



FSAE
FLORIDA SOCIETY OF ASSOCIATION EXECUTIVES, INC.

FSAE 2024 MEDIA KIT

Welcome to the FSAE Media Kit, your ultimate guide to promoting venues and services for hosting a multitude of exceptional meetings and events. As the sole Society of Association Executives in Florida, our influential professionals drive all aspects of meetings and programs. From CVBs to unique properties, our advertorial calendar showcases the possibilities to help you book your next association meeting.

FL ASSOCIATION SPENDING



MEETINGS - \$1.65 BILLION
on hotel rooms, meals, dinners, parties, meeting room rentals, etc.



BUSINESS SERVICES - \$91 MILLION
on consultants, PR, insurance, accounting services & more



TECHNOLOGY - \$32 MILLION
for technology solutions & services

Position yourself at the forefront of the association market. Discover the exceptional advantages of partnering with us to reach your target audience effectively and drive association growth.

“Advertising with **FSAE** has provided us with unparalleled access to a highly engaged community of association professionals. This partnership has not only expanded our brand’s visibility but also allowed us to connect meaningfully with qualified planners.”

Taylor Eckard

Senior Marketing Manager
Wyndham Grand Clearwater Beach



ABOUT FSAE

“FSAE is a trusted resource. Your advertising and marketing spend in FSAE reaches decision makers that have benefited from selecting hotels and services from FSAE Associate Members.”

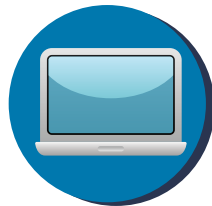
- Gail S. Siminovsky, CAE
President/CEO
Academy of Laser Dentistry



Florida has the **SECOND LARGEST STATE SOCIETY** in the country with individual memberships. The majority of our members are decision makers for their organizations.



ASSOCIATION MEETING ATTENDEES OUTNUMBER the total attendance of all Florida State University, University of Florida, University of Miami, Jacksonville Jaguars, Miami Dolphins, and Tampa Bay Bucs home games combined.



IT'S NOT JUST MEETINGS - Of the \$3.7 billion Florida associations spend on products and services annually, over **\$147 MILLION** is spent on **consultants, technology, public relations, insurance and accounting**.



FSAE MEMBERS SUPPORT EACH OTHER
An estimated **72.8%** of FSAE member conferences are booked with our associates, spending approximately **\$443 MILLION** with our Associate Supplier Members and Advertisers.

“As a long-time member of FSAE, I look to their magazine and other resources to select vendors. It’s important for me to do business with those who support my association. I’ve never been disappointed with my results.”

- Stephanie M. Thomas, CAE, CMP
Sr. Director of Events
Florida Chamber of Commerce

Build relationships with member organizations, and they can consistently bring business to you year after year.

PRINT OPPORTUNITIES

SOURCE MAGAZINE | RESOURCE DIRECTORY & BUYERS GUIDE



*** CONFERENCE ATTENDEE SHOWCASE:**
The July/August issue features Conference Attendees! Stay in front of the FSAE members from Conference with your color photo and 200 words of copy in the Leadership issue. \$495.

ADVERTORIAL ARTICLES:

Full or half-page advertorial **articles** can run opposite your ad in Source.

Full Page: 400 words with large image or 525 with small image

Half-Page: 200 words with small image

SOURCE MAGAZINE provides invaluable best practices, leading-edge insights, and timely tips across all facets of association management. Continuously ranked among the top member benefits by our Executive Members, it offers a platform to remain visible to your target audience. Advertise in the publication they eagerly **“make time to read”** and ensure your presence stays prominent.

Publication Calendar

January/February:

HR & Workplace Issues

- Guide to CVBs, Conference & Convention Centers

- Conference Hotels

- New & Renovated Properties

Deadlines December 5 & 20, 2023

March/April:

Financial & Legal Issues

- Meetings in Central Florida

- Best Golf Meeting Spots

- Unique Attractions for Meetings

Deadlines February 5 & 20

May/June:

Technology

- Beach Meetings

- Annual Meetings & Conventions

- Affordable Meetings

Deadlines April 5 & 20

July/August:

Leadership & Managing Transitions

- Meetings in South Florida

- Executive Retreats & Board Meetings

- Conference Attendee Showcase*

Deadlines June 5 & 20

September/October:

Conference Recap Issue

Membership & Marketing

- Meetings in North Florida

- Luxury Resorts & Spas

Deadlines August 5 & 20

November/December:

Year in Review, Education & Events

- Meeting Planners Guide with photos

- of key contacts

Deadlines October 5 & 20

NEW: Advertorial Articles can Accompany Your Ad!



FSAE’s annual **ASSOCIATION RESOURCE MEMBERSHIP DIRECTORY** is a powerful tool for meeting planning and desk referencing. This comprehensive guide showcases member properties, destinations, and services throughout Florida. Listings and ads feature detailed contact information and descriptions of industry suppliers.

This essential reference guide is utilized by state associations and meeting planners in their search for services, meeting venues, destinations, contact details, and more. Resource deadlines are set for March 18 and March 29, with directories being mailed to members in June.

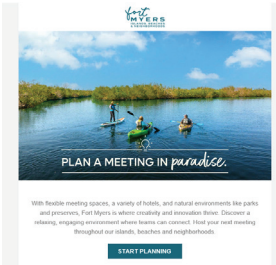
ONLINE OPPORTUNITIES

EMAIL BLASTS | EMAIL BANNERS & ADS | WEBSITE BANNERS

EXCLUSIVE SOLO EMAIL BLAST

\$1,095 per blast

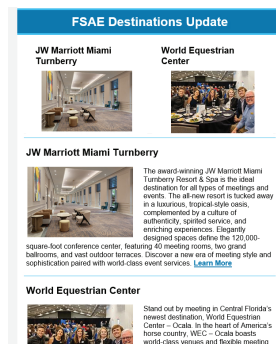
Specs: 700w x (no height limit)
SPECIAL DELIVERY! FSAE sends your exclusive email on behalf of an advertiser to the FSAE executives and meeting planners. Please provide images and HTML file. Samples available.



DESTINATION UPDATES

\$495 per month

Monthly email to FSAE members highlighting availability for your property or destination. Limited to 3 listings. Update includes photo, copy and link to your website. Update also displayed on the FSAE website.
Specs: 235w x 175h photo, 75 word copy in email and 150 word copy on website



FSAE-NEWS ADS

Monthly Exclusive Opportunities - two month minimum:

Top Banner Ad: \$495 per month

Specs: 600w x 100h - HIGH IMPACT VISIBILITY!

Featured Destination: \$665 per month

Specs: 580w x 375h - Feature your company with a linked video or single photo and 50 words of text that links to your website.



EVENT BLAST SPONSOR

\$795 per month, two month minimum. **Reach 2,000+ Inboxes**

Specs: 600w x 100h
Advertisers receive two ads in each blast, which is sent twice monthly to our membership and once monthly to prospects - reaching 1,000 additional association industry professionals. *Must be same ad and link.*



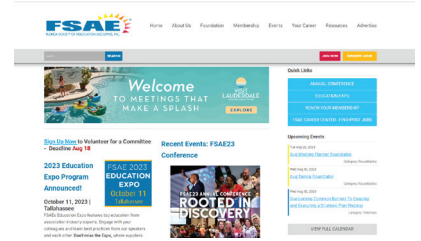
PREMIUM WEBSITE SLIDERS

Reach our executives who regularly go to fsae.org for meeting and services information.

Home Page: \$795 per month with a three month minimum

NEW: Event Page Sider - \$595 per month
Double your exposure with both locations for \$1,095!

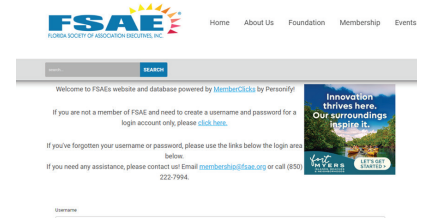
Upcoming Events is consistently visited all year long!
Specs: 960w x 240h for all sliders



NEW: EXCLUSIVE LOGIN PAGE AD

Login Page Ad: \$895

The login page is the second-highest visited page on fsae.org and we are now offering an exclusive ad in this premium location
Specs: 250w x 250h



SOURCE DIGITAL EDITION BLAST & AD

Email Sponsor AND Online Ad

\$450 per issue or the entire year for \$2,000 - DigitalSource sent 6 times per year

Email Includes image of 300w x 200h + 50 words copy in DigitalSource email blast **and full page ad in online digital edition** opposite cover page (sample above)



Digital Ad Options:

- Add a **YouTube Video** to your print ad: \$100
- Insert a digital ad with video: \$195

Contact Sue to see a sample of the Digital Edition!

For more information on any of these opportunities, contact Sue Damon:
SueDamon@comcast.net | 850.926.3318
All Online Prices Listed are Net



AD BUNDLES

GET PRINT + ONLINE FOR THE BEST VALUE

“PICK THREE” BUNDLE:

Choose the three times this year you'd like to run **ALL** of these great options



3 ADS IN SOURCE MAGAZINE

- Full-color, right hand page ad
- First 20% of magazine
- Full or half page ad available*



3 SOLO BLAST EMAILS

Run an exclusive email blast in 3 months of your choosing



3 HOME PAGE SLIDERS

Rotating home page slider to run for 3 months of your choosing

PLUS - Free YouTube video in Digital Edition with 3x buy - or Digital Edition Sponsor with 4x buy

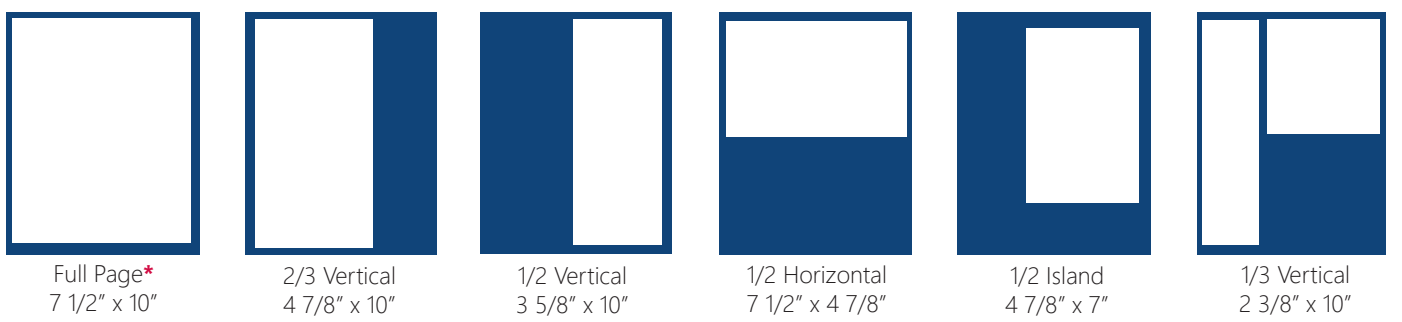


All new Bundle media buys include one (1) complimentary ad posted on FSAE's Facebook page

BUNDLE COST: \$10,620 net - a \$1,835 savings!
 *Half Page Source Ad Total Bundle: \$9,752 - a \$1,3825 savings

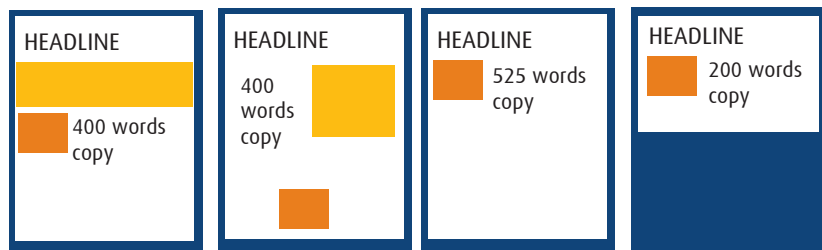
Add Resource to your bundle for more savings:
 \$3,135 full page ad | \$2,495 half page ad

PRINT AD SIZES



*See Fine Print for Bleed info

ADVERTORIAL ARTICLES



Large image size:
 8.25" x 2.25"
 OR
 3.75" x 3.75"

Small image size:
 2" x 2"

Full Page Options Half Page

PRINT RATES

SOURCE MAGAZINE

The BI-MONTHLY publication of FSAE

Frequency

SOURCE magazine is published 6 times a year: Jan/Feb, Mar/Apr, May/June, July/Aug, Sept/Oct, Nov/Dec, and hits the membership at the beginning of the second issue month.

Advertorial Opportunities

All four-color ads earn advertorial space in the special section of that issue. At no additional cost, your editorial of 125 words and a color photo will be placed in SOURCE. You are automatically listed in our "Buyer's Guide" in SOURCE and on web page for a full year with a 3x or more insertion order.

NEW - Full or half-page advertorial articles can run opposite your ad and include 400 words with large image or 525 words with small image. Half page advertorials include 200 words with small image.

PLUS - Free YouTube video in Digital Source with 3x buy - or Digital Source Sponsor with 4x buy. All new Source advertisers receive recognition on FSAE Facebook page.

SOURCE Deadlines

Insertion Order Deadline: 5th of the month prior to publication (Jan/Feb due Dec. 5)

Materials Deadline: 20th of the month prior to publication (Jan/Feb due Dec. 20)

Special Section Deadline: Due on materials due date, no exceptions.

ADVERTISING RATES

Gross Rates - Four Color Ads

	1X	3X	6X
Full Page	\$2535	\$2265	\$2000
2/3 Page	\$2250	\$2160	\$1870
1/2 Page	\$2115	\$1895	\$1685
1/3 Page	\$1900	\$1750	\$1515

Ask about insert and belly band opportunities

Full Page Advertorial & Ad	1X - \$4,800
Half-Page Advertorial & Ad	1X - \$3,500
Double Page Spread	1X - \$4530
Outside Front Cover and Inside Front	\$5995
1/2 Page Spread	\$3985
Premium Placement	add 15%
Page Bleeds	add 20%

RESOURCE DIRECTORY

The ANNUAL Facilities & Services Guide/Membership Directory publication of FSAE

Frequency

RESOURCE is published once a year and is mailed to members in June. RESOURCE features comprehensive listing information for the association executive.

The Association RESOURCE

RESOURCE is designed to be used by members all year long and kept on the desk as an easy reference. It is an indispensable daily tool for the association executive. The front section of RESOURCE, "Buyer's Guide" contains in-depth listings by region, of facilities and services available to association executives throughout Florida. Facilities are listed first, followed by services.

The opportunity to have your facility or service listed in the Buyer's Guide is provided at **NO CHARGE** to our RESOURCE advertisers. The Buyers Guide is followed by important association and member information.

RESOURCE Deadlines

Insertion Order Deadline: March 18

Materials Deadline: March 29

ADVERTISING RATES*

Gross Rates - Four Color Ads

		<u>Covers & Tabs</u>	
Full Page	\$3295	Back Cover	\$3890
2/3 Page	\$2815	Inside Front	\$3685
1/2 Page	\$2685	Inside Back	\$3500
1/3 Page	\$2350	Tab Front	\$3600
Double-page spread	\$6470	Tab Back	\$3400

150 Word Listings are NO CHARGE with any display ad contract. Display advertisements will receive one complimentary listing.

Listing Only* (Not commissionable)

150 word listing.	\$315 (FSAE Member)
	\$400 (Non Members)

*One free listing accompanies each ad insertion.

FINE PRINT

PRODUCTION MATERIALS: FSAE publications are direct-to-plate. Please furnish your ad as a PDF file (high resolution/CMYK/flattened/embed all fonts). If you choose to send a TIFF or EPS file, it must be accompanied by all graphics and fonts (both screen and printer versions). Ads must be complete. You may email your ad to SueDamon@comcast.net. You may also send by YouSendIt.

DEADLINES: All ad materials must be received by material deadline. When new materials are not received by the closing date, the publisher will repeat the latest ad of similar size. If there was no previous insertion, the client is liable for the cost of contracted space not used, and the unused space will be allocated at the discretion of the publisher.

PRODUCTION INFORMATION:

Binding: Saddle stitched; Printing Process: Sheet-fed offset
Inserts: Pricing and availability on request;

***Bleeds:** Trim size is 8.375 x 10.875. Allow 1/8" beyond all margins for bleeds beyond the trim size. Example: full page ad with bleeds would be 8.625 x 11.15". An ad without bleeds would be 7-1/2" x 10" leaving a white border around it.

PLACEMENT: Placement cannot be guaranteed unless the position is a paid position. All efforts will be made to place your ad in a requested position. In RESOURCE, however, ads are often placed within or close to the region of the state corresponding to property location and both left and right pages are utilized for ads.

ISSUANCE: Source published 6 times a year and mailed the first week of the second issue-month. Resource published annually and mails in late June.

DISTRIBUTION: SOURCE and RESOURCE are distributed to over 1,100 association executives, meeting planners, and related organizations. As a public service, SOURCE is also distributed to members of the Florida Legislature, government agencies, and other SAE's nationwide.

POLICIES: Advertising must be inserted within one year of the first insertion to earn frequency discount rates. If the number of insertions is not specified on order or contract, each insertion will be billed at the one-time rate until a frequency rate is earned. Advertising ordered at a frequency discount rate that is not earned within one year from the first insertion will be billed at the earned rate ("short rated").

The advertiser, as well as the agency, is responsible for the payment of all advertising to the publisher. The advertiser is responsible for ads not paid for by their agency. Mixed sizes of ads in campaign are acceptable. No cash rebates will be made.

AGENCY COMMISSIONS: Commissions are paid to recognized advertising agencies only. Maximum agency commission allowed is 15% on color print advertising only. Production charges are not commissionable. Listings in RESOURCE are not commissionable. Electronic advertising is not commissionable.

COPY ACCEPTANCE: FSAE and SOURCE reserve the right to reject any advertising considered by management to be objectionable as to wording or appearance. FSAE and SOURCE also reserve the right to place the word "advertisement" on any ad which it may believe to resemble editorial material.

CANCELLATIONS: No cancellations accepted after space closing date for print ads. Electronic advertising must occur at least six weeks prior to running.

TERMS: All payments are due 30 days after date of invoice. Past due invoices are subject to a 1/2 percent per month service charge. Advertiser agrees to pay all charges and balances that it or its authorized agent incurs to FSAE for the publication of Advertiser's content. Advertiser acknowledges that all balances are due and payable to FSAE within 30 days of the invoice date and may be paid by check. In the event that FSAE commences any collections efforts against Advertiser based on Advertiser's failure to pay any charges and balances owed, Advertiser agrees and understands that it will be responsible for, and pay to FSAE, any and all costs of collection incurred by FSAE, whether or not a lawsuit is filed, including but not limited to attorney's fees, court costs and any other expenses reasonably incurred, in addition to the principal balance owed and interest at the rate above noted. Advertiser acknowledges that this is a contractual relationship with and obligation to pay FSAE, arising in Leon County, Florida, and it submits itself to the venue and jurisdiction of the Leon County court.

ADVERTISING RESPONSIBILITY: All advertisements are accepted and published upon the representation that the advertiser and agency, if one, is/are authorized to publish the entire contents and subject matter thereof.

In consideration of the publisher's acceptance of such advertisements for publication, the advertiser and agency, if one, will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism and/or copyright infringement.

Publisher is not responsible for any errors in key numbers. Any required modification of copy submitted as camera ready will be charged to the advertiser.