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**TSAE**  
Texas Society of Association Executives

# 2012 Media Planner

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*Association Leadership*  
bimonthly magazine print edition

*Association Leadership*  
bimonthly magazine digital edition

*Annual Membership Directory*

*Online Buyers' Guide*

# Everything's BIGGER in Texas

Reach readers with the following titles:

- Represents 2 out of 3 organizations in Texas' \$1.8 billion association industry.
- Is the second-largest state society under the American Society of Association Executives (ASAE) umbrella.
- Represents more than 600 Texas-based associations and societies and more than 500 corporations and firms that provide products and services to associations.
- Is part of a \$1.8 billion association industry in Texas.
- Is headquartered in Texas, which ranks second in the country in the number of events and meetings held annually.
- Nearly 4 out of 5 associations report their chief staff executive retains the authority to select the meeting venue — and that's our core reader!

Accountant  
Associate Director, Membership & Fund Development  
Attorney  
CEO/President  
CFO/COO  
Director, Accounting & Human Resources  
Director, Administration & Technology  
Director, Agency Management  
Director, CLE & Special Events  
Director, Education  
Director, Executive Affairs  
Director, Finance & Administration  
Director, Government Affairs  
Director, High School Services  
Director, Information Technology  
Director, Insurance Programs  
Director, Meeting Planning  
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, Human Resources  
Director, Public Affairs  
Executive Director  
Executive Vice President  
Exhibits Manager  
National Executive Director  
National Manager, State Legislative & Regulatory Affairs  
Project Director  
Regional Director  
VP Administration  
VP Corporate Relations  
VP Expositions  
VP Information Management  
VP Member & Media Relations

OUR READERSHIP IS  
100% QUALIFIED.

TSAE publications are mailed to the full membership, so your message is seen by the decision-makers you want to reach. In fact, our readers average more than 15-25 years experience in the association industry.

**TSAE**  
Texas Society of Association Executives

# Why advertise with TSAE?

TSAE represents nearly two out of three associations in Texas. With more than 900 members that represent association executives, meeting and trade show planners and other key association staff members, our members are key purchasers in a \$1.8 billion industry. TSAE provides its members the most current and useful information on association management through our full complement of communications options.

## Some of our Advertisers include:

Abilene Convention & Visitor's Bureau	Intercontinental Hotels Group
Beaumont Convention & Visitors Bureau	JW Marriott Houston
Corpus Christi CVB	Lake Tahoe Visitors Authority
Crowne Plaza Riverwalk San Antonio	Laredo Convention & Visitors Bureau
DFW Marriot Hotel & Golf Club at Champion Circle	Marriott & Renaissance Hotels of Texas
Doubletree Guest Suites, Austin	McKinney Convention & Visitors Bureau
Embassy Suites Dallas/Frisco	Omni Hotels of Texas
Galveston Island CVB	Paragon Casino Resort
Gaylord Texan Resort & Convention Center	Radisson Resort Hill County
Greater Houston CVB	Santa Fe Convention & Visitors Bureau
Harrah's Tunica	Sheraton North Houston
Hilton Americas-Houston	Shreveport - Bossier CTB
Horseshoe Bay Marriott Resort & Conference Center	Sonoma County Tourism Bureau
Hyatt Hotels of Texas	Starwood Hotels & Resorts of Texas
	The San Luis Resort, Spa & Conference Center

## In Print and Online: We make it easy to connect with TSAE members throughout the year.



### Association Leadership print edition

TSAE's official magazine is a trusted communication tool for members. *Association Leadership* is published six times annually with a standard circulation of 1,600 copies.



### Annual Membership Directory

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



### Association Leadership digital edition

An exact replica of the print edition, members receive the digital edition via email, and each new issue is posted on the TSAE website.



### Online Buyers' Guide

Our *Online Buyers' Guide* provides your customers with the ability to find your products and services by simply clicking on a button. Visitors to the online guide can search for your company by name, location, product category or keyword.

# TSAE in Print



## Association Leadership Magazine

*Association Leadership* is TSAE's official magazine and communication tool for members. Published six times annually, *Association Leadership* delivers readers timely information about all aspects of the association management profession and the activities of TSAE.

*Association Leadership* also embraces the objectives of TSAE — to provide association professionals a community for collaboration, learning and leadership growth. 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.** A digital edition of *Association Leadership* is available on TSAE's website and is e-mailed to members for bonus distribution. Advertisers automatically receive a **FREE ad in the digital edition** that links directly to their website!

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*.

## Praise for Association Leadership

Here's what *Association Leadership* readers are saying about our publication...

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

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

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

*"Many compliments!"*

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

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

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

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



## Annual Membership Directory

The annual *Membership Directory* offers you unrivaled access to TSAE members. It 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.

# 2012 Editorial 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.

ISSUE	ADVERTISING SPOTLIGHT	ISSUE THEME	SPACE RESERVATION	MATERIALS DEADLINE
<b>JANUARY/FEBRUARY</b> SHIPS: DECEMBER 2011	Galveston Florida Panhandle	Reinvention	October 14, 2011	October 17, 2011
<b>MARCH/APRIL</b> SHIPS: FEBRUARY 2012	Houston Colorado	Community in the Association World	December 19, 2011	December 21, 2011
<b>MAY/JUNE</b> SHIPS: APRIL 2012	Dallas/Fort Worth Austin	Personnel	March 7, 2012	March 9, 2012
<b>JULY/AUGUST</b> SHIPS: JUNE 2012	Beaumont Louisiana	Leadership	May 9, 2012	May 11, 2012
<b>SEPTEMBER/OCTOBER</b> SHIPS: AUGUST 2012	San Antonio Nevada	2013 Texas Legislative Session	July 11, 2012	July 13, 2012
<b>NOVEMBER/DECEMBER</b> SHIPS: OCTOBER 2012	New Mexico South Texas	Planning "Other Activities" at Events	August 29, 2012	August 31, 2012
<b>2012 TSAE MEMBERSHIP DIRECTORY</b> SHIPS: DECEMBER 2011			September 22, 2011	October 3, 2011

## In Every Issue:

- **Chairman's/Presidents Column**
- **Homepage/Calendar of Events:** News and notes from association members, along with a calendar of upcoming events
- **60-second solutions:** Various tidbits, time-savers, motivational techniques and interpersonal advice on association-related issues
- **Perspectives:** Younger Professional versus Seasoned Professional
- **CAE Topics:** Discusses issues pertaining to CAEs
- **New TSAE Members**
- **Key Topics:** Discusses issues including marketing in a social media world, affiliate members, customer service, etc
- **Index to Advertisers**
- **Photo Gallery:** To cover association events with the title "Around the state with TSAE"
- **New Media**
- **Generational Differences**

# TSAE Online



## Association Leadership Digital Edition

In addition to print, *Association Leadership* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest and click on ads to be redirected to the company's website.

Members and readers receive each issue via e-mail, and each new issue is posted on TSAE's website. A full archive of past issues is available for a 12-month period, ensuring the longevity for your 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.

Nearly 2 out of 5 visitors to the website are looking for/viewing *Association Leadership* digital edition.

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### E**TOOLBAR**

\$769.50 per issue | JPG only: 250 x 50 pixels

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

### E**SPONSORSHIP**

\$1,549.50 per issue | JPG, GIF or Flash: 550 x 480 pixels

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

### E**SKYSCRAPER**

\$1,239.50 per issue | JPG only: 200 x 783 pixels

The eSkyscraper ad displays the entire time the digital edition is open.



### E**BELLYBAND**



# Online Buyers' Guide

For companies that want maximum online exposure, the *Online Buyers' Guide* provides users with the ability to find your products and services by simply clicking on a button. Visitors to the online guide can search for your company by name, location product category or keyword. The *Online Buyers' Guide* 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

## SPOTLIGHT TILE AD

Spotlight tile ad appearing on every page of the site. No matter what page visitors click on, your message will be prominently displayed in the same place, every time!

- Member: \$2,250/ Non-member: \$2,500
- 125 x 125 pixels • Only two spots available!
- Complimentary Premier Listing—a \$250 value!

## HOME PAGE VERTICAL BANNER

Vertical banner on the home page.

- Member: \$1,200/ Non-member: \$1,500
- 120 x 240 pixels • Maximum four rotating per position.
- Complimentary Premier Listing—a \$250 value!

## CATEGORY PAGE VERTICAL BANNER

Vertical banner rotating in the category and all related sub-categories of your choice.

- Member: \$1,000/ Non-member: \$1,200
- 120 x 240 pixels • Maximum four rotating per position.
- Complimentary Premier Listing—a \$250 value!

## PREMIER LISTING PACKAGE

Includes full-color logo, company name, address, phone, active Web link and e-mail, company description, products and services listing and up to five detailed contacts. *Includes three (3) product/service category listings of your choice. Additional category listings are \$50 each.*

- Member: \$250/ Non-member: \$350
- **PRIORITY SEARCH RESULTS**—Regardless of where your company's name falls in the alphabet, all premier listings will appear in the order they are received on top of all the basic listings.
- **Product photo and description:** Display full-color product photo and text description to potential customers. You also have the option to hyperlink the photo directly to any page on your company's website.

# Non-Member Net Advertising Rates

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

Size	1x		3x		7x	
	Full-Color	Black-and-White	Full-Color	Black-and-White	Full-Color	Black-and-White
DOUBLE PAGE SPREAD	\$3,589.50	N/A	\$3,309.50	N/A	\$2,839.50	N/A
OUTSIDE BACK COVER	\$3,089.50	N/A	\$2,929.50	N/A	\$2,659.50	N/A
INSIDE FRONT OR INSIDE BACK COVER	\$2,929.50	N/A	\$2,769.50	N/A	\$2,499.50	N/A
FULL PAGE	\$2,399.50	\$1,599.50	\$2,239.50	\$1,439.50	\$1,969.50	\$1,169.50
2/3 PAGE	\$2,119.50	\$1,319.50	\$1,989.50	\$1,189.50	\$1,759.50	\$959.50
1/2 PAGE	\$1,939.50	\$1,139.50	\$1,829.50	\$1,029.50	\$1,629.50	\$829.50
1/3 PAGE	\$1,759.50	\$959.50	\$1,659.50	\$859.50	\$1,499.50	\$699.50
1/4 PAGE	\$1,599.50	\$799.50	\$1,519.50	\$719.50	\$1,379.50	\$579.50
1/6 PAGE	\$1,409.50	\$609.50	\$1,349.50	\$549.50	\$1,249.50	\$449.50
1/8 PAGE	\$1,309.50	\$509.50	\$1,259.50	\$459.50	\$1,169.50	\$369.50

\*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 clear plastic bag in which *Association Leadership* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct mail piece in our polybag with the publication will ensure tremendous exposure for your company.

**eMagazine!** In addition to the printed version, *Association Leadership* is also produced in an identical, interactive digital edition. You now have the option to include your direct mail piece as an attachment to the digital version for a nominal fee. To be included, advertisers must supply the digital file of the direct mail piece to Naylor—high-resolution PDF is preferred. If you would like to re-create your direct mail piece as an animated Flash file, additional charges apply.

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

Surfaces	Print Distribution	Print and Digital Edition Distribution
1-PAGE (2 SURFACES)	\$1,499.50	\$1,659.50
2-PAGE (4 SURFACES)**	\$1,889.50	\$2,089.50
POSTCARD	\$1,499.50	\$1,659.50

\*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.

# Member Net Advertising Rates

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

Size	1x		3x		7x	
	Full-Color	Black-and-White	Full-Color	Black-and-White	Full-Color	Black-and-White
DOUBLE PAGE SPREAD	\$3,319.50	N/A	\$3,069.50	N/A	\$2,639.50	N/A
OUTSIDE BACK COVER	\$2,899.50	N/A	\$2,759.50	N/A	\$2,519.50	N/A
INSIDE FRONT OR INSIDE BACK COVER	\$2,739.50	N/A	\$2,599.50	N/A	\$2,359.50	N/A
FULL PAGE	\$2,209.50	\$1,409.50	\$2,069.50	\$1,269.50	\$1,829.50	\$1,029.50
2/3 PAGE	\$2,039.50	\$1,239.50	\$1,919.50	\$1,119.50	\$1,709.50	\$909.50
1/2 PAGE	\$1,849.50	\$1,049.50	\$1,749.50	\$949.50	\$1,569.50	\$769.50
1/3 PAGE	\$1,699.50	\$899.50	\$1,609.50	\$809.50	\$1,459.50	\$659.50
1/4 PAGE	\$1,519.50	\$719.50	\$1,449.50	\$649.50	\$1,329.50	\$529.50
1/6 PAGE	\$1,409.50	\$609.50	\$1,349.50	\$549.50	\$1,249.50	\$449.50
1/8 PAGE	\$1,259.50	\$459.50	\$1,209.50	\$409.50	\$1,139.50	\$339.50

\*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 clear plastic bag in which *Association Leadership* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct mail piece in our polybag with the publication will ensure tremendous exposure for your company.

**eMagazine!** In addition to the printed version, *Association Leadership* is also produced in an identical, interactive digital edition. You now have the option to include your direct mail piece as an attachment to the digital version for a nominal fee. To be included, advertisers must supply the digital file of the direct mail piece to Naylor—high-resolution PDF is preferred. If you would like to re-create your direct mail piece as an animated Flash file, additional charges apply.

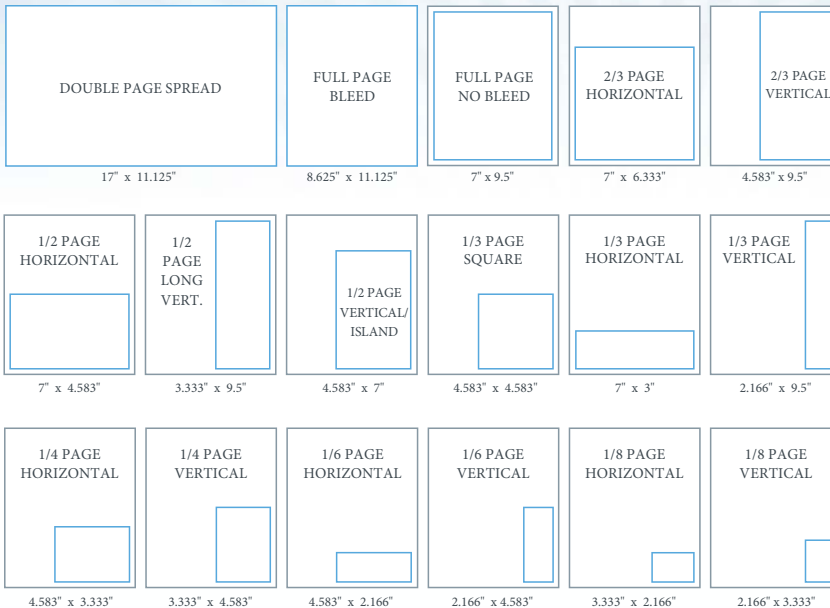
#### \*NET RATES - PIECES FURNISHED BY ADVERTISER

Surfaces	Print Distribution	Print and Digital Edition Distribution
1-PAGE (2 SURFACES)	\$1,499.50	\$1,659.50
2-PAGE (4 SURFACES)**	\$1,889.50	\$2,089.50
POSTCARD	\$1,499.50	\$1,659.50

\*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.

# 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 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).

## 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](http://www.naylor.com) and click on "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top righthand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

## Production Services

Naylor provides professional ad assembly and layout to non-agency clients at no charge to the client.

# Online Specifications



## Association Leadership Digital Edition

### ESPONSORSHIP

- 550 x 480 pixels
- JPG, GIF, Flash/SWF<sup>†</sup>, AVI, MPG, MOV, FLA or Real Player accepted
- Animation must be no longer than 25 seconds

### ESKYSRAPER

- 200 x 783 pixels
- JPG only

### EToolBAR

- 250 x 50 pixels; 50 character limit for initial eToolbar button
- JPG only

### †DIGITAL EDITION FLASH GUIDELINES

- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
- Set the frames per second (FPS) to 24
- Do not add buttons or any clickable actions; Please supply the intended URL to your Naylor account executive
- Avoid any ActionScript that can affect the Nxtbook engine, such as the `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation

## Online Buyers' Guide

### SPOTLIGHT TILE AD

- 125 x 125 pixels
- JPG, GIF or Flash/SWF<sup>‡</sup> accepted
- Max file size 100 KB

### VERTICAL BANNER

- 120 x 240 pixels
- JPG, GIF or Flash/SWF<sup>‡</sup> accepted
- Max file size 100 KB

### PREMIER LISTING

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

### ‡ONLINE BUYERS GUIDE FLASH GUIDELINES

- Publish or export .SWF file for Flash Player 9 and ActionScript 2.0
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation
- Create a proper ActionScript 2.0 button as follows:
  1. Symbol type needs to be "button"
  2. Set action script code exactly as below:

```
on (press) {  
    getURL(url, "_blank");  
}
```

**NOTE: Do not type your intended URL in the code.**

The purpose of setting up your Flash creative like this is so that we can control the landing page. Please supply the URL to your Naylor account executive.

# Reach these TSAE Members & MORE:

## 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

## 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

## Regional

Southern Building Code Congress  
International  
Southwestern Brick Institute  
Southern Gas Association

## 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

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.*