



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:

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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.

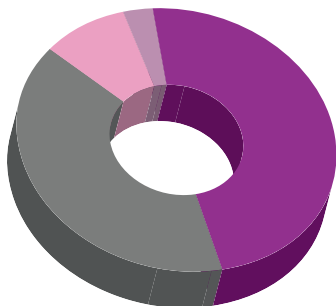
CSAE, also known as an “association of associations,” offers robust networking and learning opportunities, including an education program leading to the Certified Association Executive (CAE®) designation. With a current membership of **approximately 3,000**, CSAE operates through its central office in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

The CSAE Advantage

With chapters in Vancouver, Edmonton, Winnipeg, Toronto, Ottawa, Montreal and Halifax, Canada's "association of associations" is **widely recognized as an important resource and source of vital information within the nation's not-for-profit community.**

CSAE's member associations include **1,279 non-profit organizations** representing:

- industry/business
- professional/occupational
- health/social welfare/religious/education associations
- single/common interest groups.



- 48% | National Organizations
- 40% | Provincial/Regional Associations
- 9% | Local Associations
- 3% | International Associations

csae | scda®

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

NAYLOR ➤
ASSOCIATION SOLUTIONS



Make the Right Impression

CSAE is Canada's only member-based not-for-profit organization committed to delivering the knowledge, resources and environment to advance association excellence. We provide our members the most current and useful information in the association industry through our full complement of communication options.



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.



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.



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.



CSAE.COM Website Advertising

Reach member and non member visitors and reinforce your marketing message by advertising on CSAE's website. CSAE Audience Retargeting opportunities are also available to create highlight targeted ad campaigns to reach your desired audience around the web.



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.



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.

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

Digital Sponsorship + Toolbar | \$1,500

Skyscraper | \$1,500

Leaderboard | \$1,500

Association™ magazine

Leaderboard | \$1,000

HTML5 | \$2,000

Top TOC Mobile Banner | \$600

Rectangle | \$1,000

Video | \$1,750

2nd TOC Mobile Banner | \$500

3rd TOC Mobile Banner | \$400

Digital Insert (Medium) | \$500

Digital Insert (Large) | \$750

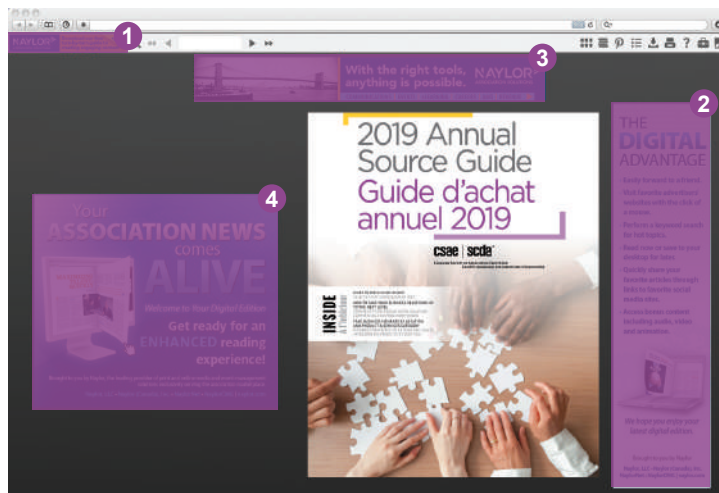
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves 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.



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.

1 4 Sponsorship*Includes Large Toolbar | \$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/onlinespecs

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

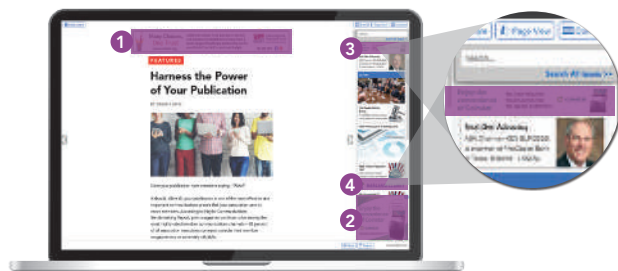
FORMATS AVAILABLE TO READERS:

- 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) | \$1,000

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

2 Rectangle (all views) | \$1,000

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 1st article, and subsequent banners show every 3 articles.

3 Top TOC Mobile Banner | \$600

4 2nd TOC Mobile Banner | \$500

3rd TOC Mobile Banner | \$400

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 | \$2,000

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 | \$750
- Medium Insert | \$500

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

Association™ magazine

Association™ Annual Source/Buyer's Guide

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"/> CONFERENCE & EVENT CENTRES | <input type="checkbox"/> HOTELS |
| <input type="checkbox"/> CONFERENCE & SPECIAL EVENTS | <input type="checkbox"/> HOTELS - MEETINGS & CONVENTIONS |
| <input type="checkbox"/> CONFERENCE CENTRES | <input type="checkbox"/> HOTELS & RESORTS |
| <input type="checkbox"/> CONFERENCE SERVICES | <input type="checkbox"/> INDEPENDENT MEETING PLANNERS |
| <input type="checkbox"/> CONVENTION CENTRE | <input type="checkbox"/> MEETINGS & EVENTS |
| <input type="checkbox"/> CONVENTION MANAGEMENT | <input type="checkbox"/> PROMOTIONAL PRODUCTS |
| <input type="checkbox"/> CONVENTIONS & MEETINGS | <input type="checkbox"/> RESORTS & CONFERENCE CENTRES |
| <input type="checkbox"/> CONVENTIONS & TOURISM | <input type="checkbox"/> SOCIAL EVENTS |
| <input type="checkbox"/> EVENT MANAGEMENT & CONSULTING SERVICES | <input type="checkbox"/> SOCIAL MARKETING |
| <input type="checkbox"/> EVENT PLANNING | <input type="checkbox"/> TOURISM |
| <input type="checkbox"/> HOTEL ACCOMMODATIONS | <input type="checkbox"/> TOURISM & CONVENTION BUREAUS |
| <input type="checkbox"/> HOTEL/SPA & CONFERENCE CENTRE | |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20 = \$_____

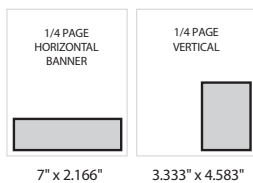
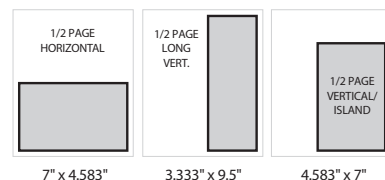
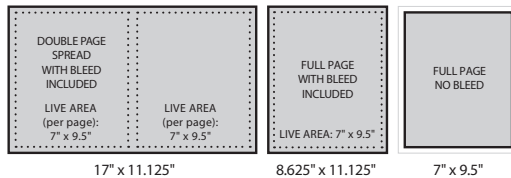
Initial: _____ Date: _____

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

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/onlinespecs

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.

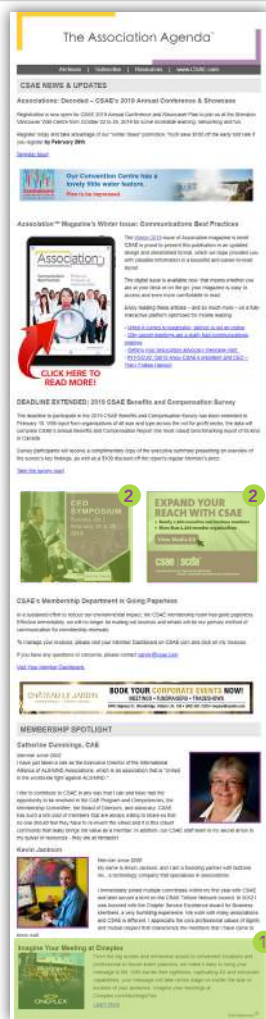
Enjoy the benefits of a targeted eNewsletter:

- 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.

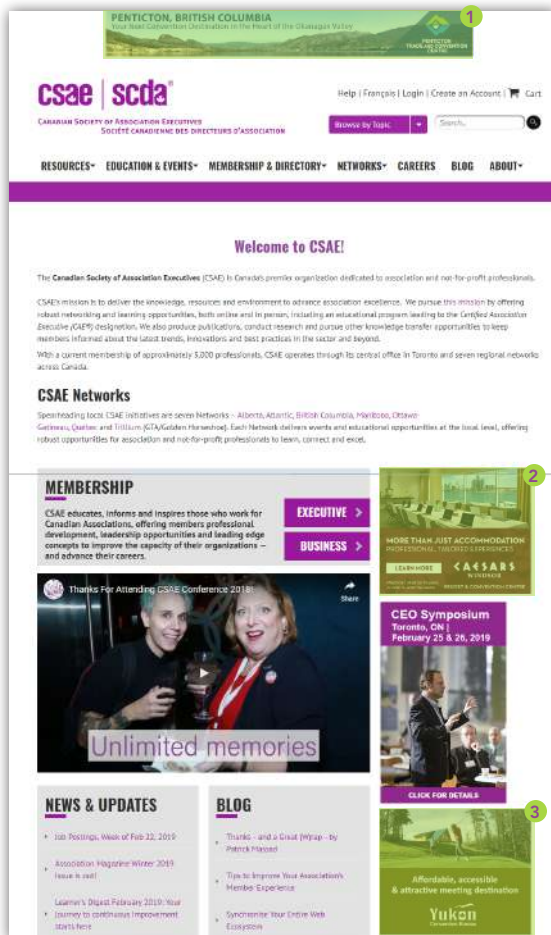
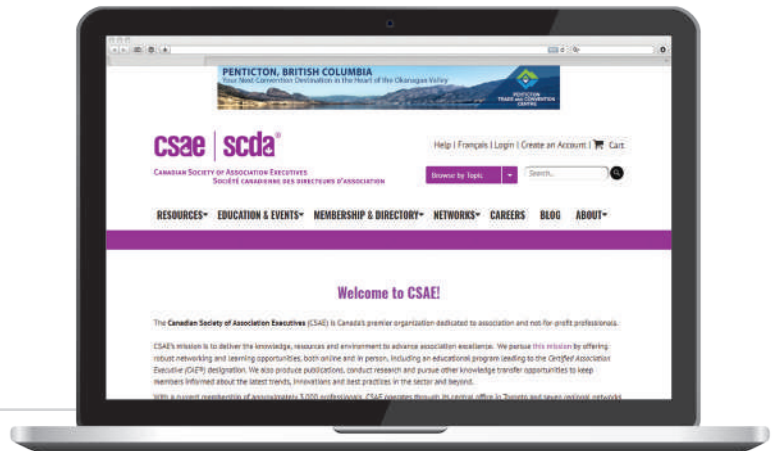
Features of CSAE website advertising:

- 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 6,800 unique visitors per month
- More than 11,000 visits per month
- 28,000 page views per month

*Traffic numbers from November 2018 - October 2019



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

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, 6 rotations, rotating through both run-of-site rectangles, 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/
For complete specs on all sizes involved, visit www.naylor.com/onlinespecs.

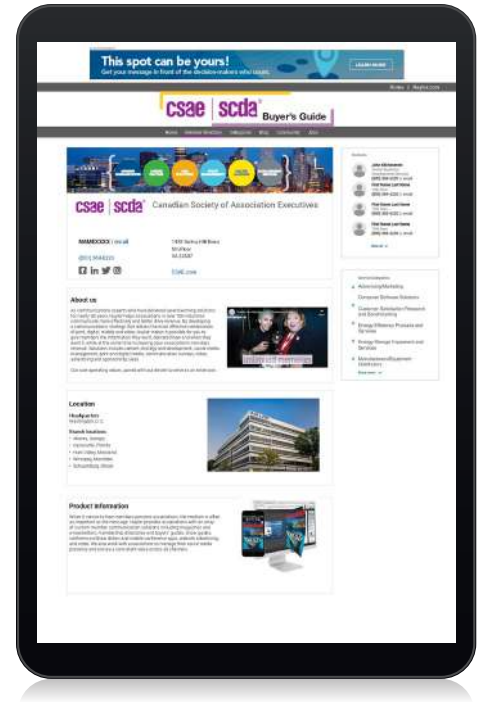
CSAE | SCDA Buyer's Guide

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
- Google search indexing



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

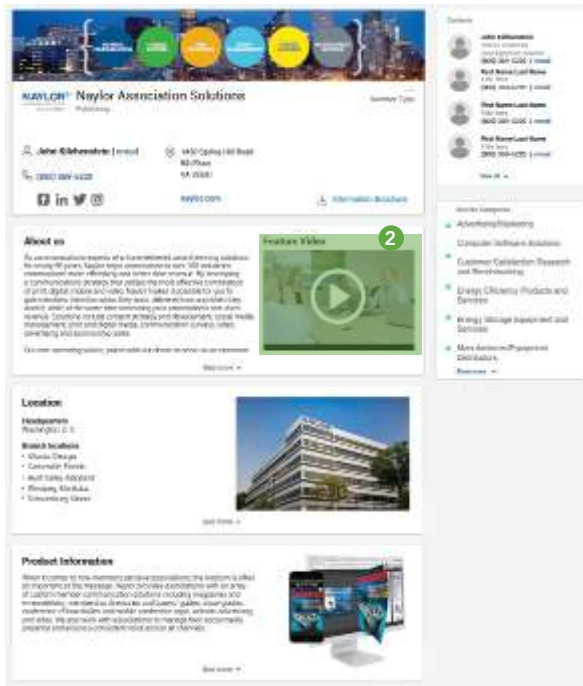
For the latest online specs, please visit www.naylor.com/online-specs

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

PREMIER LISTINGS VERSUS BASIC LISTINGS



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:

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



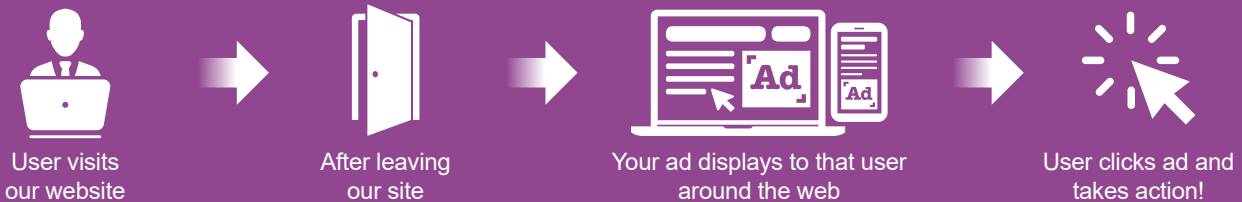
Basic Listing includes:

- 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

AUDIENCE EXTENSION

CONTINUE TO BUILD YOUR BRAND beyond the CSAE website through audience extension (also known as site retargeting). Studies show that brand awareness through repeat exposure drives purchasing relationships and now you can be omnipresent without having to do anything extreme or technical. With retargeting, your ad is served to <http://www.csae.com/> site visitors as they frequent other sites across the web. CSAE serves over 3,000 members in the field, who visit CSAE's website over 25,000 times per month. Our qualified audience is your chance to re-engage them with a completely new level of customization and insight.

HOW RETARGETING WORKS



PROGRAMMATIC PACKAGES

GO	PRO	PRO+
\$2,400	\$3,150	\$3,600
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:

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.

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.

CSAE | SCDA Buyer's Guide

PREMIER LISTING CATEGORIES

The CSAE | SCDA Buyer's Guide allows visitors to locate your business quickly and easily. Your premier listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

- | | |
|---|---|
| <input type="checkbox"/> Advertising & Design | <input type="checkbox"/> Government Agency |
| <input type="checkbox"/> Advocacy & Government Relations | <input type="checkbox"/> Hotel |
| <input type="checkbox"/> Association Management | <input type="checkbox"/> Insurance Services |
| <input type="checkbox"/> Association Management Company (AMC) | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Association Management Software | <input type="checkbox"/> Legal |
| <input type="checkbox"/> Audio & Visual | <input type="checkbox"/> Market Research |
| <input type="checkbox"/> Catering & Food Service | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Communications & Public Relations | <input type="checkbox"/> Meeting Facility |
| <input type="checkbox"/> Computer & Technology | <input type="checkbox"/> Membership |
| <input type="checkbox"/> Conference Planners | <input type="checkbox"/> Mobile Apps |
| <input type="checkbox"/> Conference Services | <input type="checkbox"/> Non-Dues Revenue |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Public Relations Firm |
| <input type="checkbox"/> Convention & Tourism | <input type="checkbox"/> Publishing/Printing/Mailhouse |
| <input type="checkbox"/> Education & Training | <input type="checkbox"/> Real Estate Services |
| <input type="checkbox"/> Events & Trade Shows | <input type="checkbox"/> Restaurant & Special Event Site |
| <input type="checkbox"/> Executive Search | <input type="checkbox"/> Speaker Services |
| <input type="checkbox"/> Facilitation | <input type="checkbox"/> Sponsorship Management |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Strategy |
| <input type="checkbox"/> Fundraising | <input type="checkbox"/> Translators & Interpreters |
| <input type="checkbox"/> Gifts & Awards | <input type="checkbox"/> Travel & Transportation Services |
| <input type="checkbox"/> Governance & Leadership | |

CSAE | SCDA Buyer's Guide

PREMIER LISTING CHECKLIST

Below is a checklist of all elements required in order to process your Premier Listing

- ☐ **Full-Color Company Logo**
The size of your logo should be 240 pixels wide x 120 pixels high and no larger than 100kb. We accept JPG or GIF format.
- ☐ **Company Contacts - Up to Five**
Please include job title, phone number and email address. All email addresses will be hyperlinked and active.
- ☐ **Company Description**
This is strictly textual information about your company. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. This initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. All text should be provided to us in a Word document that allows us to cut and paste your description to your order.
Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.
- ☐ **Website Activation**
Please provide us with the website, Facebook, Twitter and LinkedIn URLs to which your listing should link. Your website will be listed along with your contact information and will be included each time anyone searched for your company by the various searching capabilities available.
- ☐ **Product/Service Categories**
All extra information will show up under all of the categories your select. Five category listings are included in the initial price of the Premier Listing. Additional category listings can be purchased for \$50 each.
- ☐ **Full-Color Product Image and Description**
The size of your product photo should be 240 pixels wide x 240 pixels high and no larger than 100kb. We accept JPG or GIF (animation must be no longer than 25 seconds). You can also include a brief description (500 characters maximum) that will appear next to the product image.
- ☐ **Video Upgrade - Additional Cost: \$200 (OPTIONAL)**
Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.
- ☐ **Category Sponsorship Video (INCLUDED WITH YOUR CATEGORY SPONSORSHIP PURCHASE)**
Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

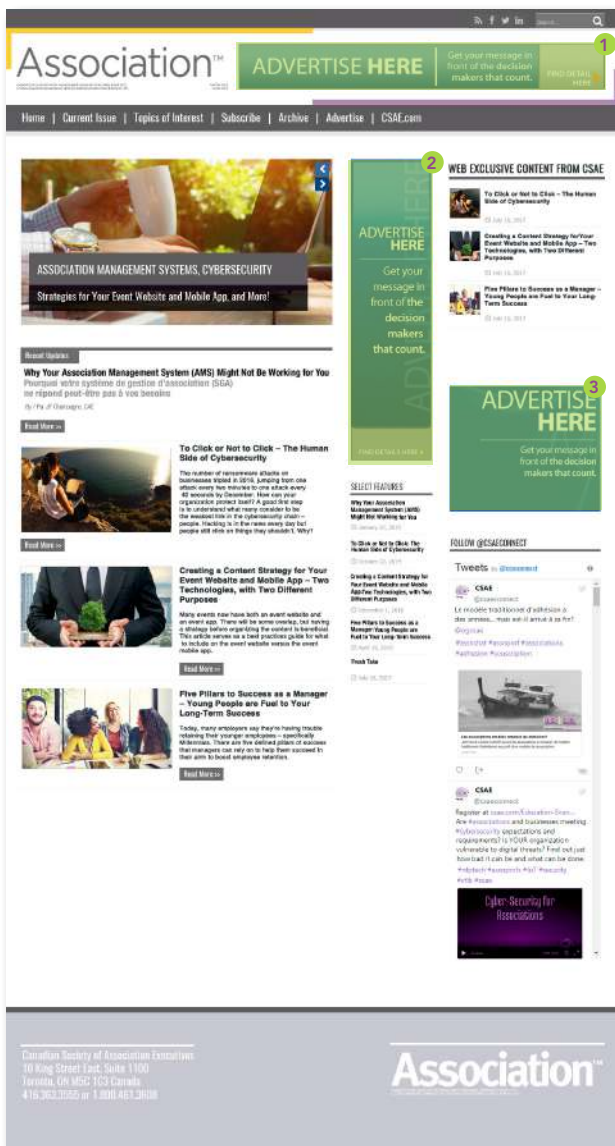
Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.

Association™ Magazine Website

The 24/7 home of CSAE's industry content, this website provides access to current and archived issues of **Association™** magazine.

Features of Association™ Magazine Website advertising:

- Exclusive online only content
- The latest issue of Association Magazine
- Cross-promoted in other CSAE publications and communications pieces
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



1 Leaderboard - Run of Site (728 x 90 & 320 x 50 pixels) 12 Months | \$1,500

One leaderboard position rotating a maximum of two advertisers

2 Skyscraper - Run of Site (160 x 200 & 300 x 250 pixels) 12 Months | \$1,250

One skyscraper position rotating a maximum of two advertisers

3 Rectangle - Run of Site (300 x 250 pixels) 12 Months | \$1,000

One rectangle position rotating a maximum of two advertisers

For the latest online specs, please visit
www.naylor.com/online specs

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.