



2015 MEDIA KIT



Reach the Louisiana Executive Directors, Presidents, CEOs and Chairmen that you need.

LSAE Resource magazine | **Pictorial Roster** | **Resource Online eNewsletter**

FOR MORE INFORMATION, PLEASE CONTACT:

www.lsaе.org





Louisiana Society of Association Executives

Membership Directory
print and digital edition



Resource Magazine
print and digital edition



Resource Online
eNewsletter



The LSAE Advantage*

- **3 out of 5** of our members are **Executive Directors, Presidents, CEOs or Chairmen.**
- **2 out of 3** of our members have the authority to **approve purchases of products and services.**
- **More than 1 out of 4** members has **directly contacted an advertiser** after seeing them in LSAE publications.
- LSAE associations **spend nearly \$1 million annually** on products and services not related to hotel rooms or other meeting venues.
- **More than half** of our members indicated they are **likely or very likely to buy** from a supplier featured in LSAE publications.

Readership Profile

LSAE's publications are read by Louisiana's top association **CEOs, executive directors and managers, meeting planners**, as well as association professionals in the key areas of:

- Communication
- Finance
- Development
- Administration
- Human Resources
- Publications
- Marketing and Operations
- Membership

Who We Are

LSAE is part of the **\$180 billion association management industry** and is comprised of chief executive officers and top staff of many different types of associations across Louisiana-business, trade, professional and convention and visitors bureaus.

Call your Naylor representative today and reach the decision makers in Louisiana's association industry!

*Info from 2015 member survey

Member Net Advertising Rates

All rates include an eLink in the digital edition of the magazine.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

| Full-Color Rates | 1x | 2-4x |
|-----------------------------------|-------------|-------------|
| Double Page Spread | \$ 2,816.55 | \$ 2,672.55 |
| Outside Back Cover | \$ 2,590.55 | \$ 2,500.55 |
| Inside Front or Inside Back Cover | \$ 2,390.55 | \$ 2,300.55 |
| Full Page | \$ 1,880.55 | \$ 1,790.55 |
| 2/3 Page | \$ 1,646.55 | \$ 1,565.55 |
| 1/2 Page | \$ 1,313.55 | \$ 1,250.55 |
| 1/3 Page | \$ 1,142.55 | \$ 1,088.55 |
| 1/4 Page | \$ 908.55 | \$ 863.55 |
| 1/6 Page | \$ 773.55 | \$ 737.55 |
| 1/8 Page | \$ 674.55 | \$ 638.55 |

Digital Edition Branding Opportunities

Sponsorship | \$1,340.55

Toolbar | \$665.55

Skyscraper | \$1,070.55

| Black-and-White Rates | 1x | 2-4x |
|-----------------------|-------------|-------------|
| Full Page | \$ 1,151.55 | \$ 1,097.55 |
| 2/3 Page | \$ 1,016.55 | \$ 962.55 |
| 1/2 Page | \$ 791.55 | \$ 755.55 |
| 1/3 Page | \$ 629.55 | \$ 593.55 |
| 1/4 Page | \$ 512.55 | \$ 485.55 |
| 1/6 Page | \$ 395.55 | \$ 377.55 |
| 1/8 Page | \$ 296.55 | \$ 278.55 |

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.

Net Advertising Rates

All rates include an eLink in the digital edition of the magazine.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

| Full-Color Rates | 1x | 2-4x |
|-----------------------------------|-------------|-------------|
| Double Page Spread | \$ 3,129.50 | \$ 2,969.50 |
| Outside Back Cover | \$ 2,799.50 | \$ 2,699.50 |
| Inside Front or Inside Back Cover | \$ 2,599.50 | \$ 2,499.50 |
| Full Page | \$ 2,089.50 | \$ 1,989.50 |
| 2/3 Page | \$ 1,829.50 | \$ 1,739.50 |
| 1/2 Page | \$ 1,459.50 | \$ 1,389.50 |
| 1/3 Page | \$ 1,269.50 | \$ 1,209.50 |
| 1/4 Page | \$ 1,009.50 | \$ 959.50 |
| 1/6 Page | \$ 859.50 | \$ 819.50 |
| 1/8 Page | \$ 749.50 | \$ 709.50 |

Digital Edition Branding Opportunities

Sponsorship | \$1,489.50

Toolbar | \$739.50

Skyscraper | \$1,189.50

| Black-and-White Rates | 1x | 2-4x |
|-----------------------|-------------|-------------|
| Full Page | \$ 1,279.50 | \$ 1,219.50 |
| 2/3 Page | \$ 1,129.50 | \$ 1,069.50 |
| 1/2 Page | \$ 879.50 | \$ 839.50 |
| 1/3 Page | \$ 699.50 | \$ 659.50 |
| 1/4 Page | \$ 569.50 | \$ 539.50 |
| 1/6 Page | \$ 439.50 | \$ 419.50 |
| 1/8 Page | \$ 329.50 | \$ 309.50 |

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.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Pictorial Roster

Member Net Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates

1x

| | |
|-----------------------------------|-------------|
| Double Page Spread | \$ 2,960.55 |
| Outside Back Cover | \$ 2,719.55 |
| Inside Front or Inside Back Cover | \$ 2,509.55 |
| Full Page | \$ 1,979.55 |
| 2/3 Page | \$ 1,727.55 |
| 1/2 Page | \$ 1,376.55 |
| 1/3 Page | \$ 1,196.55 |
| 1/4 Page | \$ 953.55 |
| 1/6 Page | \$ 809.55 |
| 1/8 Page | \$ 701.55 |

Black-and-White Rates

1x

| | |
|-----------|-------------|
| Full Page | \$ 1,214.55 |
| 2/3 Page | \$ 1,070.55 |
| 1/2 Page | \$ 827.55 |
| 1/3 Page | \$ 665.55 |
| 1/4 Page | \$ 530.55 |
| 1/6 Page | \$ 413.55 |
| 1/8 Page | \$ 305.55 |

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.

Pictorial Roster



Net Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates

1x

| | |
|-----------------------------------|-------------|
| Double Page Spread | \$ 3,289.50 |
| Outside Back Cover | \$ 2,939.50 |
| Inside Front or Inside Back Cover | \$ 2,729.50 |
| Full Page | \$ 2,199.50 |
| 2/3 Page | \$ 1,919.50 |
| 1/2 Page | \$ 1,529.50 |
| 1/3 Page | \$ 1,329.50 |
| 1/4 Page | \$ 1,059.50 |
| 1/6 Page | \$ 899.50 |
| 1/8 Page | \$ 779.50 |

Black-and-White Rates

1x

| | |
|-----------|-------------|
| Full Page | \$ 1,349.50 |
| 2/3 Page | \$ 1,189.50 |
| 1/2 Page | \$ 919.50 |
| 1/3 Page | \$ 739.50 |
| 1/4 Page | \$ 589.50 |
| 1/6 Page | \$ 459.50 |
| 1/8 Page | \$ 339.50 |

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.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

About the **Resource Online** – www.naylornetwork.com/lse-nwl

Now more than ever, professionals consume information on the go. Our *Resource Online* 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 key decision-makers on a monthly basis
- In addition to LSAE 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 LSAE 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
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



Rectangle Banner

12 Months | \$2,750 6 Months | \$1,515

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

Horizontal Banner

- 468 x 60 pixels
- JPG only (no animation)
- Max file size 100 KB

Vendor Spotlight

\$500

Distributed on a monthly basis

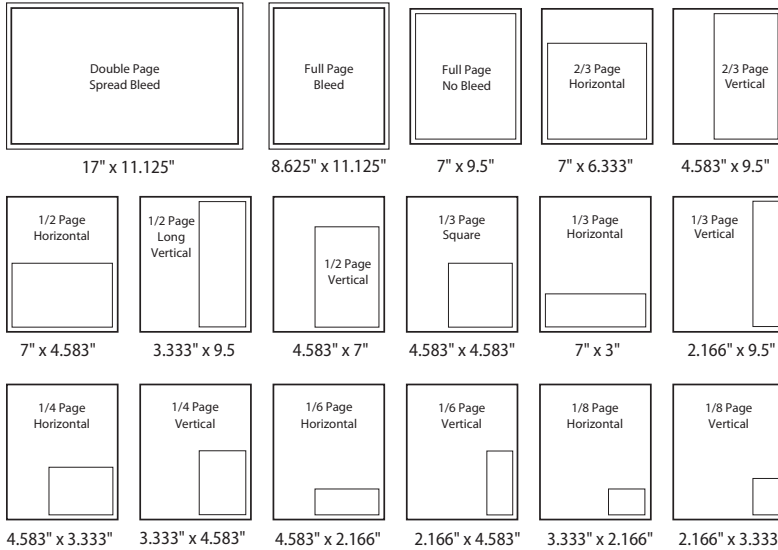
Sections include

- Message from the President
- LSAE News & Events
- CAE Corner
- Member Spotlight

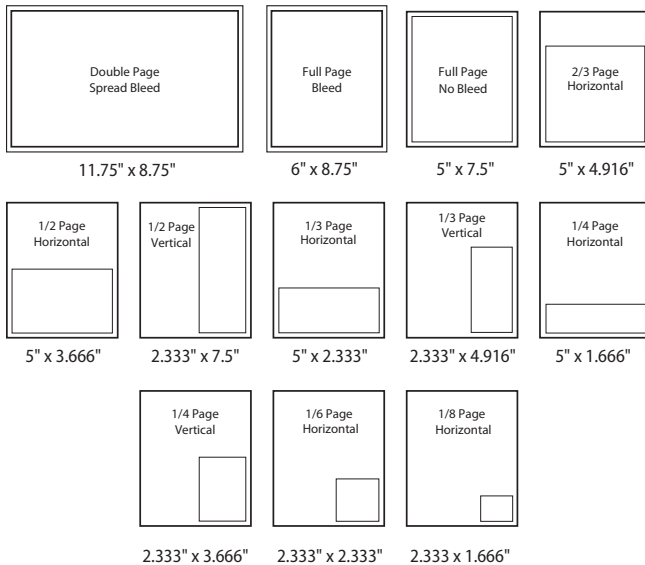
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Roster Trim Size: 5.75" x 8.5"



Specs for Outsert/Inserts

Directory/Magazine

1 Pg / 1 Surface 8.375" x 10.875"
2 Pg / 4 Surface 8.375" x 10.875"
Heavy Card Stock Insert 8.25" x 10.75"

Roster

1 Pg / 2 Surface 8.375" x 10.875"
Postcards 6" x 4.25"
Postal flyersheets 8.5" x 11"
1 Pg / 2 Surface 5.75" x 8.5"
3 Pg / 6 Surface 5.75" x 8.5"
Postcards 6" x 4.25"

Postal flyersheets 5.75" x 8.5"
Heavy Card Stock Insert 5.25" x 8.25"

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

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.

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.

Directory/Magazine:

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

Roster:

DPS Live Area: 10.75" x 7.5"
Full Page Live Area: 5" x 7.5"

Digital Edition – www.naylornetwork.com/lse-nxt/

In addition to print, *LSAE Resource* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the LSAE's website. An archive of issues is available, securing your ad a lasting online presence.*

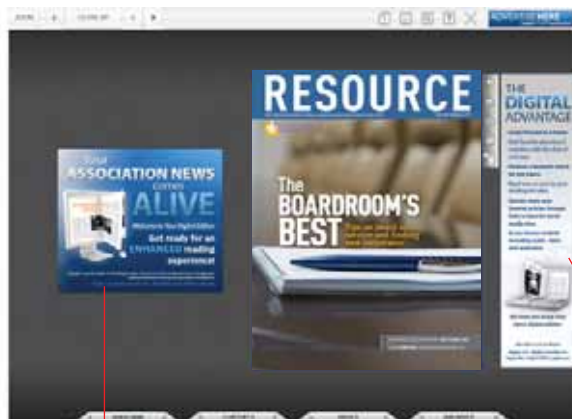
Readers can:

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

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Sponsorship | \$1,189.50

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

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.



Toolbar | \$739.50

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

Skyscraper | \$1,489.50

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

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.

Pictorial Roster

digital edition



Digital Edition – www.naylornetwork.com/lse-nxt/

In addition to print, the *Pictorial Roster* is available in a digital version. Viewers can flip through the pages, forward pages to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the LSAE's website. An archive of issues is available, securing your ad a lasting online presence.*

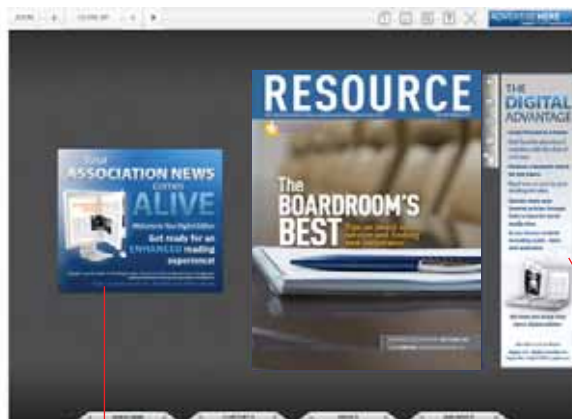
Readers can:

- Bookmark pages and insert notes
- Keyword search the entire roster
- Navigate and magnify pages with one click
- Share on social networking sites
- Read online or download and print for later
- View instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Sponsorship | \$999.50

Your message will be prominently displayed directly across from the cover of the roster. Animation and video capabilities are available.

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.



Toolbar | \$599.50

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

Skyscraper | \$1,299.50

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

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.

Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Digital Edition

Sponsorship

- 550 x 480 pixels; minimum resolution is 300 dpi
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted

Toolbar

- 250 x 50 pixels
- Creative accepted: JPG
- Max file size 100KB
- 100-200 words recommended for expandable text box

**Digital Edition Flash Guidelines*

- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
- Set the frames per second (FPS) to 24
- Do not add buttons or any clickable actions; Please supply the intended URL to your Naylor account executive
- Avoid any ActionScript that can affect the Nxtbook engine, such as the `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`
- Font size no smaller than 18pt (12pt for Skyscraper)

eNewsletter

Horizontal Banner

- 468 x 60 pixels
- JPG only (no animation)
- Max file size 100 KB

Skyscraper

- 200 x 783 pixels; minimum resolution is 300 dpi
- JPG, SWF, no movie types.

- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is 15 seconds (including up to 3 loops); A stop action is needed at the end of the animation

Vertical Banner

- 120 x 240 pixels
- JPG only (no animation)
- Max file size 100 KB

Index of Advertisers Categories

Our publications feature 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"/> Accountants | <input type="checkbox"/> Data Processing | <input type="checkbox"/> Security |
| <input type="checkbox"/> Advertising Agencies | <input type="checkbox"/> Desktop Publishing | <input type="checkbox"/> Shipping/Courier Services |
| <input type="checkbox"/> Affinity Programs | <input type="checkbox"/> Destination Management | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Airlines | <input type="checkbox"/> Direct Mail/Marketing | <input type="checkbox"/> Speakers |
| <input type="checkbox"/> Art | <input type="checkbox"/> Education & Certification | <input type="checkbox"/> Survey Research Firms |
| <input type="checkbox"/> Association Management Companies | <input type="checkbox"/> Employee Benefits/Services | <input type="checkbox"/> Teleconferencing Services |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Entertainment & Music Services | <input type="checkbox"/> Theme Parks |
| <input type="checkbox"/> Attractions | <input type="checkbox"/> Financial/Investment | <input type="checkbox"/> Tradeshow Displays & Supplies |
| <input type="checkbox"/> Audio-Visual Services | <input type="checkbox"/> Fundraising | <input type="checkbox"/> Tradeshow Management |
| <input type="checkbox"/> Badges/Awards/Incentives | <input type="checkbox"/> Gifts & Jewelry | <input type="checkbox"/> Training Services |
| <input type="checkbox"/> Banks | <input type="checkbox"/> Government Agencies | <input type="checkbox"/> Translation Services |
| <input type="checkbox"/> Business Equipment Services | <input type="checkbox"/> Graphic Arts/Design Firms | <input type="checkbox"/> Tourism Offices |
| <input type="checkbox"/> Car Rental/Leasing | <input type="checkbox"/> Hotels/Resorts | <input type="checkbox"/> Travel/Transportation Services |
| <input type="checkbox"/> Casinos/Resorts | <input type="checkbox"/> Information Databases | <input type="checkbox"/> Universities/Colleges |
| <input type="checkbox"/> Catering | <input type="checkbox"/> Insurance | <input type="checkbox"/> Video Production/Distribution |
| <input type="checkbox"/> Chambers of Commerce | <input type="checkbox"/> Internet Service Providers | <input type="checkbox"/> Web site Design & Development |
| <input type="checkbox"/> Charters/Boats/Sightseeing | <input type="checkbox"/> Mailing Houses | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Commercial Real Estate | <input type="checkbox"/> Meeting Planning Services | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Computer Supplies & Equipment | <input type="checkbox"/> Membership Services | _____ |
| <input type="checkbox"/> Computer, Hardware | <input type="checkbox"/> Non-Dues Income Services | |
| <input type="checkbox"/> Computer, Software | <input type="checkbox"/> Office Automation & Supplies | |
| <input type="checkbox"/> Conference & Convention Centers | <input type="checkbox"/> Photography | |
| <input type="checkbox"/> Conference Services | <input type="checkbox"/> Promotional Services | |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Public Relation Firms | |
| <input type="checkbox"/> Convention & Visitors Bureaus | <input type="checkbox"/> Publications | |
| | <input type="checkbox"/> Restaurants & Clubs | |

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:** _____

2015 Editorial Calendar*

| Issue | Features | Destination Features | Ships |
|--------------------------------|---|----------------------|-------------|
| Winter/Spring 2015 (LSE-B0115) | Convention Highlights * Annual Conference Issue! | Lake Charles | March 2015 |
| Fall/Summer 2015 (LSE-B0215) | TBA | Houma | August 2015 |

* Editorial calendar is tentative and subject to change without notice

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Louisiana Society of Association Executives 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 LSAE.

Alabama Gulf Coast CVB
Astor Crowne Plaza
Audubon Nature Institute
Baton Rouge CVB
Baton Rouge Marriott
Baymont Inn & Suites (Sulphur, LA)
Baymont Inn & Suites/Sai Convention Center
Beau Rivage
Bistro on the Bayou/Parc England Hotel
Bourbon Vieux
Boyd Biloxi LLC, dba IP Casino Resort and Spa
Cajun Coast Visitors & Convention Bureau
Caribe Resort
Clarion Hotel Shreveport
Clarion Inn & Suites
The Cook Hotel
Courtyard by Marriott
Courtyard by Marriott Baton Rouge Acadian Center
Cypress Bend Resort
Four Points by Sheraton French Quarter
Giovanni Experiences LLC
Gold Strike Casino Resort
Hard Rock Biloxi
Hilton Baton Rouge Capitol Center
Hilton Sandestin Beach Golf Resort & Spa
Hilton Shreveport
Holiday Inn South
Holiday Inn Superdome New Orleans
Hollywood Casino
Hot Springs CVB
Hotel Provincial

Houma Area CVB
Houma-Terrebonne Civic Center
Houmas House Plantation & Gardens
Hyatt French Quarter
Jackson Convention & Visitors Bureau
L'auberge du Lac Hotel and Casino
Lafayette Convention & Tourist Commission
Lake Charles/SW Louisiana CVB Louisiana Trophies Inc
Marriott Grand Hotel Resort & Golf Club
Mississippi Coast Coliseum And Convention Center
Mississippi Division of Tourism
Mississippi Gulf Coast CVB
Monroe/West Monroe CVB
Natchitoches Events Center
New Orleans Ernest N. Morial Convention Center
Nottoway Plantation & Resort
Paragon Casino Resort
Pearl River Resort
Perdido Beach Resort
ResortQuest Northwest Florida, LLC
Royal Sonesta Hotel New Orleans
Sandestin Golf and Beach Resort
Sci-Port: Louisiana's Science Center
Shreveport CVB
SpringHill Suites by Marriott
St. Tammany Parish/Louisiana's Northshore
Tradewinds Resorts
Visit South Walton
West Baton Rouge Convention & Visitors Bureau
The Westin Hilton Head Island Resort & Spa