

# AENC MEDIA GUIDE



***AENC Resource Guide / AENCnet.org***

FOR MORE INFORMATION, PLEASE CONTACT:

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**AENC**  
ASSOCIATION EXECUTIVES OF NORTH CAROLINA



Many of AENC's members are Executive Directors, Presidents and CEOs of professional and trade associations.



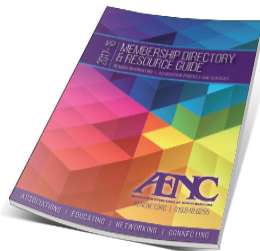
Our members are responsible for planning industry conventions, tradeshows, educational conferences and other meetings ranging in size from 10 to 1,000+ attendees.



More than 80% of our members self-identify as senior level staff and decision makers with purchasing power.

## WHO WE ARE:

AENC has been providing top-of-the-line professional development and networking opportunities since our founding in 1955. We foster recognition and respect for the association management profession and actively advocate for our members.



AENC Resource Guide  
Print and Digital



Website Advertising  
AENCnet.org

REACH THE ASSOCIATION DECISION MAKERS IN NORTH CAROLINA WITH PURCHASING POWER. CONTACT YOUR NAYLOR REPRESENTATIVE TODAY.

## Net Advertising Rates

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

**Revisions and Proofs:** \$50

**Position Guarantee:** 15% Premium

Full-Color Rates	
Double Page Spread	\$ 2,329.50
Outside Back Cover	\$ 1,989.50
Inside Front or Inside Back Cover	\$ 1,779.50
Full Page	\$ 1,399.50
2/3 Page	\$ 1,269.50
1/2-Page Island	\$ 1,129.50
1/2 Page	\$ 1,059.50
1/3 Page	\$ 829.50
1/4 Page	\$ 639.50

Black-and-White Rates	
Full Page	\$ 929.50
2/3 Page	\$ 799.50
1/2-Page Island	\$ 729.50
1/2 Page	\$ 669.50
1/3 Page	\$ 589.50
1/4 Page	\$ 429.50

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 | \$590**
- **Skyscraper | \$790**
- **Toolbar | \$370**
- **Leaderboard | \$880**
- **Belly Band | \$690**
- **Ad "Jolt" Upgrade | \$270**

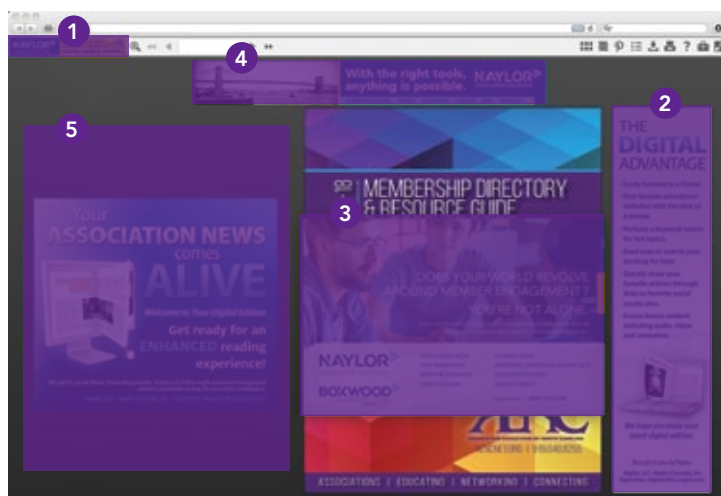
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (Rates as of November 2019)

## DIGITAL EDITION

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

### 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
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the issue online or download and print for later



### Ad "Jolt" Upgrade | \$270

Transform your static print ad into an attention-grabbing animated message. The digital edition offers dynamic capabilities not available in print.

### 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.

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For the latest online specs, please visit [www.naylor.com/online specs](http://www.naylor.com/online specs)

### 1 Toolbar | \$370

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

### 2 Skyscraper | \$790

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

### 3 Belly Band | \$690

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

### 4 Leaderboard | \$880

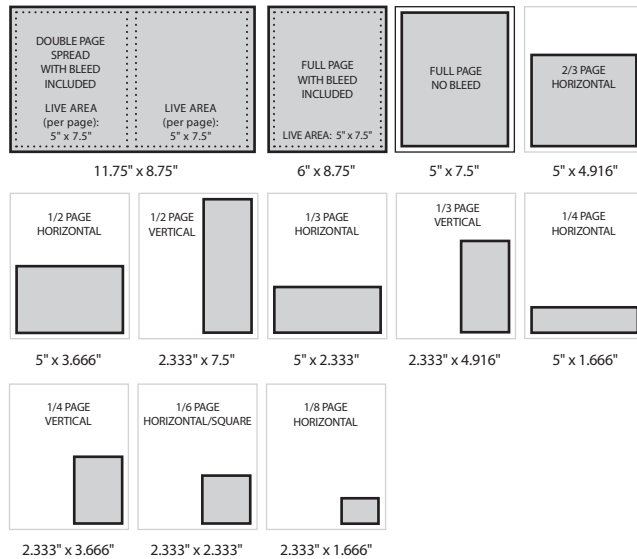
Your message will be prominently displayed above the directory and is displayed the entire time the digital edition is open.

### 5 Sponsorship\* | \$590

Your message will be prominently displayed directly across from the cover of the directory.  
\*Video capabilities are not supported for Sponsorship MAX.

## PRINT ADVERTISING SPECIFICATIONS

### Roster Trim Size: 5.75" x 8.5"



**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.

### Specs for Outsert/Inserts

1 Pg / 2 Surface 5.75" x 8.5"

3 Pg / 6 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Heavy Card Stock Insert 5.25" x 8.25"

Postal flyersheets 5.75" x 8.5"

### 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/adupload](http://www.naylor.com/adupload)

### Production Services, Proofs and Revisions

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### Digital Edition

For the latest online specs, please visit [www.naylor.com/online specs](http://www.naylor.com/online specs)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

## Advertising on the AENC Website– AENCnet.org

Advertising on the AENC website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to AENCnet.org to learn about upcoming association events and discover ways to maximize their AENC membership. Advertising on AENCnet.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of association professionals.

## Features of AENCnet.org website advertising:

- Cross-promoted in other AENC publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



### ① Leaderboard | 12 Months | \$1,290

728 x 90 pixels (5 rotations)

### ② Skyscraper | 12 Months | \$980

160 x 600 pixels (5 rotations).

### ③ Left Rectangle | 12 Months | \$930

300 x 250 pixels (3 rotations)

### ④ Right Rectangle | 12 Months | \$930

300 x 250 pixels (3 rotations)

For the latest online specs, please visit

**[www.naylor.com/linespecs](http://www.naylor.com/linespecs)**

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## PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Association Executives of North Carolina 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 AENC.

- Blockade Runner Beach Resort
- Blowing Rock Tourism Development Authority
- Cabarrus County Convention & Visitors Bureau
- Caesars Entertainment Harrah's Cherokee Casino Resort
- Charlestowne Hotels
- Colonial Williamsburg Company
- Courtyard Marriott Carolina Beach
- Crowne Plaza Resort Asheville
- DoubleTree Resort by Hilton Myrtle Beach Oceanfront
- Durham Convention Center
- Fayetteville Area Convention & Visitors Bureau
- Gaston County Tourism
- Graylyn International Conference Center
- Great Wolf Lodge
- Greater Raleigh CVB
- Greensboro Area CVB
- Greenville-Pitt County CVB
- Hickory Metro CVB
- High Point CVB
- Hilton Garden Inn Gastonia
- Hilton Garden Inn Myrtle Beach
- JB Duke Hotel
- Johnston County Convention & Visitors Bureau
- Jordan, Price, Wall, Gray & Jones
- Kanuga Conference and Retreat Center
- Kiawah Island Golf Resort
- Kingsmill Resort
- Marina Inn at Grande Dunes
- Millennium Hotel Durham
- Mooresville Convention and Visitors Bureau
- Myrtle Beach Marriott Resort & Spa at Grande Dunes
- Myrtle Beach Marriott Resort and Spa at Grande Dunes
- Nash County Travel and Tourism
- Naylor Association Solutions
- NC Museum of Natural Sciences
- New Bern - Craven County CVC
- Pinehurst Resort & Country Club
- Pinehurst, Southern Pines, Aberdeen-Conventions and Visitors Bureau
- Red Lion Hotel & Conference Center
- River Landing
- Sandestin Golf and Beach Resort
- Sheraton Raleigh Hotel
- Spartanburg Convention & Visitors Bureau
- St. Augustine, Ponte Vedra & The Beaches
- The Conference Center at GTCC
- The Maxwell Center
- The Omni Homestead
- Town of Elkin Tourism Development Authority
- Twin City Quarter
- Visit Goldsboro
- Visit Lake Norman
- Visit NC Smokies
- Visit Winston-Salem
- Wilmington and Beaches Convention and Visitors Bureau