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.lsae.org
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.

### Full-Color Rates

<table>
<thead>
<tr>
<th>Position</th>
<th>1x</th>
<th>2-4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$2,816.55</td>
<td>$2,672.55</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$2,590.55</td>
<td>$2,500.55</td>
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<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,390.55</td>
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<td>Full Page</td>
<td>$1,880.55</td>
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<td>1/2 Page</td>
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<td>$674.55</td>
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</table>

### Digital Edition Branding Opportunities

<table>
<thead>
<tr>
<th>Position</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship</td>
<td>$1,340.55</td>
</tr>
<tr>
<td>Toolbar</td>
<td>$665.55</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>$1,070.55</td>
</tr>
</tbody>
</table>

### Black-and-White Rates

<table>
<thead>
<tr>
<th>Position</th>
<th>1x</th>
<th>2-4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,151.55</td>
<td>$1,097.55</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,016.55</td>
<td>$962.55</td>
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<tr>
<td>1/2 Page</td>
<td>$791.55</td>
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</tr>
<tr>
<td>1/3 Page</td>
<td>$629.55</td>
<td>$593.55</td>
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<tr>
<td>1/4 Page</td>
<td>$512.55</td>
<td>$485.55</td>
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<td>1/6 Page</td>
<td>$395.55</td>
<td>$377.55</td>
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<tr>
<td>1/8 Page</td>
<td>$296.55</td>
<td>$278.55</td>
</tr>
</tbody>
</table>

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.
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### Net Advertising Rates

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

#### Full-Color Rates

<table>
<thead>
<tr>
<th>Position</th>
<th>1x</th>
<th>2-4x</th>
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<tbody>
<tr>
<td>Double Page Spread</td>
<td>$3,129.50</td>
<td>$2,969.50</td>
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<tr>
<td>Outside Back Cover</td>
<td>$2,799.50</td>
<td>$2,699.50</td>
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<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,599.50</td>
<td>$2,499.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,089.50</td>
<td>$1,989.50</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,829.50</td>
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<tr>
<td>1/2 Page</td>
<td>$1,459.50</td>
<td>$1,389.50</td>
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<tr>
<td>1/3 Page</td>
<td>$1,269.50</td>
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<td>$1,009.50</td>
<td>$959.50</td>
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<tr>
<td>1/6 Page</td>
<td>$859.50</td>
<td>$819.50</td>
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<tr>
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<td>$749.50</td>
<td>$709.50</td>
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#### Digital Edition Branding Opportunities

<table>
<thead>
<tr>
<th>Branding Opportunity</th>
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<tr>
<td>Sponsorship</td>
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<tr>
<td>Toolbar</td>
<td>$739.50</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>$1,189.50</td>
</tr>
</tbody>
</table>

#### Black-and-White Rates

<table>
<thead>
<tr>
<th>Position</th>
<th>1x</th>
<th>2-4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
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<td>$1,219.50</td>
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<tr>
<td>2/3 Page</td>
<td>$1,129.50</td>
<td>$1,069.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$879.50</td>
<td>$839.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$699.50</td>
<td>$659.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$569.50</td>
<td>$539.50</td>
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<tr>
<td>1/6 Page</td>
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<tr>
<td>1/8 Page</td>
<td>$329.50</td>
<td>$309.50</td>
</tr>
</tbody>
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### Member Net Advertising Rates

<table>
<thead>
<tr>
<th>Position Guarantee: 15% Premium</th>
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#### Full-Color Rates

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</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$2,960.55</td>
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<tr>
<td>Outside Back Cover</td>
<td>$2,719.55</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,509.55</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,979.55</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,727.55</td>
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<tr>
<td>1/2 Page</td>
<td>$1,376.55</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,196.55</td>
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<tr>
<td>1/4 Page</td>
<td>$953.55</td>
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<tr>
<td>1/6 Page</td>
<td>$809.55</td>
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<td>1/8 Page</td>
<td>$701.55</td>
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<td>$665.55</td>
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<td>1/4 Page</td>
<td>$530.55</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$413.55</td>
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<td>1/8 Page</td>
<td>$305.55</td>
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**Revisions and Proofs:** $50.00  
**Position Guarantee:** 15% Premium

### Net Advertising Rates

#### Full-Color Rates

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<tr>
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<td>Inside Front or Inside Back Cover</td>
<td>$2,729.50</td>
</tr>
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<td>Full Page</td>
<td>$2,199.50</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,919.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,529.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,329.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,059.50</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$899.50</td>
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<tr>
<td>1/8 Page</td>
<td>$779.50</td>
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<tr>
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<td>$739.50</td>
</tr>
<tr>
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<td>$589.50</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$459.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$339.50</td>
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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"

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, TIF 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"

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"

Postcards 6" x 4.25"
Postal flysheets 8.5" x 11"

Roster
1 Pg / 2 Surface 5.75" x 8.5"
3 Pg / 6 Surface 5.75" x 8.5"
Heavy Card Stock Insert 5.25" x 8.25"

Postal flysheets 5.75" x 8.5"

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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

**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.

**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.

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

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.

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.

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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 _rootreferences, or global functions like setInterval
• Font size no smaller than 18pt (12pt for Skyscraper)

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

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

*eNewsletter

Horizontal Banner
• 468 x 60 pixels
• JPG only (no animation)
• Max file size 100 KB

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.

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

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*

<table>
<thead>
<tr>
<th>Issue</th>
<th>Features</th>
<th>Destination Features</th>
<th>Ships</th>
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<td>Convention Highlights</td>
<td>Lake Charles</td>
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<td>* Annual Conference Issue!</td>
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<tr>
<td>Fall/Summer 2015</td>
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<td>Houma</td>
<td>August 2015</td>
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</tbody>
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* Editorial calendar is tentative and subject to change without notice

Past Advertisers

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