



# Louisiana Society of Association Executives

## Gain direct access to the association industry leaders in Louisiana.

### The LSAE Advantage:

- Our members are responsible for **millions of dollars in spending on industry-related products and services** each year.
- Nearly **80%** of associations report their chief staff executive retains the authority to select the meeting venue — and those are the core readers of *LSAE Resource*!
- The number of visits to Welcome Centers/CVBs in Louisiana average more than **1 million** per year.

### 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 *2012-2013 Pictorial Roster*.

### Readership Profile:

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

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

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

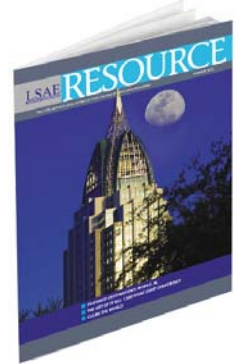
### For more information, please contact:

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To learn more about LSAE, visit:  
[www.lsae.org](http://www.lsae.org)

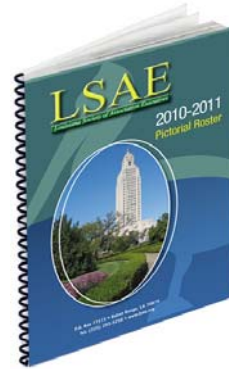
### LSAE Resource

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.



### 2012-2013 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.



### 2011 Past Advertisers

- Alexandria Riverfront Center
- Alexandria/Pineville Area CVB
- Astor Crowne Plaza
- Audubon Nature Institute
- Beau Rivage
- Crowne Plaza Hotel Lafayette Airport
- Eldorado Resort Casino -Shreveport
- Emerald Coast CVB, Inc.
- Gilsbar, Inc.
- Hollywood Casino
- HoumaArea CVB
- I P Hotel & Casino
- L'Auberge du Lac Resort & Casino
- Lafayette Conv. & Tourist Commission
- Marriott Grand Hotel Resort & Golf Club
- Monroe/West Monroe CVB
- Morial Convention Center New Orleans
- Paragon Casino Resort
- Pearl River Resort
- Royal Sonesta Hotel
- Shreveport-Bossier CTB

## Net Advertising Rates

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

### Full-Color Rates

	1x	2x	4x
<b>Double Page Spread</b>	\$2,869.50	\$2,669.50	\$2,379.50
<b>Outside Back Cover</b>	\$2,229.50	\$2,449.50	\$1,899.50
<b>Inside Front or Inside Back Cover</b>	\$2,059.50	\$1,889.50	\$1,729.50
<b>Full Page</b>	\$1,669.50	\$1,499.50	\$1,339.50
<b>2/3 Page</b>	\$1,439.50	\$1,299.50	\$1,149.50
<b>1/2 Page</b>	\$1,099.50	\$989.50	\$879.50
<b>1/3 Page</b>	\$899.50	\$809.50	\$719.50
<b>1/4 Page</b>	\$679.50	\$609.50	\$539.50
<b>1/6 Page</b>	\$519.50	\$469.50	\$419.50
<b>1/8 Page</b>	\$449.50	\$399.50	\$359.50

### Black-and-White Rates

	1x	2x	4x
<b>Full Page</b>	\$1,179.50	\$1,059.50	\$939.50
<b>2/3 Page</b>	\$1,029.50	\$929.50	\$819.50
<b>1/2 Page</b>	\$749.50	\$669.50	\$599.50
<b>1/3 Page</b>	\$559.50	\$499.50	\$449.50
<b>1/4 Page</b>	\$439.50	\$399.50	\$349.50
<b>1/6 Page</b>	\$359.50	\$319.50	\$289.50
<b>1/8 Page</b>	\$279.50	\$249.50	\$219.50

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-Q0112 (L/R 9/29/09 LSE-Q0110)



# 2012-2013 Pictorial Roster

## Net Advertising Rates

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

### Full-Color Rates

**1x**

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

### Black-and-White Rates

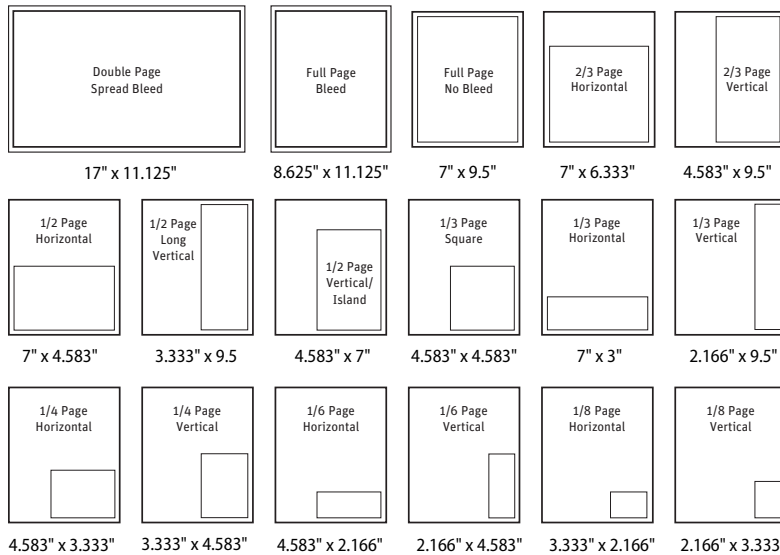
**1x**

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

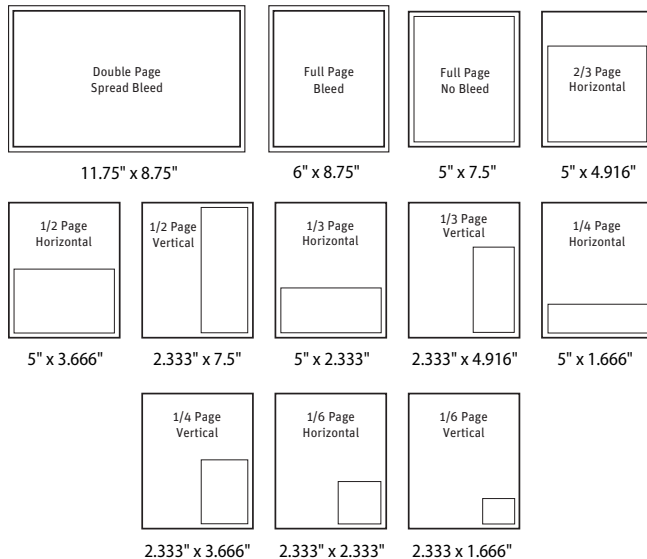
All advertisers receive a free custom listing in our Index of Advertisers and Advertiser.com sections of the publications. Your company will be listed under the category of your choice along with the page number of your ad, making it easy for current and future customers to find your business.

## 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.

## Index of Advertisers Categories

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

*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:** \_\_\_\_\_