

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.

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

+ Pricing:
Inside Directory \$1,050
Inside Front Cover \$1,550
Inside Back Cover \$1,600
Back Cover \$2,500

With bleeds :
Covers artwork should be 6.125 x 9.125
inside pages 5.625 x 8.625
Tab artwork without tab 5.625 x 8.625.

Copies of the ACAE Membership Directory are made available to the Alabama State Legislature, making it an invaluable resource for our members.

In addition, this Directory is a great asset for those in the Association Management & Hospitality industries and is designed to make event planning a breeze.

As part of your ACAE membership, each active member will receive one copy of the Membership Directory in the spring. Additional copies will be available to purchase.

Please contact our office regarding bulk orders.



+ SPECS: Full page with no bleed is 5.5 inches x 8.5 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! e-Newsletter Placement:

- + Our former Quarterly Council News Publication is NOW an 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:

Newsletter placement:

- + 1 placement \$600, 3 placements \$1,500, 5 placements \$2,500

Exclusive Content, Just Your Ad @ \$850 per Blast

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 \$850
- 6 months \$1,500
- 12 months \$2,700

ADVERTISING ORDER FORM

Annual Membership Directory

- Inside Directory, Four Color - \$1,050.00
- Inside Front Cover, Four Color - \$1,550.00
- Inside Back Cover, Four Color - \$1,600.00
- Back Cover, Four Color - \$2,500.00

Closing Date: All insertion orders, artwork and current contact information must be received by February 1st.

The Council News (e-Newsletter)

- 1 months \$600
- 3 months \$1,500.00
- 5 months \$2,500.00

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 \$850.00
- 6 months \$1,500.00
- 12 months \$2,700.00

Eblast Ads

- 1 blast \$600.00
- 3 blasts \$1,500.00
- 5 blasts \$2,500.00

Exclusive Content Eblast @ \$850 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