



# 2019 Media Kit

Get in front of the industry's decision-makers!



OSAE CONTACT:

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## Connect with Ohio's association leadership and decision-makers.

### WHO IS OSAE?

The Ohio Society of Association Executives (OSAE) has provided its members with benefits, products and services designed to enhance their growth, development and professional acumen for more than 80 years. The association profession is diverse, its leaders knowledgeable and its experiences truly unique. OSAE is a leading resource of specialized learning experiences for industry professionals—building and nurturing relationships that often last a career and span a lifetime.

If you seek to make an impression on those who work in the association community – OSAE is *the* destination for you – it's an experienced peer network, a home of innovative ideas and a resource that takes pride in ensuring our members' successes.





## MEDIA OPPORTUNITIES:

There are many ways to connect with OSAE members, including:

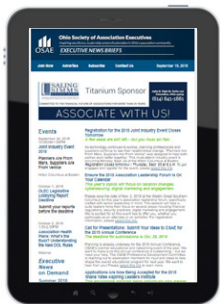


### **Executive News Magazine**

The official magazine for OSAE members, which is distributed quarterly.

### **Digital Executive News**

Digital versions of *Executive News* are archived and available to members online and through our mobile app, giving each issue added exposure and longevity.



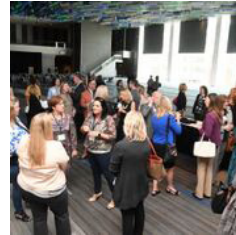
### **E-newsletters**

*E-News Briefs* are sent to the membership twice each month and include information on upcoming events and industry news.



### **OSAE.org**

OSAE members turn to OSAE.org to obtain up-to-date association news and information on upcoming industry events.



### **Luncheon Sponsorships**

Meet OSAE members during one of the five luncheons held throughout the year. Luncheon sponsorships include digital and onsite recognition.



### **Annual Conference**

The OSAE Annual Conference is the premier annual event for more than 200 industry leaders to gather for education, dynamic speakers, knowledge-sharing and networking.



### **Workshops & Association Leadership Forum**

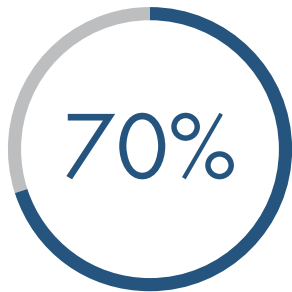
OSAE's educational sessions are a great opportunity to exhibit our business and network with OSAE members.

## Executive News Magazine

**In print, online and in-person, it is easy to connect with OSAE members.**

OSAE members rank *Executive News* as a leading member benefit. In addition to finding value from the content, which includes best practices and advice on all areas of association management, our members tend to support the companies that support OSAE. Each edition of *Executive News* is archived online and available digitally.

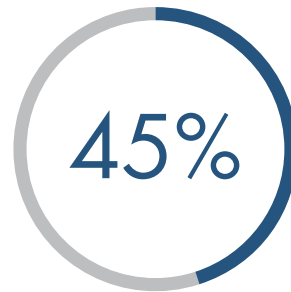
**Here's why advertising in the official magazine for OSAE members can be an important part of your advertising campaign:**



70 percent of *Executive News* readers are association professionals and decision-makers



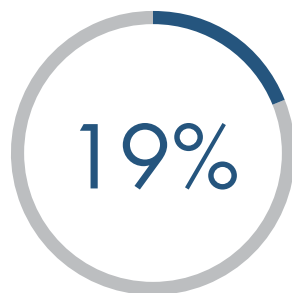
52 percent read all issues



45 percent save issues six months or longer



40 percent have visited advertisers' websites



19 percent request additional information from *Executive News* advertisers

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Today, the normal speed of life is overdrive. With so little time, most magazines end up in the recycle bin – with the exception of OSAE's *Executive News*! That's one magazine I never toss. It contains too many valuable resources and tips for managing an association.

**Lauren Manson,**  
RHIA  
Executive Director,  
Ohio Health Information  
Management Association

Involvement in OSAE is important to me, but sometimes internal schedules don't allow me to participate in events as much as I would like. That's why *Executive News* is especially helpful to me. It allows me to keep up with the latest information and best practices and apply those to our organization. I also share content within our team to help them learn as well. It's great to have this additional resource from OSAE that allows us all to stay connected.

**Joe Savarise** ”  
Executive Director  
Ohio Hotel & Lodging Association



## MEMBER PRINT RATES (all ads are 4-color)

	1X	3X	4X
Full page	\$1,375	\$1,300	\$1,230*
1/2 page	\$875	\$850	\$800
1/3 page	\$700	\$675	\$650
1/6 page	\$575	\$550	\$525

**Non-members:** Add 10 percent to above rates.

\*The purchase of full page ads in all four issues includes 12 months of website advertising with rotating horizontal banner ad: 760 x 170 px; static images only; JPG or PNG

## PRODUCTION SCHEDULE

ISSUE	Commitment Deadline	Ad Deadline
Spring	Jan. 29	Feb. 8
Summer (Annual Conference Issue)	March 1	March 13
Fall	August 16	August 28
Winter	Oct. 17	Oct. 26

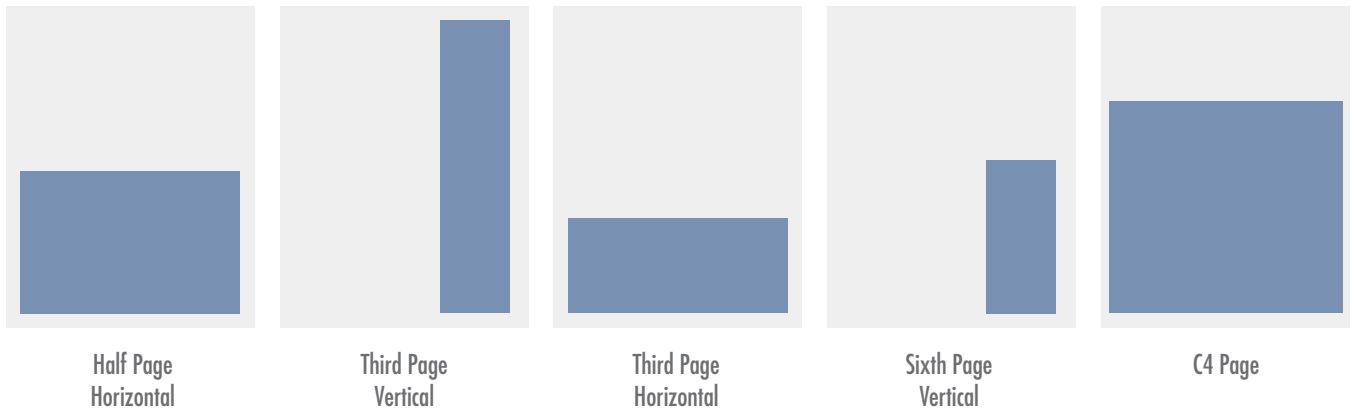
## EXECUTIVE NEWS DIRECT MAIL OPPORTUNITIES

Guarantee your products and services receive exposure by including a flyer, brochure or postcard in the bag in which *Executive News* is mailed.

SURFACES	Print Distribution
1-Page (2 surfaces)	\$1,499.50
2 - Page (4 surfaces)**	\$1,899.50
Postcard	\$1,499.50

\*Advertisers placing a display ad and direct mail piece in same publication will received a 15% discount, to be applied to the ad of lesser value.

\*\*3-Pages/6-surfaces or more available; quotes supplied upon request.



MATERIAL SPECIFICATIONS DIMENSIONS	Width	Height
Full-page	7.5"	10"
Half-page Horizontal	7.5"	4-7/8"
Third-page Vertical	2.375"	10"
Third-page Horizontal	7.5"	3.25"
Sixth-page Vertical:	2.375"	5.25"
C4-page	8"	7.25"

FULL PAGE BLEED SPECIFICATIONS	Width	Height
Trim size*	8.5"	11"
Bleed size*	8.75"	11.25"

\*Keep all live matter 1/4" from trim.

## PRODUCT INFORMATION

### General Advertising Information

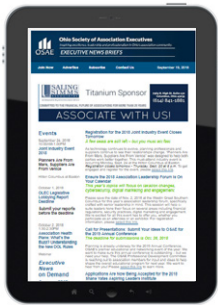
All advertisements are accepted and published by the publisher upon representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and save the publisher harmless from and against any loss or expense resulting from claims or suites based upon the contents or subject matter of such advertisements, including, without limitation, claims or suit for libel, violation of right of privacy, plagiarism and copyright infringement. The publisher reserves the right to refuse any advertising a shall not be liable for damages if for any reason he fails to publish an advertisement.

## Client Supplied Advertisement Specifications

- 1. PDF documents are preferred.** Files should be 350 dpi. Files should be Press Optimized, converted to CMYK (cyan, magenta, yellow and lack) with all fonts embedded. A client-supplied contract proof is preferred. If one is not provided, we will run our standard in-house color laser proof or the printer at no charge. OSAE will be relieved of all responsibility from any form of compensation if a client-supplied contract proof is not provided before press-time.
- 2. Ad Proofs:** OSAE will not supply faxes or soft PDF proofs on client-supplied files or PDFs. We assume due diligence was taken by the client, or their agency, to preflight and proof all advertisements before submission. If we detect an error with any of the supplied material before going to press, we will make a reasonable effort to contact you to correct and resubmit your files or PDF before publication.
- 3. Spot Color Ads:** (Use of PMS inks) We do not support spot color printing for the publication. Therefore, 2- and 3-color ads must be produced in a CMYK equivalent
- 4. Specifications:** All images are to be CMYK tiff or eps files and must be high resolution (350 dpi minimum). Include PostScript Type 1 format. Also include a color or b/w laser proof, as the client assumes responsibility if no proof is provided. If fonts are not provided, OSAE reserves the right to substitute the closest font available.
- 5. Accepted Media:** Files may be submitted on CD-ROM or sent via Dropbox. We cannot receive ad materials through email.



## EXECUTIVE NEWS BRIEFS (E-Newsletters)



*E-News Briefs* are sent to the membership twice each month. These newsletters, which have an average open rate of 38.5 percent and are highly valued by the association professional members, include concise messages on event information, industry trends and member opportunities. Exclusive sponsorship of *the E-News Briefs* provides the opportunity to share promotions and other information about our company and to connect with OSAE members in a customized manner.

These advertising opportunities include customized information in the e-newsletter body, as well as the edition's banner ad, with links to your company's website page of your choice.

### Member rates and specifications:

- Sponsorship of OSAE E-News Briefs **\$800.00 per edition**
- Blurb consisting of 200-250 words, with link to website or more extensive document
- Banner ad: 600 x 150 px; static images only; JPG or PNG
- While OSAE reserves the right to blackout various editions, every effort will be made to honor the date selected for the ad and customized information.

## OSAE.org



OSAE members visit OSAE.org to obtain the up-to-date association news, information and upcoming industry events. Advertising on OSAE.org allows you to direct clients to your website and promote time-sensitive offers or events while reaching new markets and building brand recognition.

### OSAE.org offers two digital advertising options

- Rotating postcard located beneath masthead at osae.org. Postcard ads are limited to three months per year (months can be consecutive or interspersed throughout the year).
  - o Three-month package: \$1,075.00
  - o Monthly rate: \$450.00
- Rotating 12-month banner ad located throughout the osae.org website: \$580.00

### Digital specification dimensions

- Postcard: 700 x 380 px; static images only; JPG or PNG
- Banner ad: 760 x 170 px; static images only; JPG or PNG

## WORKSHOPS & ASSOCIATION LEADERSHIP FORUM



Sponsorship of an OSAE educational session serves as an excellent opportunity to showcase the products and services that are of particular interest to Ohio's association professionals. These events provide superlative chances to develop relationships with association leaders and decision-makers.

CONTACT OSAE AT [OSAE@OSAE.ORG](mailto:OSAE@OSAE.ORG) FOR MORE INFORMATION REGARDING SPONSORSHIP AND EXHIBITING OPPORTUNITIES.

## LUNCHEON SPONSORSHIPS



Held quarterly throughout the year, the OSAE luncheons offer a key opportunity for networking in OSAE. Approximately 120+ members generally attend each luncheon, which is preceded by a 30-minute networking reception. After lunch, a speaker addresses the audience on a variety of topics of interest to association executives and affiliate members.

Luncheon Sponsorship (\$750 exclusive) includes 2-3 minutes of podium time, logo projected throughout luncheon, rights to leave a brochure or flyer on each seat, luncheon registration and recognition in promotional materials leading up to the event. Additionally, sponsorship is available for the Holiday Luncheon (\$1,000 exclusive), which traditionally draws 175 - 200 members.



## ANNUAL CONFERENCE



Increase sales, brand awareness and market share for your business by sponsoring, exhibiting or advertising in the event program. Support the OSAE Annual Conference, June 19-21, 2019, at The Renaissance Toledo Downtown Hotel, hosted by Destination Toledo, and discover value for your investment at the OSAE event of the year.

### The OSAE Annual Conference sponsorship and exhibitor opportunities offer:

- Prime advertising opportunities
- Business development opportunities
- Relationship building opportunities
- Recognition before, during and following the conference online, onsite and in print publications

CONTACT OSAE AT SHAR WACKMAN AT [SWACKMAN@OSAE.ORG](mailto:SWACKMAN@OSAE.ORG) FOR MORE INFORMATION REGARDING SPONSORSHIP, EXHIBITING AND ADVERTISING OPPORTUNITIES.