



CANADIAN SOCIETY OF ASSOCIATION EXECUTIVES  
SOCIÉTÉ CANADIENNE DES DIRECTEURS D'ASSOCIATION

WWW.CSAE.COM

# MEDIA PLANNER

Association™ Magazine ~ Annual Source Guide ~ Association Agenda eNewsletter  
CSAE | SCDA Buyers Guide ~ Association™ Magazine Website Advertising  
CSAE | SCDA Website Advertising ~ Audience Retargeting

FOR MORE INFORMATION, PLEASE CONTACT:

Angela McDougall  
Project Manager, Naylor Association Solutions  
(800) 665-2456 ext. 3625  
amcdougall@naylor.com

**NAYLOR**   
ASSOCIATION SOLUTIONS



# About CSAE

Incorporated in 1962, the Canadian Society of Association Executives (CSAE) is Canada's only member-based not-for-profit organization committed to delivering the knowledge, resources and environment to advance association excellence.

CSAE, also known as an "association of associations," offers robust networking and learning opportunities, including an education program leading to the Certified Association Executive (CAE®) designation. With a current membership of approximately 3,000, CSAE operates through its central office in Toronto and seven regional networks--in Alberta, Atlantic Canada, British Columbia, the GTA/Golden Horseshoe, Manitoba, Ottawa-Gatineau and Quebec.



# The Magazine

*Association*™ magazine is a trusted, reliable source of information that keeps readers at the forefront of Canada's association sector by covering the latest ideas and innovations in association and not-for-profit leadership and operations. The publication not only offers a forum for corporations and service organizations to interconnect, but also offers a quality vehicle to deliver the latest news, profiles, feature articles, case studies and detailed trends to industry professionals. *Association*™ writers are respected subject matter experts who effectively connect readers to the knowledge, services, technologies and products that will help them excel. While providing valuable insight and assisting members in enhancing their expertise in the field, the magazine holds specific appeal to key industry influencers and decision-makers. *Association*™ contains articles in both English and French, and is uniquely poised to deliver your message to fundamental sector leaders nationwide. The magazine is printed in full-colour and gloss, sized 8 ½" x 11", and is published four times a year.

**csae | scda®**

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**NAYLOR**➤  
ASSOCIATION SOLUTIONS

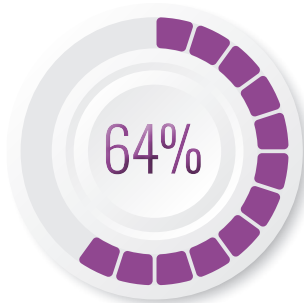


# Circulation

*Association*™ magazine's uniqueness lies in its audience, which is comprised primarily of senior executives and decision-makers in many of Canada's most influential associations and not-for-profit organizations. Their diversity is their strength and they look to *Association*™ for the latest trends and best practices in their sector. Each issue provides inspiration, and education that benefits their organizations and careers.

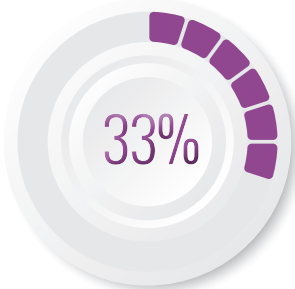
Each issue of *Association*™ reaches more than

**3,000**  
association professionals.



of CSAE members have  
been in the sector for over

**10 years**

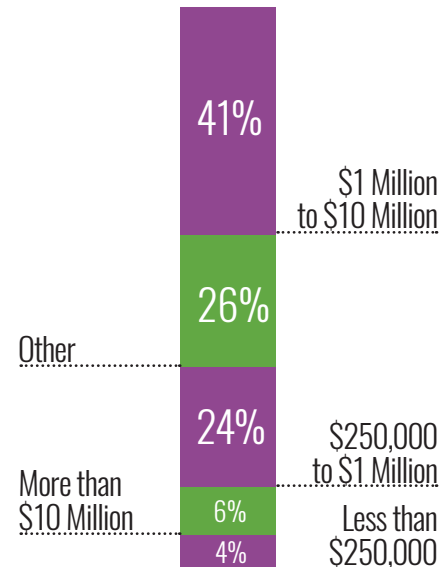


of CSAE members  
have been in the sector

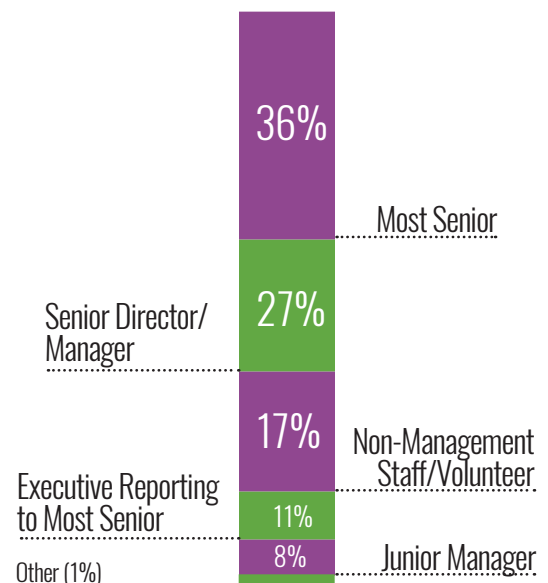
**20 years**



## Circulation by Annual Budget



## Circulation by Seniority



# Association™ Magazine

**Reaching more than 3,000 association professionals**

Association™ magazine - the most comprehensive reach to association professionals in Canada with 3,000 copies in print. Additional outreach and content initiatives historically produce a total audience that is more than triple our print distribution.

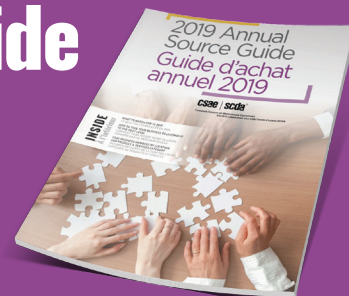
## Association™ Magazine Website

Access all of CSAE's industry content all in one place. This website provides access to current and archived issues of Association™ magazine.



# Association™ Annual Source Guide

Delivered into the hands of association professionals, this robust directory and resource guide provides a reference to everything an association professional needs to be successful — from convention bureaus, accountants, association consultants and everything in between. This publication also provides Canada's association leaders with valuable information on trends they need to stay on top of during the coming year.



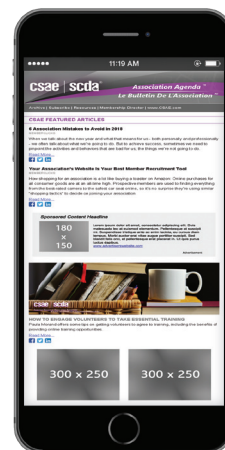
# CSAE.COM Website Advertising



Reach member and non member visitors and reinforce your marketing message by advertising on CSAE's website. Visitors log onto [csae.com](http://csae.com) to learn about upcoming association events, discover ways to maximize their membership, view the latest issues of Association™ magazine digital edition and other association sections.

## CSAE Audience Retargeting

Use CSAE's audience retargeting solution to create highly targeted ad campaigns to reach your desired audience around the web.



# The Association Agenda™ eNewsletter

Now more than ever, professionals consume information on the go. The Association Agenda™ eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the go. Reach more than 9,000 association executives as they're checking their inboxes every other week.

# CSAE | SCDA Buyer's Guide

The CSAE | SCDA Buyer's Guide takes online buyers' guides to the next level, delivering a content rich, interactive site where buyers can come to research products and services in their industry, and your company can become a thought leader by delivering valuable content to engage with potential customers.



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# 2019 EDITORIAL CALENDAR

ISSUE	FEATURES	SHIP DATE
Spring 2019	<ul style="list-style-type: none"> <li>• How to Keep Your Conference New</li> <li>• Taking Networking to the Next Level</li> <li>• Questions to Ask About Destination Selection</li> </ul>	April
Summer 2019	<ul style="list-style-type: none"> <li>• Exploring New Non-Dues Revenue Streams to Increase Association Sustainability</li> <li>• Tips for Building Professional Partnerships</li> </ul>	July
Fall 2019	<p><b>{BONUS DISTRIBUTION: CSAE NATIONAL CONFERENCE &amp; SHOWCASE 2019}</b></p> <ul style="list-style-type: none"> <li>• Technology That Can Move Your Association Forward</li> <li>• Solutions to Small-Staff Association Challenges</li> </ul>	October

*\*Editorial Calendar is tentative and subject to change.*

## IN EVERY ISSUE

### DEPARTMENTS & COLUMNS

#### • From the Editor's Desk

A message from CSAE Director of Marketing and Communications Penny Tantakis.

#### • A Day in the Life

A five question Q&A with a different association executive each issue.

#### • Hot Topic

Keeping associations current on the top issues of the day.

#### • Meet Me In...

Each issue, we'll take a look at the meeting, event and tourism data that different cities have to offer association meeting planners. This year's issues will include:

- Summer 2019 – Toronto
- Fall 2019 – Vancouver
- Winter 2020 – Winnipeg
- Spring 2020 – Ottawa
- Summer 2020 – Calgary
- Fall 2020 – Halifax
- Winter 2021 – Montreal

#### • Associations Connect: What CSAE Members are Talking About

#### • Index of Advertisers/Products & Services Guide

# Association™ magazine Association™ Annual Source/Buyer's Guide

## 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	1x	2-3x	4-5x
Double Page Spread	\$4,299.50	\$4,079.50	\$3,869.50
Outside Back Cover	\$3,999.50	\$3,849.50	\$3,699.50
Inside Front or Inside Back Cover	\$3,599.50	\$3,449.50	\$3,299.50
Full Page	\$2,999.50	\$2,849.50	\$2,699.50
1/2-Page Island	\$2,299.50	\$2,179.50	\$2,069.50
1/2 Page	\$1,999.50	\$1,899.50	\$1,799.50
1/4 Page	\$1,109.50	\$1,049.50	\$999.50
Tab (Annual Source/Buyer's Guide Only)	\$3,299.50		

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

### Association™ Annual Source/Buyer's Guide

Sponsorship | \$1,500  
Skyscraper | \$1,500

Large Toolbar | \$500  
Leaderboard | \$1,500

### Association™ magazine

Leaderboard | \$2,000  
HTML5 | \$2,250  
Top TOC Mobile Banner | \$750

Rectangle | \$2,000  
Video | \$1,750  
2nd TOC Mobile Banner | \$600

3rd TOC Mobile Banner | \$500  
Digital Insert (Medium) | \$1,000  
Digital Insert (Large) | \$1,200

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves the right to discontinue this or any ad from the site, or, to discontinue the site. Any invoice shall be paid upon receipt or Naylor, LLC may take any action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 26.82% per year as damages for breach of contract. All returned checks shall have a charge of \$35.00 added to the invoice amount. Acceptance of this contract is subject to the approval of the association. The advertiser represents that they have the rights to use any artwork supplied to Naylor, LLC in the manner contracted. Advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued.

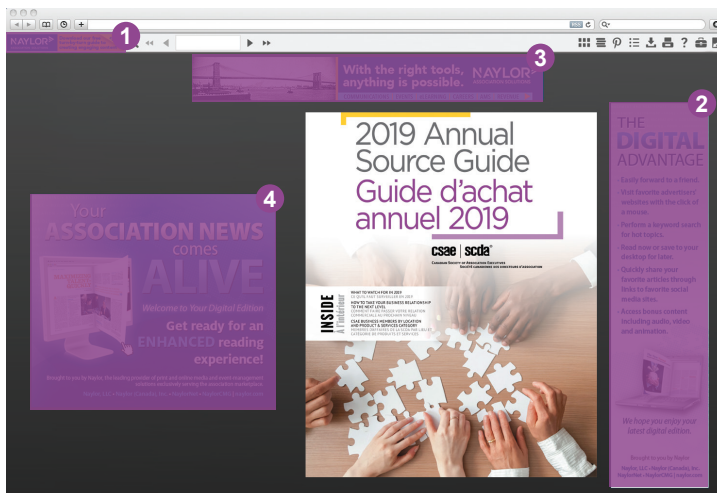


# Association™ Annual Source/Buyer's Guide DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH  
THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on CSAE's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, the Association™ Annual Source/Buyer's 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.



## 1 Large Toolbar | \$500

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 | \$1,500

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

## 3 Leaderboard | \$1,500

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

## 4 Sponsorship\* | \$1,500

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

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.

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

# Association™ magazine DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT  
WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

Association™ magazine is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

## FORMATS AVAILABLE TO READERS:

- Reading view (default): The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- Page view: The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop  
Responsive HTML  
Reading View



### 1 Leaderboard (all views) | \$2,000

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

### 2 Rectangle (all views) | \$2,000

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital publication on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and subsequent banners show every 3 articles.

- 3 Top TOC Mobile Banner | \$750
- 4 2<sup>nd</sup> TOC Mobile Banner | \$650
- 3<sup>rd</sup> TOC Mobile Banner | \$500

## In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

### HTML5 Ad | \$2,250

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

### Digital Video Sponsorship | \$1,750

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

### Digital Insert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | \$1,200
- Medium Insert | \$1,000

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.

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

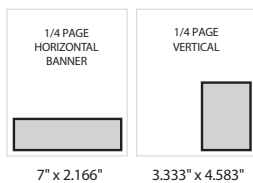
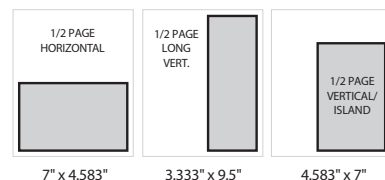
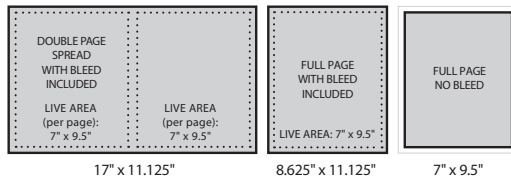


# Print Advertising Specifications

Association™ magazine

Association™ Annual Source/Buyer's Guide

**Magazine/Guide Trim Size: 8.375" x 10.875"**



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.

## Artwork Requirements

All digital color and grayscale 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 grayscale 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

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.

## Specs for Outsert/Inserts

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 4 surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Heavy Card Stock Insert: 8.25" x 10.75"

Postal Flyers: 8.5" x 11"

## 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.

# The Association Agenda™ ENEWSLETTER

## ABOUT THE ENEWSLETTER

Now more than ever, professionals consume information on the go. Our The Association Agenda™ eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

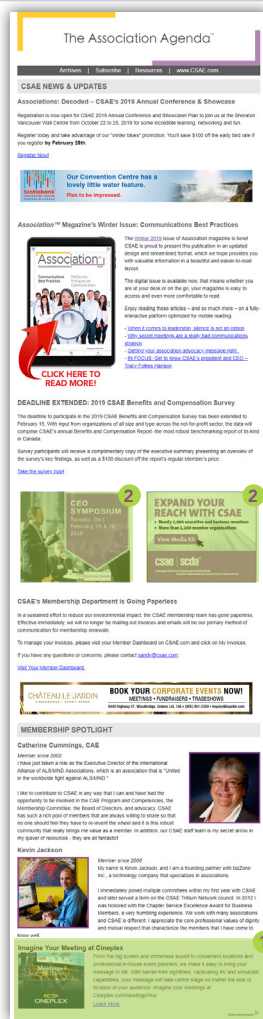
### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of nearly 9,000 decision-makers on a regular basis
- In addition to nearly 3,000 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 CSAE 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

### Distributed bi-weekly

### Sections include

- CSAE News & Updates
- Membership Spotlight
- Sector News
- CSAE Events
- Featured Publications
- Career Resources
- Thank You to Our Corporate Sponsors



### 1 1st Sponsored Content

12 Months | \$7,000

- Only one spot available – NO ROTATION
- Located between popular sections of the eNewsletter

### 2nd Sponsored Content

12 Months | \$6,000

- Only one spot available – NO ROTATION
- Located between popular sections of the eNewsletter

### 3rd Sponsored Content

12 Months | \$5,000

- Only one spot available – NO ROTATION
- Located between popular sections of the eNewsletter

### 2 1st Row of Rectangles (300x250)

12 Months | \$6,500

- Only two spots available – NO ROTATION

### 2nd Row of Rectangles (300x250)

12 Months | \$5,500

- Only two spots available – NO ROTATION

### 3rd Row of Rectangles (300x250)

12 Months | \$4,500

- Only two spots available – NO ROTATION

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. Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.



# CSAE.COM WEBSITE

## Advertising on the Canadian Society of Association Executives Website – csae.com

Advertising on the Canadian Society of Association Executives website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to csae.com to learn about upcoming association events, discover ways to maximize their CSAE membership, view the latest issues of *The Association Agenda*™ digital edition and other association sections. Advertising on csae.com offers several cost-effective opportunities to position your company as a leader in front of an influential group of association professionals.

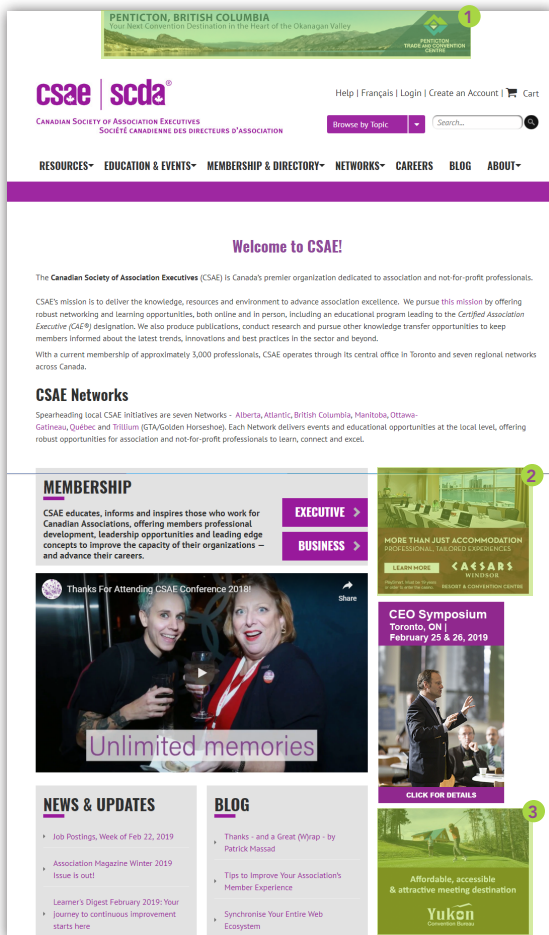
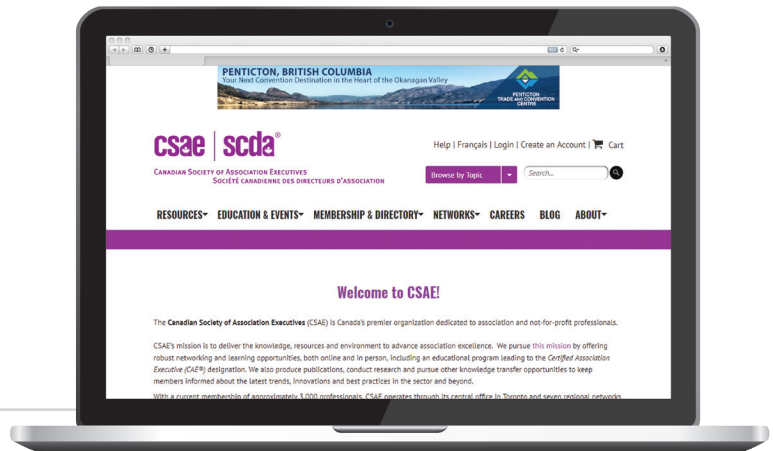
### Features of CSAE website advertising:

- Cross-promoted in other CSAE 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

### On average, csae.com receives:

- Nearly 7,000 unique visitors per month
- More than 10,000 visits per month
- 27,610 page views per month
- Sessions lasting more than two minutes

\*Traffic numbers from November 2017 - October 2018



### 1 Leaderboard - Run of Site (728 x 90 pixels & 320 x 50) 12 Months | \$4,000

One leaderboard position rotating a maximum of five advertisers

### 2 First Rectangle - Run of Site (300 x 250 pixels) 12 Months | \$2,750

One rectangle position rotating a maximum of five advertisers

### 3 Second Rectangle - Run of Site (300 x 250 pixels) 12 Months | \$2,500

One rectangle position rotating a maximum of five advertisers

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

Naylor charges a \$75 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

# CSAE | SCDA Buyer's Guide

The CSAE | SCDA Buyer's Guide takes online buyers' guides to the next level, delivering a content rich, interactive site where buyers' can come to research products and services in their industry, and your company can become a thought leader by delivering valuable content to engage with potential customers.

## 24/7 fully responsive buyers' guide with a number of features:

- Improved search with auto-suggest functionality built in to help deliver quick, relevant results.
- Multiple advertising options including enhanced listings with added features, run of site display advertising, and sponsored content marketing opportunities.
- Cross promotion in other CSAE communication pieces.
- Advertising opportunities leading visitors to a landing page of your choice to learn more about your business offerings.
- Google™ integration allowing for extensive search engine optimization.



### 1 Super Leaderboard – EXCLUSIVE | \$2,500

12 months, 970x90 pixels\*. Display your business uniquely and exclusively! Showcase your company at the top of every page with a call to action.

### 2 Skyscraper | \$1,250

12 months, 3 rotations, 160x600 pixels\*. The skyscraper is positioned on the left hand column of every page, ensuring your message is prominently displayed.

### 3 ROS Rectangle | \$1,250

12 months, 3 rotations, 300x250 pixels\*. The rectangle positions are located on the right hand column of every page, ensuring your message is prominently displayed.

### 4 Category Rectangle | \$1,000

12 months, exclusive, 300x250 pixels\*. The category rectangle is located on the right hand column as the exclusive ad for a category page of your choice, ensuring your message is displayed in front of a relevant audience.

## Content Marketing Opportunities

### 5 Sponsored Content | \$3,250

Establish your company as a thought leader! The sponsored content option allows you to share your article with users for the life of the site, with featured presence for the 1st month. Contact your sales representative for details on additional content creation services.

### Native Advertising | \$1,750

Have a product or service that you want to promote? Link your whitepaper, infographic, press release, or other advertorial content directly in the content feed. Hosted for the life of the site.

Naylor charges a fee for artwork creation or revisions on native and responsive ad sizes. This additional fee will appear on your final invoice if artwork submitted is not publish-ready. Please contact your sales representative for fee details.

\*Your display ad option may require responsive ad sizes. For more information, visit:  
[www.naylor.com/digital-communications/responsive-ad-sizes/](http://www.naylor.com/digital-communications/responsive-ad-sizes/)  
For complete specs on all sizes involved, visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs).

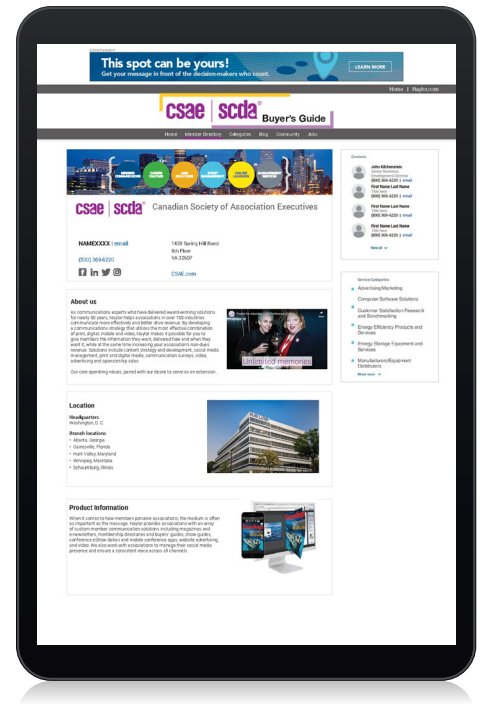
# CSAE | SCDA Buyer's Guide

## Premier Listing Package | \$495

Premier Listings are designed to offer heightened visibility within CSAE's Market Base. They contain all basic information. Includes multiple product/service category listings of your choice.

## Premier Listing additional features:

- Company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Product image and description linked to your website
- Integration with Google features including search indexing and analytic reporting
- Request for information: a contact form to reach a representative from your business



## MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES

### 1 Category Sponsor

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category, your company is the first that they see. Includes Video upgrade.

Category Sponsor #1 | \$995

Category Sponsor #2 | \$895

Category Sponsor #3 | \$795

### 2 Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

Upgrade | \$200

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

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# CSAE | SCDA Buyer's Guide

## PREMIER LISTINGS VERSUS BASIC LISTINGS

**NAYLOR** Naylor Association Solutions  
Publishing

Member Type

John Kichenstein | email  
1430 Spring Hill Road  
6th Floor  
VA 22607  
(800) 369-6220  
naylor.com

**About us**  
As communications experts who have delivered award-winning solutions for nearly 50 years, Naylor helps associations in over 100 industries communicate more effectively and better drive revenue. By developing a communications strategy that utilizes the most effective combination of print, digital, mobile and video, Naylor makes it possible for you to give members the information they want, delivered how and when they want it, while at the same time increasing your association's non-dues revenue. Solutions include content strategy and development, social media management, print and digital media, communication surveys, video, advertising and sponsorship sales.

Our core operating values, paired with our desire to serve as an extension.

See more

**Location**  
Headquarters  
Washington, D.C.  
Branch locations  
• Atlanta, Georgia  
• Gainesville, Florida  
• Hunt Valley, Maryland  
• Winnipeg, Manitoba  
• Schaumburg, Illinois

See more

**Product Information**  
When it comes to how members perceive associations, the medium is often as important as the message. Naylor provides associations with an array of custom member communication solutions including magazines and e-newsletters, membership directories and buyer's guides, show guides, conference e-show guides and mobile conference apps, website advertising, and video. We also work with associations to manage their social media presence and ensure a consistent voice across all channels.

See more

**Contacts**  
John Kichenstein  
Senior Business Development Executive  
(800) 369-6220 | email  
First Name Last Name  
(800) 369-6220 | email  
First Name Last Name  
(800) 369-6220 | email  
First Name Last Name  
(800) 369-6220 | email  
View all

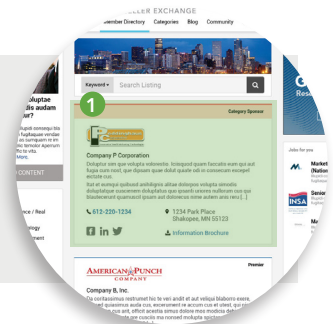
**Service Categories**  
• Advertising/Marketing  
• Computer Software Solutions  
• Customer Satisfaction Research and Benchmarking  
• Energy Efficiency Products and Services  
• Energy Storage Equipment and Services  
• Manufacturers/Equipment Distributors  
Show more

### Premier Listing includes:

- Premium Placement Above Basic Listings
- Company Logo
- Company Name
- Company Contacts  
Up to five with separate title, email and phone number for each person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Web link
- Active Email
- Active Facebook, Twitter and LinkedIn links
- Product/Service Category Listings  
- Includes multiple categories of your choice
- Extended Company Profile
- Product/Service Image
- Extended Product/Service Description
- Google™ Site Search

### Upgrade Opportunities:

- Guaranteed position with category sponsorship
- Add a video to your listing



20/20 Technical Advisors, LLC

Jack Kessler | email  
1389 W. 86th St.  
Indianapolis IN, 46240  
(317) 249-8100 ext1001

**Contacts**  
Jack Kessler  
(317) 249-8100 ext1001 | email

**Product & Service Categories**  
• Servers

### Basic Listing includes:

- Company Name
- Company Contact  
- Limited to one person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing  
- Limited to one category  
- Assigned by association

# CSAE | SCDA Buyer's Guide

## CONTENT MARKETING SPECIFICATIONS

### Sponsored Content

**Placement:** The Sponsored Content article will be displayed on the home page of the Buyer's Guide for the initial month purchased, and will continue to live on the site indefinitely in the Blog's content feed, searchable by keyword.

**Specs:**

- Content should be supplied in a Word document. Images can be supplied as separate files.
- Article Headline: Up to 15 words
- Article Body: Up to 2,000 words
- Article should focus on products/services relevant to the industry of the online buyer's guide.
- One featured image can be included, as well as one company logo (size will scale down to fit website columns)
- Featured image will show full size on the article, but will appear in a thumbnail size on the main content feed
- Multiple hyperlinks can be included

**Content Guidelines:**

- Content should be geared toward a relevant product/service topic within the buying and selling exchange. Content should identify an issue and/or solution that would benefit buyers and suppliers in the industry.
- Content should be independent of the particular advertiser, and the overall message and tone should not be promotional in nature.
- The Association reserves the right to review and edit any sponsored content as it deems necessary to meet the above requirements prior to publishing.

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### Native Advertising

**Placement:** The Native Advertising ad option will be placed within the main content feed of the Buyer's Guide site, where it will continue to live on the site indefinitely and be searchable by keyword.

**Specs:**

- Content should be supplied in a Word document. Images can be supplied as separate files.
- Article Headline: Up to 10 words
- Article Summary: Up to 50 words
- 1 call to action link
- 1 featured image (size will scale down to fit website columns)

**Content Guidelines:**

- Native Advertising is a true-text based advertisement that is promotional in its messaging. This message can reference whitepapers, case studies, product releases, etc.
- Native Advertising is a typical ad in HTML form, and should not require Association review or approval prior to posting.

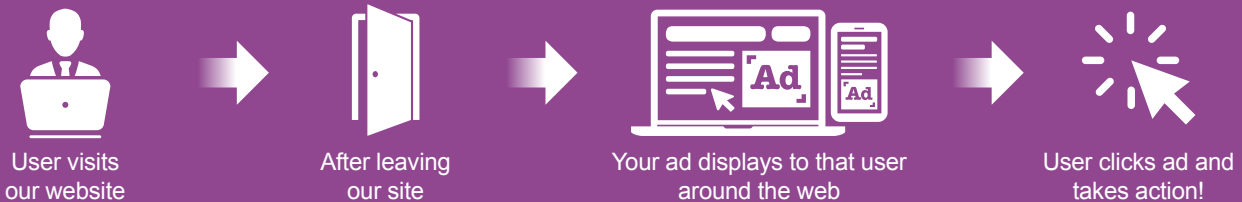
# AUDIENCE EXTENSION

**EXTEND YOUR REACH** beyond the CSAE website through audience extension which displays your ad to users who have already visited CSAE's site while they are visiting other sites across the web. Audience extension (also known as site retargeting) is a highly effective method of converting site visitors into purchasers, increasing your ROI and eliminating wasted impressions. **98% of consumers will leave a site without converting.** Here is your chance to re-engage them with a completely new level of performance and insight.

## EXTEND YOUR ENGAGEMENT

with CSAE's already qualified audience by keeping your brand top of mind with leading professionals in the association industry, such as senior executives and decision-makers in associations and not-for-profit organizations across Canada. CSAE has **3,000 Executive and Business members** contributing to the **300,000+ pageviews each year** on their website.

### HOW RETARGETING WORKS



### PROGRAMMATIC PACKAGES

GO	PRO	PRO+
\$2,400*	\$2,700*	\$3,000*
60,000 Campaign Impression Goal	90,000 Campaign Impression Goal	120,000 Campaign Impression Goal

#### ALL PACKAGES INCLUDE:

- ✓ Standard Month End Results
- ✓ End of Campaign Performance Metrics
- ✓ Customized Campaign Reporting
- ✓ Campaign Optimization
- ✓ Creative Optimization
- ✓ Strategic Insights/Recommendations

**Customized targeting solutions are available, please contact:**

David S. Evans  
Naylor Association Solutions  
(204) 975-0490  
DSEvans@naylor.com

*\*3-Month Campaign Run*