



[WWW.LSAE.ORG](http://WWW.LSAE.ORG)



# REACH LOUISIANA'S LEADING EXECUTIVE PROFESSIONALS.

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

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS

 LOUISIANA SOCIETY OF  
ASSOCIATION EXECUTIVES  
*The Association for Associations*



## PICTORIAL ROSTER

Print and Digital



## RESOURCE MAGAZINE

Print and Digital



## RESOURCE ONLINE

eNewsletter

## LSAE ADVANTAGE

- More than 1 out of 4 members have directly contacted an advertiser after seeing them in LSAE publications.
- More than half of our members indicated they are likely or very likely to buy from a supplier featured in LSAE publications.
- Our members are some of Louisiana's most important associations, including Louisiana Chemical Association, Louisiana Travel Promotions Association, and the Professional Insurance Agents of Louisiana.



**3 OUT OF 5** OF OUR MEMBERS ARE **EXECUTIVE DIRECTORS, PRESIDENTS, CEO'S OR CHAIRMAN.**



LSAE ASSOCIATIONS EACH **SPEND AN AVERAGE OF NEARLY \$1 MILLION ANNUALLY** ON PRODUCTS AND SERVICES NOT RELATED TO HOTEL ROOMS OR OTHER MEETING VENUES



**2 OUT OF 3** OF OUR MEMBERS HAVE THE AUTHORITY TO **APPROVE PURCHASES OF PRODUCTS AND SERVICE.**

# LSAE RESOURCE MAGAZINE

## 2019 CONTENT CALENDAR

Issues	Features	Destination Spotlight	Thought Leadership	Ships
Winter/Spring 2019	<ul style="list-style-type: none"> <li>• Communications is About Storytelling</li> <li>• New Ways to Earn Non-Dues Revenue</li> <li>• Changes in Association Membership</li> </ul>	<ul style="list-style-type: none"> <li>• Sandestin</li> <li>• Orange Beach/Gulf Shores</li> <li>• Mobile</li> <li>• Biloxi</li> </ul>	<ul style="list-style-type: none"> <li>• CVBs, Hotels and Unique Venues: Tips &amp; Trips from CVB Professionals</li> <li>• Professional Services: Budgeting &amp; Financial Leadership</li> </ul>	April 10, 2019
Summer/Fall 2019	<ul style="list-style-type: none"> <li>• Safety &amp; Security at Events (Shootings, Natural Disasters, Cybersecurity, etc.)</li> <li>• Life-Long Learning</li> <li>• 2018 Annual Convention Highlights</li> </ul>	<ul style="list-style-type: none"> <li>• New Orleans</li> <li>• Baton Rouge</li> <li>• Lafayette</li> </ul>	<ul style="list-style-type: none"> <li>• CVBs, Hotels and Unique Venues: Innovative Spaces and Venues</li> <li>• Professional Services: Building Better Supplier Relationships</li> </ul>	October 30, 2019

## IN EVERY ISSUE

### LSAE President's Perspective

A message from LSAE Board President.

### LSAE Profiles

Learn more about your fellow LSAE members in this spotlight that highlights the unique personalities and experiences that make up our community.

### Thought Leadership

Tips and trends for associations and meeting professionals.

### Destination Spotlights

Each issue, we'll take a look at the accommodations and attractions that different cities and regions have.

### Index of Advertisers/Advertiser.com

Locate the product or service you're looking for in our Index of Advertisers.

# LSAE RESOURCE MAGAZINE

## Member Net Advertising Rates

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

All rates include an Ad Link in the digital edition of the magazine.

Full-Color Rates	1x	2x	3x
Double Page Spread	\$ 2,987.55	\$ 2,834.55	\$ 2,546.55
Outside Back Cover	\$ 2,698.55	\$ 2,599.55	\$ 2,410.55
Inside Front or Inside Back Cover	\$ 2,498.55	\$ 2,399.55	\$ 2,210.55
Full Page	\$ 1,988.55	\$ 1,889.55	\$ 1,700.55
2/3 Page	\$ 1,745.55	\$ 1,655.55	\$ 1,493.55
1/2 Page	\$ 1,385.55	\$ 1,313.55	\$ 1,178.55
1/3 Page	\$ 1,214.55	\$ 1,151.55	\$ 1,034.55
1/4 Page	\$ 962.55	\$ 917.55	\$ 827.55

Black-and-White Rates	1x	2x	3x
Full Page	\$ 1,223.55	\$ 1,160.55	\$ 1,043.55
2/3 Page	\$ 1,070.55	\$ 1,016.55	\$ 917.55
1/2 Page	\$ 845.55	\$ 800.55	\$ 719.55
1/3 Page	\$ 665.55	\$ 629.55	\$ 566.55
1/4 Page	\$ 548.55	\$ 521.55	\$ 467.55

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.

\*Includes frequency discount and 25% off lesser of two ads in same publication

## Digital Edition Branding Opportunities

**Display Ad Package A** | \$1,130

**Digital Video Sponsorship** | \$1,030

**Display Ad Package B** | \$1,020

**Large Insert** | \$780

**HTML5 Ad** | \$1,290

**Medium Insert** | \$440

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.

# LSAE RESOURCE

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

LSAE Resource is available in a fully interactive digital format. 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)

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

### 2 Rectangle (all views)

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 magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

### 3 Top TOC Mobile Banner

### 4 2<sup>nd</sup> TOC Mobile Banner

## Display Ad Package A | \$1,130

Includes Leaderboard and Top TOC Mobile Banner

## Display Ad Package B | \$1,020

Includes Rectangle and 2<sup>nd</sup> TOC Mobile Banner

## 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 | \$1,290

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 | \$1,030

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 / Outsert

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

• **Large Insert | \$780**

• **Medium Insert | \$440**

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

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

# PICTORIAL ROSTER

## Member 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
Double Page Spread	\$ 3,140.55
Outside Back Cover	\$ 2,845.55
Inside Front or Inside Back Cover	\$ 2,635.55
Full Page	\$ 2,105.55
2/3 Page	\$ 1,835.55
1/2 Page	\$ 1,466.55
1/3 Page	\$ 1,268.55
1/4 Page	\$ 1,007.55

Black-and-White Rates	1x
Full Page	\$ 1,288.55
2/3 Page	\$ 1,142.55
1/2 Page	\$ 881.55
1/3 Page	\$ 701.55
1/4 Page	\$ 566.55

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.

\*Includes frequency discount and 25% off lesser of two ads in same publication

## Digital Edition Branding Opportunities

**Sponsorship** | \$1,060  
**Belly Band** | \$870

**Skyscraper** | \$1,160  
**Toolbar** | \$430

**Leaderboard** | \$1,129

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.

# PICTORIAL ROSTER

DIGITAL EDITION – [WWW.NAYLORNETWORK.COM/LSE-NXT](http://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 directory
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the issue online or download and print for later



### 1 Toolbar | \$430

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

### 2 Skyscraper | \$1,160

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

### 3 Belly Band | \$870

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

*\*Video capabilities are not supported for Sponsorship MAX.*

*\*Includes frequency discount and 25% off lesser of two ads in same publication*

### 4 Leaderboard | \$1,129

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

### 5 Sponsorship\* | \$1,060

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

### 1 Toolbar | \$430

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

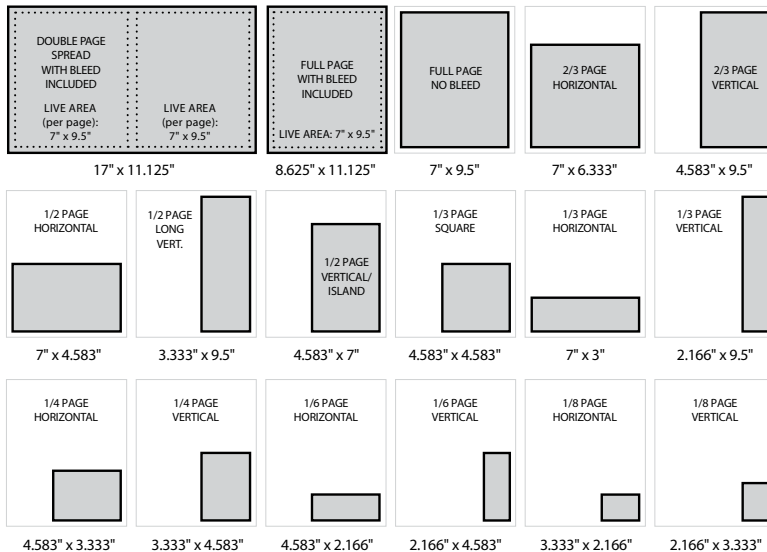
*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*

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

# PRINT ADVERTISING SPECIFICATIONS

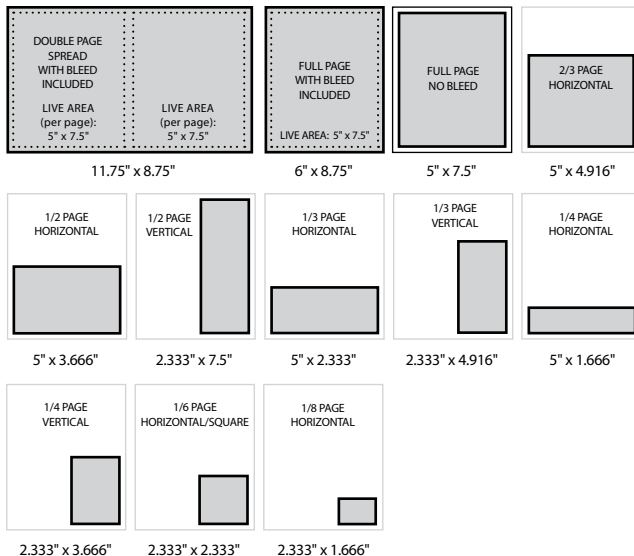
## LSAE RESOURCE MAGAZINE

Magazine Trim Size: 8.375" x 10.875"



## PICTORIAL ROSTER

Roster Trim Size: 5.75" x 8.5"



**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 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/adupload](http://www.naylor.com/adupload)

### 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

#### Magazine

1 page / 1 surface: 8.375" x 10.875"

1 page / 2 Surface: 8.375" x 10.875"

2 Pg / 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"

#### Roster

1 Pg / 2 Surface 5.75" x 8.5"

3 Pg / 6 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Heavy Card Stock Insert 5.25" x 8.25"

Postal flyers 5.75" x 8.5"

### Digital Edition

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



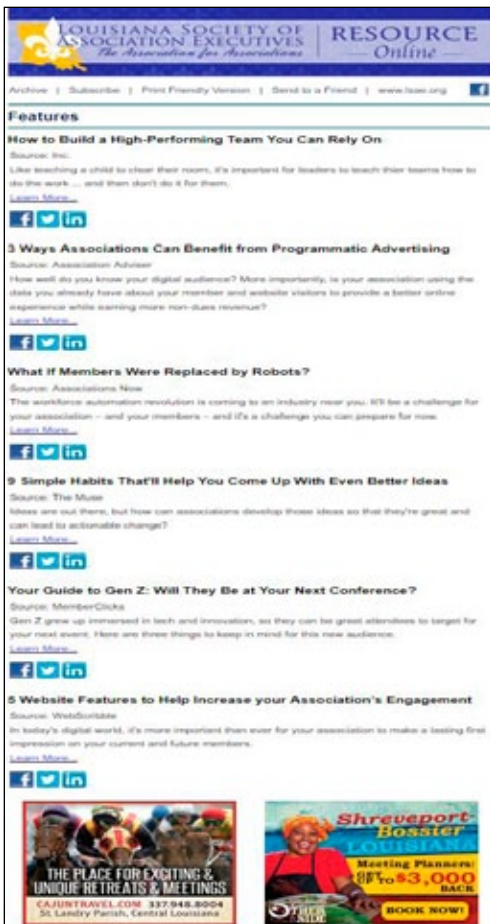
# RESOURCE ONLINE ENEWSLETTER

HTTP://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



## Rectangles (300 x 250 pixels)

12 Months | \$2,160

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

## 1st Sponsored Content (2 Total) (468 x 160 pixels)

3 Issues | \$540

- Naylor will create the ad
- Client supplies 3 - 5 words for the header and 30 - 50 words for the summary text
- Client supplies thumbnail image at 180 x 150 pixels
- JPEG Only

## Distributed on a monthly basis

## Sections include

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

\*Includes frequency discount and 25% off lesser of two ads in same publication

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.

# LSAE MEMBER COMMUNICATIONS PARTNERSHIP

## CEO CIRCLE PARTNERSHIP (EXCLUSIVE)

**Full-Page Option** | \$16,084.62

**Double-Page Spread Option** | \$17,239.88

**Added Value : \$2,828**

- Priority placement 3 Full-Page, Full-Color ads or upgrade to Double-Page Sponsored Content Spread for \$500 more per issue in all issues of *Resource* and the *Pictorial Roster*
- 3 Bellyband cover wraps covering each issue of *Resource* and the *Pictorial Roster*
- 12-Month Rectangle on LSAE *Resource Online* Monthly Newsletter
- 3 Digital Edition packages on all issues of *Resource* and the *Pictorial Roster*
- 3 Digital Edition inserts on all issues of *Resource* and the *Pictorial Roster* - COMPLIMENTARY
- Products & Service Listing in the *Pictorial Roster*  
50-word profile, full-color logo

## DIAMOND PARTNERSHIP (EXCLUSIVE)

**Full-Page Option** | \$11,574.91

**Double-Page Spread Option** | \$12,440.26

**Added Value : \$1,598**

- Priority Placement 3 Full-Page, Full-Color ads or upgrade to Double Page Sponsored Content Spread for \$500 more per issue in all issues of *Resource* and the *Pictorial Roster*
- 3 One-Page, Two-Surface Direct Mail Response Pieces polybagged with each issue of *Resource* and the *Pictorial Roster*
- 12-Month Rectangle on LSAE *Resource Online* Monthly Newsletter
- 3 Digital Edition packages on all issues of *Resource* and the *Pictorial Roster*
- 3 Digital Edition inserts on all issues of *Resource* and the *Pictorial Roster* - COMPLIMENTARY
- Products & Service Listing in the *Pictorial Roster*  
COMPLIMENTARY  
50-word profile, full-color logo

## PLATINUM PARTNERSHIP (EXCLUSIVE)

**Full-Page Option** | \$8,268.53

**Double-Page Spread Option** | \$9,133.88

**Added Value : \$854.50**

- Priority Placement 3 Full-Page, Full-Color ads or upgrade to Double-Page Sponsored Content Spread for \$500 more per issue in all issues of *Resource* and the *Pictorial Roster*
- 3 One-Page, Two-Surface Direct Mail Response Pieces polybagged with each issue of *Resource* and the *Pictorial Roster*
- 9-Month Sponsored Content on LSAE *Resource Online* Monthly Newsletter.
- Products & Service Listing in the *Pictorial Roster*  
COMPLIMENTARY  
50-word profile, full-color logo

## GOLD PARTNERSHIP (EXCLUSIVE)

**Full-Page Option** | \$5,659.65

**Double-Page Spread Option** | \$6,525

**Added Value : \$614.50**

- Priority Placement 3 Full-Page, Full-Color ads or upgrade to Double Sponsored Content Spread for \$500 more per issue of *Resource* and the *Pictorial Roster*
- 6-Month Sponsored Content on LSAE *Resource Online* Monthly Newsletter.
- Products & Service Listing in the *Pictorial Roster*  
COMPLIMENTARY  
50-word profile, full-color logo

## ALLIED PARTNERSHIP (UNLIMITED)

**Full-Page Option** | \$5,209.65

**Double-Page Spread Option** | \$6,075

**Added Value : \$339.50**

- Priority Placement 3 Full-Page, Full-Color ads or upgrade to Double Sponsored Content Spread for \$500 more per issue of *Resource* and the *Pictorial Roster*
- Products & Service Listing in the *Pictorial Roster*  
COMPLIMENTARY  
50-word profile, full-color logo.

\*Includes frequency discount and 25% off lesser of two ads in same publication