

ACAE Media Guide

- + Annual Membership Directory
- + Council News
- + Website Banner Ads
- + E-blast Ads
- + Exclusive E-blast Ads

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ANNUAL MEMBERSHIP DIRECTORY

This annual publication contains valuable member information and is used as a tool all year long. Our Meeting Facilities section features information that members reference for all their meeting planning needs.

+ SPECS: Full page ad is 5.5 x 8.5 plus 1/8 inch bleed. Total size is 5.75 x 8.75.

+ Pricing:
Inside Directory \$950
Inside Front Cover \$1,450
Inside Back Cover \$1,500
Back Cover \$2,000

+ Once printed, ads will be full page with dimensions of four and a half inches by seven inches. Inside, four color ads will be placed on tabs on a first come, first serve basis.

Meeting Facilities Pages

Meeting Facilities pages are a chance for properties to list the size, dimensions and amenities of some of their meeting spaces. Meeting facilities pages (up to two pages) are FREE with the purchase of a full color ad. You must provide the pages at the same time as the directory ad. Pick ups for pages from previous years is not available; new pages must be provided. If bought separately from a full page ad or by a non-member, the cost is \$125 per page.

+ SPECS: Full page with no bleed is 4.375 inches x 7.5 inches.

E-MAIL BLASTS

On average, ACAE members receive 8-12 email blasts per month. When each electronic edition of our Council News is distributed, an email will be sent to all ACAE members making them aware that the digital edition is available for viewing. Additional blasts are sent out to notify members of our monthly Lunch and Learns, upcoming seminars, position announcements and our annual convention.

Enjoy the benefits of a targeted email blast:

- + Delivers your message directly to the inboxes of decision-makers on a regular basis
- + Frequently forwarded to others for additional exposure
- + Exclusive ad space

NEW! Monthly e-newsletter Placement:

- + Our former Quarterly Council News Publication is NOW a monthly e-newsletter.

SPECS:

- + All ads must be 624 x 410
- + JPG Only
- + Max file size 100 KB
- + Ads are located at the bottom of the blast

PRICING:

- + 2 blasts \$650, 5 blasts \$1,500, 10 blasts \$2,500
- Exclusive Content @ \$750 per Blast**

Monthly Newsletter placement:

- + 1 placement \$ 500, 3 placements \$1,200, 6 placements \$2,100

WEBSITE BANNER

Advertising on the ACAE website is a great way to reach member and non-member visitors and reinforce your marketing message. ACAE's official website is the hub that members visit to find out about upcoming events, connect with our committees and buyers' guides, learn about CAE certification, and much more. Advertising on acaenet.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of association professionals.

Features of ACAE website advertising:

- + Cross-promoted in other ACAE publications and communication pieces
- + Year-round visibility reinforces brand recognition
- + Allows dynamic, time-sensitive promotion

SPECS:

- + Ads can run for 3, 6, or 12 months
- + All ads must be 285 x 135
- + JPG Only

PRICING:

- 3 months \$750
- 6 months \$1,350
- 12 months \$2,500

ADVERTISING ORDER FORM

Annual Membership Directory

- _____ Inside Directory, Four Color - \$950.00
- _____ Inside Front Cover, Four Color - \$1,450.00
- _____ Inside Back Cover, Four Color - \$1,500.00
- _____ Back Cover, Four Color - \$2,000.00

Closing Date: All insertion orders, artwork and spec pages must be received by February 1st.

The Council News (Monthly e-newsletter)

- _____ 1 months \$500
- _____ 3 months \$1,200.00
- _____ 6 months \$2,100.00

Closing Date: All insertion orders & artwork must be received by the 1st of the month they are set to be published. On multiple ad contracts, if the advertiser fails to supply a new or changed copy by the closing date, the published is authorized to repeat the last advertisement.

Website Banner Ads

- _____ 3 months \$750.00
- _____ 6 months \$1,350.00
- _____ 12 months \$2,500.00

Eblast Ads

- _____ 2 blasts \$650.00
- _____ 5 blasts \$1,500.00
- _____ 10 blasts \$2,500.00

_____ **Exclusive Content Eblast @ \$750 per Blast**

Advertiser _____
Contact _____
Billing Address _____
City _____ State _____ Zip _____
Phone # _____ Email _____
Signature _____

All advertising accepted is subject to rates, terms and conditions as determined by the Alabama Council of Association Executives. The Publisher reserves the right to reject undesirable advertisements. Invoices are due within 15 days of the billing date.

Physical Address: 1045 Ambassador Court, Montgomery, AL 36117