	\$ 1,274.50
1/8 Page	\$ 1,184.50

#### Black-and-White Rates

**1x**

Full Page	\$ 1,319.50
2/3 Page	\$ 1,139.50
1/2 Page	\$ 839.50
1/3 Page	\$ 639.50
1/4 Page	\$ 519.50
1/6 Page	\$ 399.50
1/8 Page	\$ 309.50

All advertisers receive a free custom listing in our Index of Advertisers and Advertiser.com sections of the publications. Your company will be listed under the category of your choice along with the page number of your ad, making it easy for current and future customers to find your business.

## Net Advertising Rates

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

Full-Color Rates	1x	2x	4x
Double Page Spread	\$2,829.50	\$ 2,549.50	\$2,259.50
Outside Back Cover	\$ 2,149.50	\$ 1,989.50	\$ 1,829.50
Inside Front or Inside Back Cover	\$ 1,979.50	\$ 1,819.50	\$ 1,659.50
Full Page	\$ 1,589.50	\$ 1,429.50	\$ 1,269.50
2/3 Page	\$ 1,369.50	\$ 1,229.50	\$ 1,099.50
1/2 Page	\$ 1,049.50	\$ 939.50	\$ 839.50
1/3 Page	\$ 829.50	\$ 749.50	\$ 659.50
1/4 Page	\$ 629.50	\$ 569.50	\$ 499.50
1/6 Page	\$ 479.50	\$ 429.50	\$ 379.50
1/8 Page	\$ 419.50	\$379.50	\$ 339.50

Black-and-White Rates	1x	2x	4x
Full Page	\$ 1,119.50	\$ 1,009.50	\$ 899.50
2/3 Page	\$ 979.50	\$ 879.50	\$ 779.50
1/2 Page	\$709.50	\$ 639.50	\$ 569.50
1/3 Page	\$ 519.50	\$ 469.50	\$ 419.50
1/4 Page	\$ 409.50	\$ 369.50	\$ 329.50
1/6 Page	\$ 329.50	\$ 299.50	\$ 259.50
1/8 Page	\$ 259.50	\$ 229.50	\$ 209.50

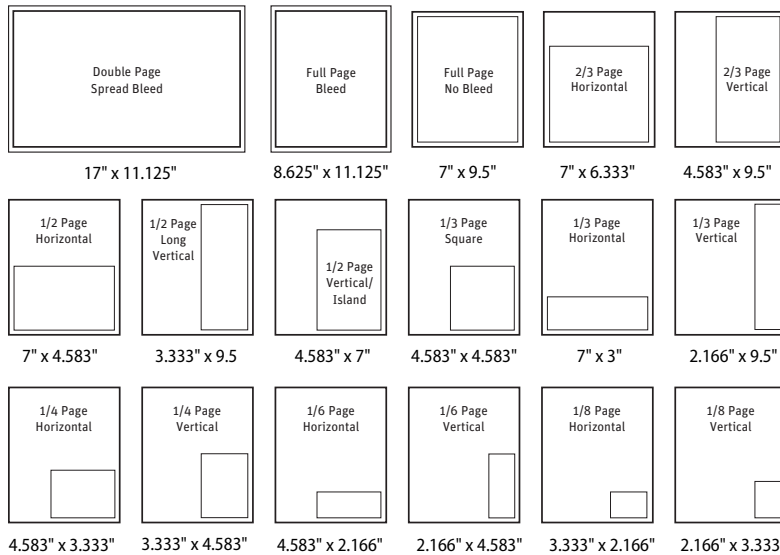
All advertisers receive a free custom listing in our Index of Advertisers and Advertiser.com sections of the publications. Your company will be listed under the category of your choice along with the page number of your ad, making it easy for current and future customers to find your business.

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). LSE-Q0110 (L/R 9/29/09 LSE-Q0110)

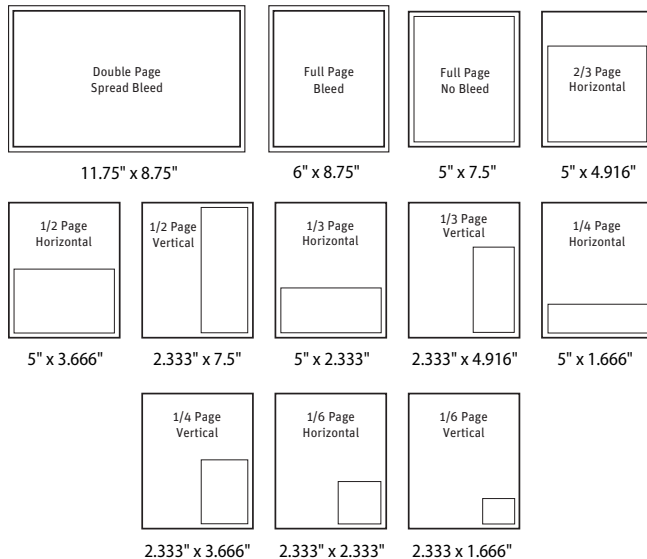


## Print Advertising Specifications

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



**Pictorial Roster Trim Size: 5.75" x 8.5"**



### 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 Web site at [www.naylor.com](http://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.