



# *ne/sae* eNews Media Guide

Reach New England's association executive  
directors, presidents, CEOs and more!

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS



## The ne/sae Advantage



Our members are **high-level influencers and final decision-makers** for their professional and trade associations.

**50%**

Nearly **half of our members** are CEOs, Executive Directors, Association Executives or Presidents.



Approximately **1 out of 5** of our executive members is CAE certified.

**2x**

ne/sae has **double the amount** of association members as supplier members.

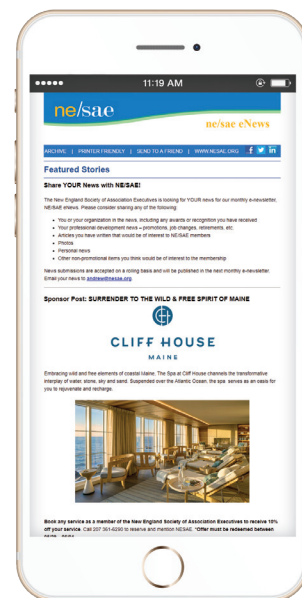
## Who We Are

ne/sae is the association community's premier educational and professional networking resource. Located in Westford Massachusetts, it is ne/sae's mission to advance the professionalism of its members by providing quality educational programs and services, and will advocate for the interests of the association community.

## Our Members



**68%** are CEOs, Executive Directors, Association Executives, Presidents  
**8%** are Membership Directors, Managers, Coordinators  
**8%** are Meeting/Event Directors, Managers, Coordinators  
**4%** are Operation Executives  
**7%** are Communications Directors, Managers, Coordinators  
**5%** are Other (Finance, Govt. Affairs, Technology)



## ne/sae eNews

Connecting you with ne/sae members throughout the year!

## New England Society of Association Executives

Intl. Assoc. of Antarctica Tour Operators (IAATO)	Maine Insurance Agents Association	New Hampshire Bankers Association
AAAS/Science	Massachusetts Assisted Living Facilities Association (Mass-ALFA)	New Hampshire Dental Society
ACG Boston	Massachusetts Association of 766 Approved Private Schools (maps)	New Hampshire Grocers Association
ADJ Association Management and Marketing	Massachusetts Association of Insurance Agency	New Hampshire Home Builders Association
AHRA: The Association for Medical Imaging Management	Massachusetts Association of Insurance Agents	NEWWA
Associated Builders & Contractors, Inc.	Massachusetts Association of Realtors	NH Automobile Dealers Association
Associated Builders and Contractors, MA Chapter	Massachusetts Board of Real Estate Appraisers	North Central Massachusetts Chamber of Commerce
Associated General Contractors of MA	Massachusetts Broadcasters Association	North Shore Association of REALTORS®
Associated Industries of Massachusetts	Massachusetts Dental Society	Northeast Energy & Commerce Association
Associated Subcontractors of MA	Massachusetts Funeral Directors Association	Northeast Gas Association
Association Development Group	Massachusetts Health Council	Northeast Human Resources Association
Association of YMCA Professionals (AYP)	Massachusetts Hospital Association	Northeast Public Power Association
Association Systems, Inc.	Massachusetts League of Community Health Centers	Northeastern Retail Lumber Association
BACnet International	Massachusetts Medical Society	Northern RI Chamber of Commerce
Boston Security Analysts Society	Massachusetts Nonprofit Network	PHCC of Massachusetts
BostonBased, Inc.	Massachusetts Psychiatric Society	Plumbing-Heating-Cooling Contractors Association of Greater Boston
Brain Injury Association of America	Massachusetts Society for Medical Research, Inc.	Plymouth and South Shore Association of REALTORS®
Builders and Remodelers Association of Greater Boston	Massachusetts Society of Certified Public Accountants, Inc.	Printing Industries of New England
Business & Industry Association of NH	Massachusetts Society of Optometrists	Prof Relations & Research Inst., Inc.
Business Management Solutions	Massachusetts Veterinary Medical Association	Professional Risk Managers International Association (PRMIA)
Center for Association Management	Massachusetts Water Works Association	RCAP Solutions, Inc.
Coalition of NE Companies for Trade	Mass-ALFA (Massachusetts Assisted Living Facilities Association)	Real Estate Finance Association and BOMA Boston
Community Associations Institute - New England Chapter	MassBio	Realty Guild, Inc.
Construction Industries of Mass	McKenna Management, Inc.	Retail Association of Maine
CrossRef	Meeting Professionals International	Retailers Association of Massachusetts
Energy Council of the Northeast	Merrimack Valley Chamber of Commerce	Rhode Island Association of Insurance Agents
ESA	NASW MA Chapter	Rhode Island Partnership for Home Care
Flaherty Associates	National Association of Social Workers, MA Chapter	RI Golf Course Superintendents Assoc. and GC Superintendents Association of Cape Cod
Greater Boston Association of REALTORS®	National Electrical Manufacturers Representatives Association (NEMRA)	RI Hospitality Association
Greater Boston Real Estate Board	NEACH	SMI
Greater Providence Board of Realtors®	NEEBC	Southeastern Massachusetts Association of REALTORS®
Harrington Management International	New England Employee Benefits Council	Tag and Label Manufacturers Institute
Home Care Alliance of MA	New England Concrete Masonry Association	The Association Advantage, LLC
Home Medical Equipment and Services Association of New England	New England Golf Course Owners Association	The Guild Associates, Inc.
IAPP	New England Inns and Resorts Association	The Markens Group
Infusion Nurses Society	New England Museum Association	Tree Care Industry Association, Inc.
Institute of Real Estate Management Boston Metropolitan Chapter No. 4	New England Society of Association Executives	USTA New England
International Association of Privacy Professionals	New England Water Works Association	Utility Contractors' Assoc of N E
LeadingAge Massachusetts	New Hampshire Association for Justice	Vermont REALTORS®
Lynch Associates, Inc.	New Hampshire Association of Insurance Agents	Virtual, Inc.
MA Academy of Trial Attorneys	New Hampshire Automobile Dealers Association	Wire Association International
		Worcester Regional Association of REALTORS®



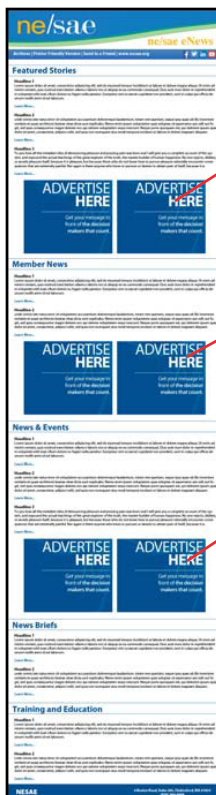
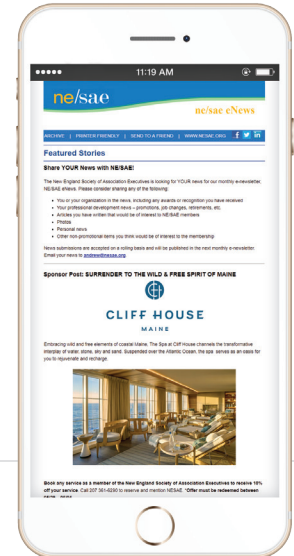
# ne/sae eNews

ABOUT THE ENEWSLETTER – [www.naylornetwork.com/nese-nwl](http://www.naylornetwork.com/nese-nwl)

Now more than ever, professionals consume information on the go. Our ne/sae eNews 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 **over 2,000 members** on a monthly basis
- In addition to **more than 2,000 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 ne/sae 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



### 1st Set of Rectangles (300 x 250 pixels)

**12 Months** | \$1,850    **6 Months** | \$1,025

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

### 2nd Set of Rectangles (300 x 250 pixels)

**12 Months** | \$1,725    **6 Months** | \$950

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

### 3rd Set of Rectangles (300 x 250 pixels)

**12 Months** | \$1,550    **6 Months** | \$850

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

## Distributed on a monthly basis

### Sections include

- Hot Topics
- News Briefs
- Upcoming Events
- Training and Education

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.