



MEDIA KIT



Reach the Louisiana Executive Directors,
Presidents, CEOs and Chairmen leading
professional and trade associations.

LSAE Resource magazine | Pictorial Roster | Resource Online eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

www.lsaе.org

Brittany Thompson
Media Director
(352) 333-3452
bthompson@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS

Reaching the best association professionals that Louisiana has to offer.



3 out of 5 of our members are **Executive Directors, Presidents, CEOs or Chairmen.**



LSAE associations each **spend an average of nearly \$1 million annually** on products and services not related to hotel rooms or other meeting venues.



2 out of 3 of our members have the authority to **approve purchases of products and services.**

The LSAE Advantage*

- **More than 1 out of 4** members have **directly contacted an advertiser** after seeing them in LSAE publications.
- **More than half** of our members indicated they are **likely or very likely to buy** from a supplier featured in LSAE publications.
- Our members are some of Louisiana's most important associations, including Louisiana Chemical Association, Louisiana Travel Promotions Association, and the Professional Insurance Agents of Louisiana.



Pictorial Roster
print and digital edition



Resource Online
eNewsletter



Resource Magazine
print and digital edition

Reach the executives in Louisiana that approve purchases, spend millions and interact with our advertisers regularly. Contact your Naylor representative today!

*Info from 2015 member survey

LSAE Resource magazine

2018 Content Calendar*

Issue	Features/Destination Spotlights	Thought Leadership	Ships
Winter/Spring 2018 (LSE-B0118)	Features: Innovation Destination Spotlights: Lafayette, Lake Charles, Baton Rouge, New Orleans, Houma	CVBs, Hotels and Unique Venues: What's New and Improved - Renovations Report Professional Services: Insurance/Risk Management	March 2018
Summer/Fall 2018 (LSE-B0218)	Features: Meetings & Events Destination Spotlights: Shreveport, Alexandria, West Monroe, Natchitoches	CVBs, Hotels and Unique Venues: 3 Days in Your Destination Professional Services: Association Management Companies	August 2018

* Editorial calendar is tentative and subject to change without notice

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with Louisiana Society of Association Executives 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 LSAE.

Alabama Gulf Coast CVB	Lake Charles/SW Louisiana CVB
Alexandria/Pineville Area CVB	Marriott Hotels of New Orleans
AMD Group	Mississippi Division of Tourism
Audubon Nature Institute	Mississippi Gulf Coast CVB
Baton Rouge Marriott	Monroe/West Monroe CVB
Beau Rivage	Natchez Convention & Visitors Bureau
Best Western Chateau Louisianne	Natchitoches Area CVB
Boyd Biloxi, LLC	Natchitoches Events Center
Ceasars Entertainment/Horseshoe Casino & Hotel Bossier City/Harrah's Louisiana D	New Orleans Ernest N. Morial Convention Center
Cajun Coast Visitors & Convention Bureau	North Carolina Aquarium
Caribe Resort	Northshore Harbor Convention Center
Chateau Saint Denis Hotel	Paragon Casino Resort
DoubleTree by Hilton Hotel Lafayette	Parc England Hotel & Bistro on the Bayou
French Quarter Chateau LeMoyné	Perdido Beach Resort
Golden Nugget Casino Resort - Lake Charles	Rapides Parish Coliseum
Hilton Baton Rouge Capitol Center	Sandestin Golf and Beach Resort
Hilton Sandestin Beach Golf Resort & Spa	Sheraton Bay Point Resort
Hot Springs CVB	Shreveport-Bossier Convention & Tourist Bureau
Hotel Provincial	St. Landry Parish Tourist Commission
Houma Area CVB	St. Tammany Parish/Louisiana's Northshore
Hyatt Centric French Quarter New Orleans	The Cook Hotel and Conference Center
InterContinental New Orleans	Visit Baton Rouge
Jefferson CVB	Visit South Walton
Lafayette Convention & Tourist Commission	

LSAE Resource magazine

Member Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

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

Full-Color Rates	1x	2x	3x <i>(Pictorial Roster included)</i>
Double Page Spread	\$ 2,897.55	\$ 2,753.55	\$ 2,609.55
Outside Back Cover	\$ 2,644.55	\$ 2,545.55	\$ 2,446.55
Inside Front or Inside Back Cover	\$ 2,444.55	\$ 2,345.55	\$ 2,224.55
Full Page	\$ 1,934.55	\$ 1,835.55	\$ 1,736.55
2/3 Page	\$ 1,691.55	\$ 1,610.55	\$ 1,520.55
1/2 Page	\$ 1,349.55	\$ 1,277.55	\$ 1,214.55
1/3 Page	\$ 1,178.55	\$ 1,115.55	\$ 1,061.55
1/4 Page	\$ 935.55	\$ 890.55	\$ 845.55
1/6 Page	\$ 800.55	\$ 764.55	\$ 719.55
1/8 Page	\$ 692.55	\$ 656.55	\$ 620.55

Black-and-White Rates	1x	2x	3x <i>(Pictorial Roster included)</i>
Full Page	\$ 1,187.55	\$ 1,124.55	\$ 1,070.55
2/3 Page	\$ 1,043.55	\$ 989.55	\$ 935.55
1/2 Page	\$ 818.55	\$ 773.55	\$ 737.55
1/3 Page	\$ 647.55	\$ 611.55	\$ 584.55
1/4 Page	\$ 530.55	\$ 503.55	\$ 476.55
1/6 Page	\$ 404.55	\$ 386.55	\$ 359.55
1/8 Page	\$ 305.55	\$ 287.55	\$ 278.55

Digital Edition Branding Opportunities

Sponsorship | \$999.50
Belly Band | \$829.50

Toolbar | \$409.50

Skyscraper | \$1,009.50

Online Specifications

For more information, visit: 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.

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).
 Rates as of 6/17

LSAE Resource magazine

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

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

Full-Color Rates	1x	2-4x	3x (Pictorial Roster included)
Double Page Spread	\$ 3,219.50	\$ 3,059.50	\$ 2,899.50
Outside Back Cover	\$ 2,859.50	\$ 2,749.50	\$ 2,639.50
Inside Front or Inside Back Cover	\$ 2,659.50	\$ 2,549.50	\$ 2,439.50
Full Page	\$ 2,149.50	\$ 2,039.50	\$ 1,929.50
2/3 Page	\$ 1,879.50	\$ 1,789.50	\$ 1,689.50
1/2 Page	\$ 1,499.50	\$ 1,419.50	\$ 1,349.50
1/3 Page	\$ 1,309.50	\$ 1,239.50	\$ 1,179.50
1/4 Page	\$ 1,039.50	\$ 989.50	\$ 939.50
1/6 Page	\$ 889.50	\$ 849.50	\$ 799.50
1/8 Page	\$ 769.50	\$ 729.50	\$ 689.50

Black-and-White Rates	1x	?x	3x (Pictorial Roster included)
Full Page	\$ 1,319.50	\$ 1,249.50	\$ 1,189.50
2/3 Page	\$ 1,159.50	\$ 1,099.50	\$ 1,039.50
1/2-Page Island	\$ 909.50	\$ 859.50	\$ 819.50
1/3 Page	\$ 719.50	\$ 679.50	\$ 649.50
1/4 Page	\$ 589.50	\$ 559.50	\$ 529.50
1/6 Page	\$ 449.50	\$ 429.50	\$ 399.50
1/8 Page	\$ 339.50	\$ 319.50	\$ 309.50

Digital Edition Branding Opportunities

Sponsorship | \$1,029.50
Belly Band | \$849.50

Toolbar | \$419.50

Skyscraper | \$1,039.50

Online Specifications

For more information, visit: 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.

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).
Rates as of 6/17

Pictorial Roster

Member Net Advertising Rates

All rates include an Ad Link in the digital edition of the roster.

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

Full-Color Rates

1x

Double Page Spread	\$ 3,050.55
Outside Back Cover	\$ 2,782.55
Inside Front or Inside Back Cover	\$ 2,572.55
Full Page	\$ 2,042.55
2/3 Page	\$ 1,781.55
1/2 Page	\$ 1,421.55
1/3 Page	\$ 1,232.55
1/4 Page	\$ 980.55
1/6 Page	\$ 836.55
1/8 Page	\$ 719.55

Black-and-White Rates

1x

Full Page	\$ 1,250.55
2/3 Page	\$ 1,106.55
1/2 Page	\$ 854.55
1/3 Page	\$ 683.55
1/4 Page	\$ 548.55
1/6 Page	\$ 422.55
1/8 Page	\$ 314.55

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.

Digital Edition Branding Opportunities

Sponsorship | \$999.50

Toolbar | \$409.50

Skyscraper | \$1,099.50

Belly Band | \$829.50

Online Specifications

For more information, visit: www.naylor.com/onlinespecs

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). Rates as of 6/17

Pictorial Roster

Net Advertising Rates

All rates include an Ad Link in the digital edition of the roster.

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

Full-Color Rates

1x

Double Page Spread	\$ 3,389.50
Outside Back Cover	\$ 3,009.50
Inside Front or Inside Back Cover	\$ 2,799.50
Full Page	\$ 2,269.50
2/3 Page	\$ 1,979.50
1/2 Page	\$ 1,579.50
1/3 Page	\$ 1,369.50
1/4 Page	\$ 1,089.50
1/6 Page	\$ 929.50
1/8 Page	\$ 799.50

Black-and-White Rates

1x

Full Page	\$ 1,389.50
2/3 Page	\$ 1,229.50
1/2 Page	\$ 949.50
1/3 Page	\$ 759.50
1/4 Page	\$ 609.50
1/6 Page	\$ 469.50
1/8 Page	\$ 349.50

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.

Digital Edition Branding Opportunities

Sponsorship | \$1,029.50

Toolbar | \$419.50

Skyscraper | \$1,129.50

Belly Band | \$849.50

Online Specifications

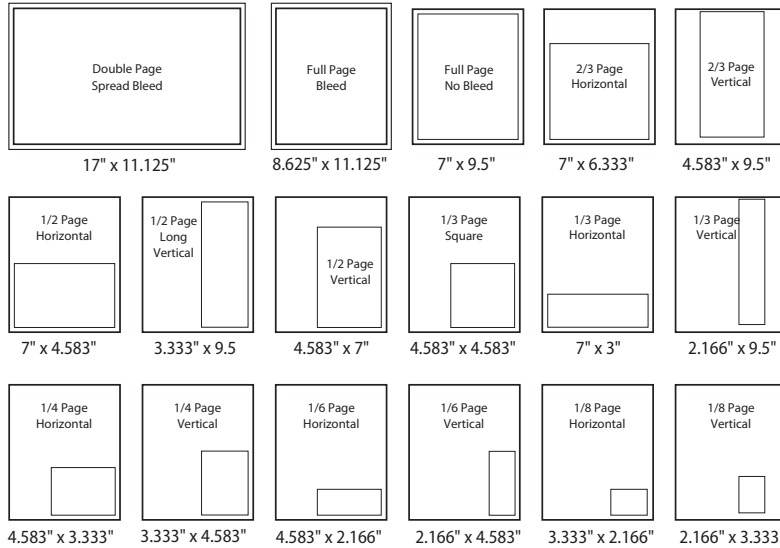
For more information, visit: www.naylor.com/onlinespecs

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). Rates as of 6/17

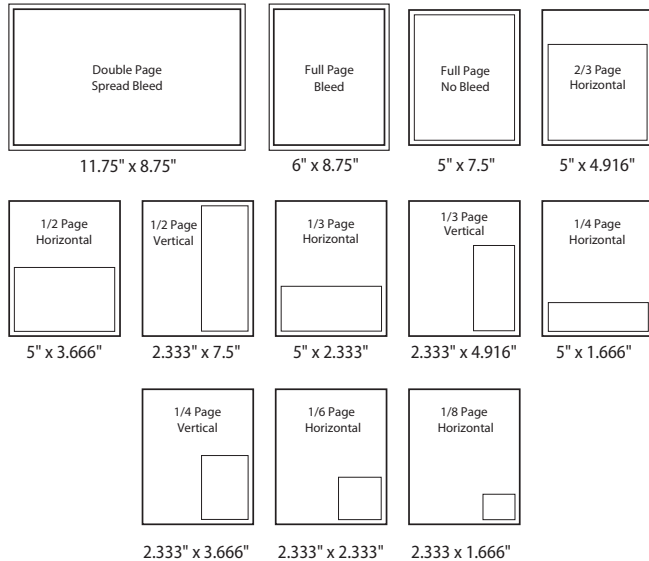
LSAE Resource magazine Pictorial Roster

Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



Roster Trim Size: 5.75" x 8.5"



Specs for Outsert/Inserts

Directory/Magazine

1 Pg / 1 Surface 8.375" x 10.875"
2 Pg / 4 Surface 8.375" x 10.875"
Heavy Card Stock Insert 8.25" x 10.75"

1 Pg / 2 Surface 8.375" x 10.875"
Postcards 6" x 4.25"
Postal flyersheets 8.5" x 11"

Roster

1 Pg / 2 Surface 5.75" x 8.5"
3 Pg / 6 Surface 5.75" x 8.5"
Postcards 6" x 4.25"

Postal flyersheets 5.75" x 8.5"
Heavy Card Stock Insert 5.25" x 8.25"

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

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.

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.

Directory/Magazine:

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

Roster:

DPS Live Area: 10.75" x 7.5"
Full Page Live Area: 5" x 7.5"

Online Specifications

For more information, visit:
www.naylor.com/onlinespecs

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).

Pictorial Roster

digital edition

Digital Edition – www.naylor.com/lse-nxt

In addition to print, the *Pictorial Roster* is available in a digital version. Viewers can flip through the pages, forward pages to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the LSAE's website. An archive of issues is available, securing your ad a lasting online presence.*

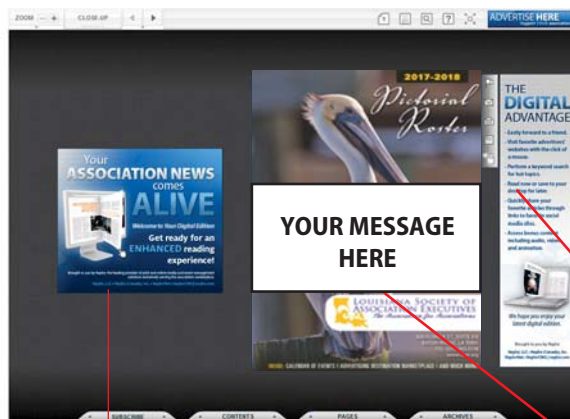
Readers can:

- Bookmark pages and insert notes
- Keyword search the entire roster
- Navigate and magnify pages with one click
- Share on social networking sites
- Read online or download and print for later
- View instantly from most smartphones and tablets
- View archives and find a list of sections for one-click access

Extend your advertising investment with digital media:

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

Ad Positions



Sponsorship | \$999.50

Your message will be prominently displayed directly across from the cover of the roster. Animation and video capabilities are available.

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Digital Toolbar | \$409.50

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

Digital Skyscraper | \$1,009.50

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital Bellyband | \$829.50

The digital bellyband is displayed on top of the magazine cover. Print options are also available.

Online Specifications - For more information, visit:
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.

LSAE Resource

digital edition

Digital Edition - www.naylor.com/lse-nxt

In addition to print, *LSAE Resource* 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 the LSAE's website. An archive of issues is available, securing your ad a lasting online presence.*

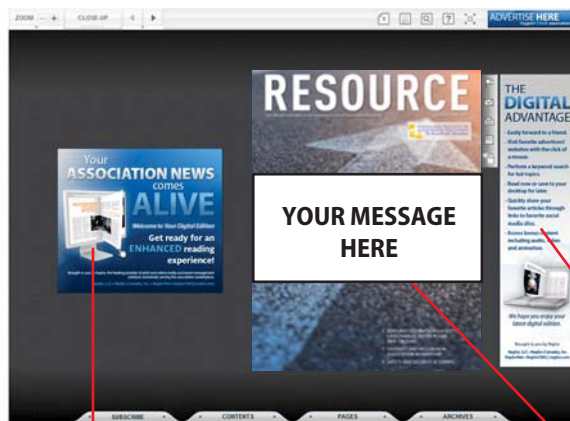
Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- Read the issue online or download and print for later
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

Extend your advertising investment with digital media:

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

Ad Positions



Sponsorship | \$999.50

Your message will be prominently displayed directly across from the cover of the roster. Animation and video capabilities are available.

Ad Link | *Included in display ad rates*

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.



Digital Toolbar | \$409.50

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

Digital Skyscraper | \$1,009.50

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital Bellyband | \$829.50

The digital bellyband is displayed on top of the magazine cover. Print options are also available.

Online Specifications - For more information, visit:
www.naylor.com/onlinespecs

LSAE Pictorial Roster

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

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:** _____

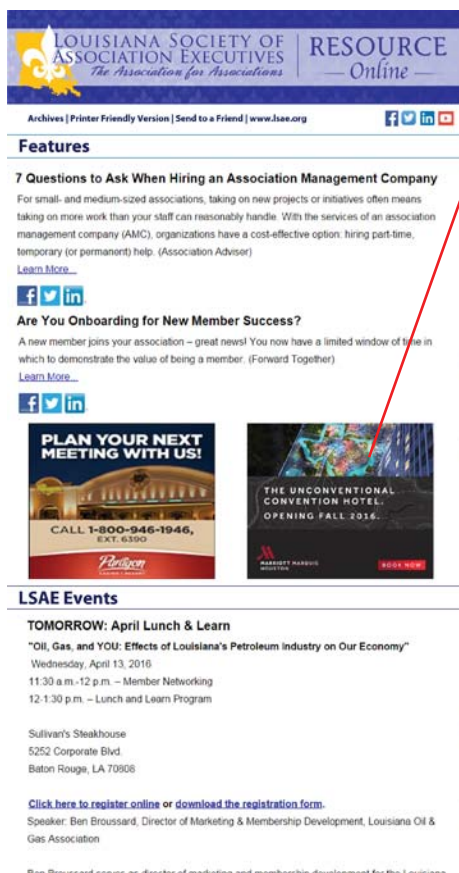
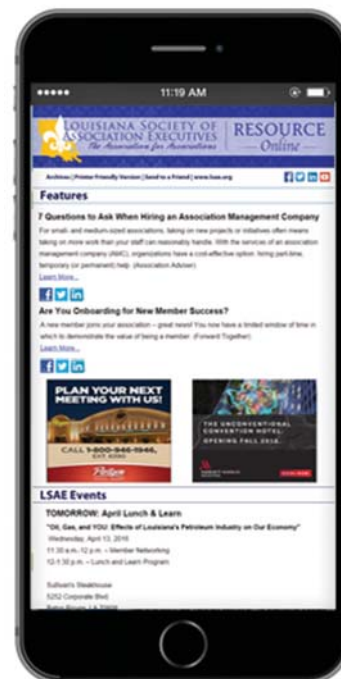
Resource Online eNewsletter

About the eNewsletter – www.naylor.com/lse-nwl

Now more than ever, professionals consume information on the go. Our *Resource Online* 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 key decision-makers on a monthly basis
- In addition to LSAE 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 LSAE 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
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



Top 2 Rectangles (300 x 250 pixels)

12 Months | \$2,060

- Only six spots available – NO ROTATION
- Located between popular sections of the eNewsletter

1st Sponsored Content (2 Total) (468 x 160 pixels)

3 issues | \$515

- 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

Distributed on a Monthly basis

Sections include

- Message from the President
- LSAE News & Events
- CAE Corner
- Member Spotlight

Online Specifications - For more information, visit: 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.