



GSAE 2020 MEDIA GUIDE

- + *connections* magazine
- + *connections* digital edition email blast
- + *Membership Directory and Buyers' Guide*
- + *GSAE Update* e-newsletter
- + gsae.org website advertising
- + GSAE Sponsored Content eBlast

CONTACT:

GSAE MEANS BUSINESS

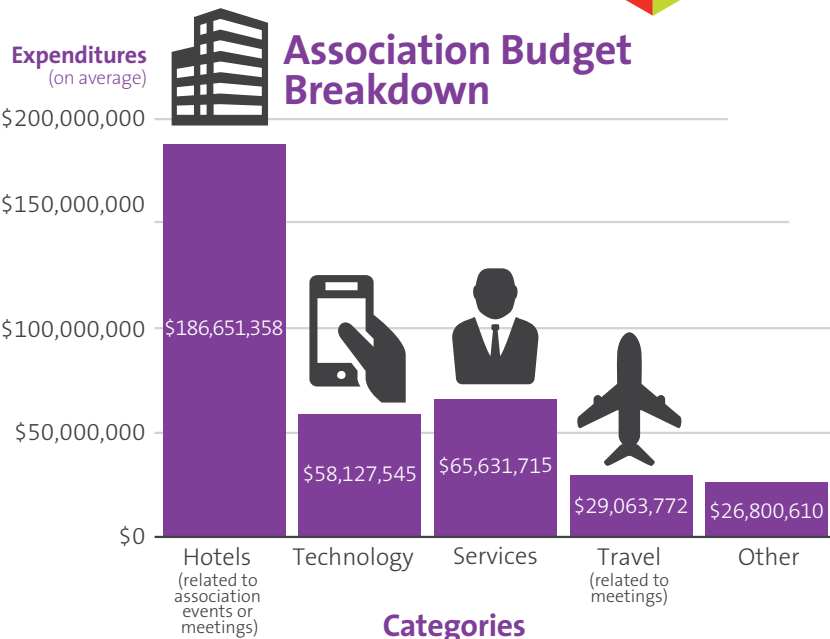
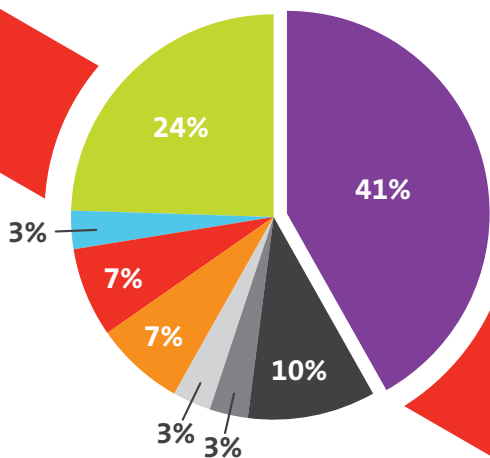
GSAE is the state's only professional association for the executives of nonprofit trade organizations and membership societies. We represent business, industrial, professional and community service organizations with a combined economic impact in Georgia totaling an estimated \$71 million!

- + GSAE member's associations each spend an average of more than **\$360,000,000 per year** on products and services not including meeting-related expenses.
- + **Nearly 43%** of GSAE members have contacted an advertiser after seeing them in GSAE publications
- + **Nearly 1 in 4** GSAE members need **1,000 or more hotel rooms booked annually**.

**Source: IBISWorld report OD6090*

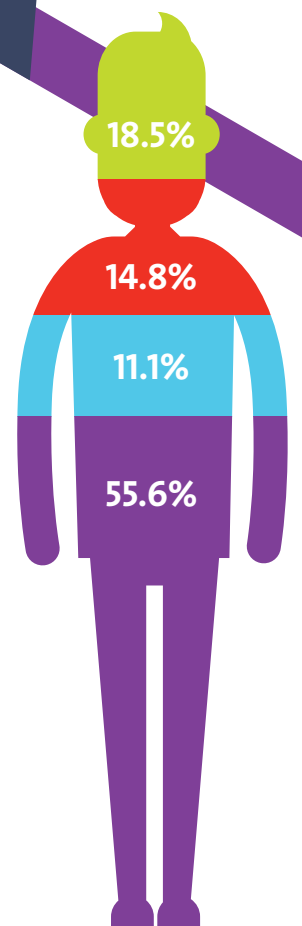
Position within Association

- Executive Director
- President/CEO/Chairman
- Vice-President
- Membership Director
- Marketing Director
- Education Director
- Communications Director
- Other



Purchasing Authority

- Recommend products/services for purchase
- Specify products/services for purchase
- Approve the purchase of products/services
- All of the above



MEDIA MENU

connections magazine

The official magazine of the Georgia Society of Association Executives, this industry-leading publication features news and highlights that are critical to our constituency. Featuring rotating spotlights and destination highlights, our quarterly magazine is a trusted and valued member resource. Also available in a digital edition.

connections digital edition email blast

When each print edition of *connections* is distributed, this email is sent to all members informing them that the digital edition is now available. Each email comes with an exclusive position to reach every GSAE member.

Membership Directory and Buyers' Guide

This annual publication contains valuable member information and is used as a purchasing tool all year long. Members consult this guide when looking for contact information for other members and suppliers.

GSAE Update e-newsletter

Our monthly e-newsletter provides members with up-to-date industry information and association news. Our current distribution includes over 1,000 decision-makers in and around the Georgia area.

gsae.org

GSAE's official website is the hub that members visit to find out about upcoming events, connect with members, search the buyers' guides, learn about CAE certification, and much more.

Sponsored Content Eblast

GSAE exclusive opportunity to establish your company as a thought leader by participating in our monthly eBlast.





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

Includes position in Annual Membership Directory.

Full color rates	1x	2-4x	5x
Double Page Spread	\$2,897.55	\$2,753.55	\$2,609.55
Outside Back Cover	\$2,624.55	\$2,525.55	\$2,426.55
Inside Front or Inside Back Cover	\$2,444.55	\$2,345.55	\$2,246.55
Full Page	\$1,934.55	\$1,835.55	\$1,736.55
2/3 Page	\$1,691.55	\$1,610.55	\$1,520.55
1/2 Page	\$1,349.55	\$1,277.55	\$1,214.55
1/3 Page	\$1,178.55	\$1,115.55	\$1,061.55
1/4 Page	\$935.55	\$890.55	\$845.55
1/6 Page	\$800.55	\$764.55	\$719.55
1/8 Page	\$692.55	\$656.55	\$620.55

Includes position in Annual Membership Directory.

Black-and-White Rates	1x	2-4x	5x
Full Page	\$1,187.55	\$1,124.55	\$1,070.55
2/3 Page	\$1,043.55	\$989.55	\$935.55
1/2 Page	\$818.55	\$773.55	\$737.55
1/3 Page	\$647.55	\$611.55	\$584.55
1/4 Page	\$530.55	\$503.55	\$476.55
1/6 Page	\$404.55	\$386.55	\$359.55
1/8 Page	\$305.55	\$287.55	\$278.55

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.

For a complete online guidelines, visit:

www.naylor.com/onlinespecs

Digital Rates	1x
Display Package A	\$1,130
Display Package B	\$1,020
HTML5 Ad	\$1,290
Digital Video Sponsorship	\$1,030
Large Insert	\$780
Medium Insert	\$440
Thought Leadership	\$2,320





NET ADVERTISING RATES

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

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Includes position in Annual Membership Directory.

Full color rates	1x	2-4x	5x
Double Page Spread	\$3,219.50	\$3,059.50	\$2,899.50
Outside Back Cover	\$2,839.50	\$2,729.50	\$2,619.50
Inside Front or Inside Back Cover	\$2,659.50	\$2,549.50	\$2,439.50
Full Page	\$2,149.50	\$2,039.50	\$1,929.50
2/3 Page	\$1,879.50	\$1,789.50	\$1,689.50
1/2 Page	\$1,499.50	\$1,419.50	\$1,349.50
1/3 Page	\$1,309.50	\$1,239.50	\$1,179.50
1/4 Page	\$1,039.50	\$989.50	\$939.50
1/6 Page	\$889.50	\$849.50	\$799.50
1/8 Page	\$769.50	\$729.50	\$689.50

Includes position in Annual Membership Directory.

Black-and-White Rates	1x	2-4x	5x
Full Page	\$1,319.50	\$1,249.50	\$1,189.50
2/3 Page	\$1,159.50	\$1,099.50	\$1,039.50
1/2 Page	\$909.50	\$859.50	\$819.50
1/3 Page	\$719.50	\$679.50	\$649.50
1/4 Page	\$589.50	\$559.50	\$529.50
1/6 Page	\$449.50	\$429.50	\$399.50
1/8 Page	\$339.50	\$319.50	\$309.50

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Display Package B	\$1,020
HTML5 Ad	\$1,290
Digital Video Sponsorship	\$1,030
Large Insert	\$780
Medium Insert	\$440
Thought Leadership	\$2,580



connections > CONTENT CALENDAR

Thought Leadership Themes

	Winter	Spring	Summer	Fall
CVBs, Hotels and Unique Venues	Tips & tricks from CVB Professionals	Site Selection – Small to Mid-Size Meeting Venues	Innovative Spaces and Venues	Meeting Out of State
Professional Services	Building Better Supplier Relationships	Business and Leisure Trends	New Tech on the Horizon: Cybersecurity & Privacy	Non-Dues Revenue
Destination Spotlights	Augusta, Columbia County, Savannah, Jekyll Island, Athens	Florida: Jacksonville, Amelia Island and Across the Panhandle	Atlanta, Marietta, Alpharetta and the Airport District	Columbus, Macon, Albany, Valdosta
Feature Themes	Communications, Technology & Innovation	Work of the Future: Flexible, Virtual and Remote Offices	Taking Care of Your Staff: Health, Wellness & Emergency Preparedness	Leadership & Mentorship in the Next Decade
Ship Date	February 2020	May 2020	August 2020	November 2020
		BONUS DISTRIBUTION ANNUAL MEETING ISSUE		BONUS DISTRIBUTION HOLIDAY LUNCHEON, AWARDS & SILENT AUCTION

IN EVERY ISSUE

DEPARTMENTS & COLUMNS

+ Choices

This regular column by John P. Harrison focuses on issues facing associations today.

+ Meetings Leadership

This section will feature tips and trends related to meetings and events for associations.

SPOTLIGHT SECTIONS

+ GSAE News

Features dates and information about upcoming events, includes highlight of member benefits.

+ GSAE Events

Each issue highlights the sponsors for different GSAE events throughout the year.

+ Destination Spotlights

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

connections > DIGITAL EDITION

Digital edition available here www.naylor.com/gsa-nxt

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

connections is available in a fully interactive digital magazine. 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 publication on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and subsequent banners show every 3 articles.

3 **Top TOC Mobile Banner**

4 **2nd TOC Mobile Banner**

Display Ad Package 1 | \$1,130

Includes Leaderboard and Top TOC Mobile Banner.

Display Ad Package 2 | \$1,020

Includes Rectangle and 2nd 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

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/onlineSpecs

Membership Directory and Buyers' Guide – DIGITAL EDITION

To view the most recent version of the directory, click here:

www.nxtbook.com/gsa-directory/

In addition to print, the *Membership Directory and Buyers' Guide* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertisers' websites. Each issue is emailed to readers as well as posted on the GSAE website. An archive of issues is available, securing a lasting online presence for your ad.



For complete online guidelines, visit:

www.naylor.com/onlinespecs

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Digital Edition Toolbar | \$790

Your company name is a button on the toolbar, found in the top-left corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Leaderboard | \$1,130

Located at the top of the digital edition, the leaderboard ad is displayed the entire time the publication is open, giving your message constant and lasting exposure.

Digital Edition Sponsorship | \$1,020

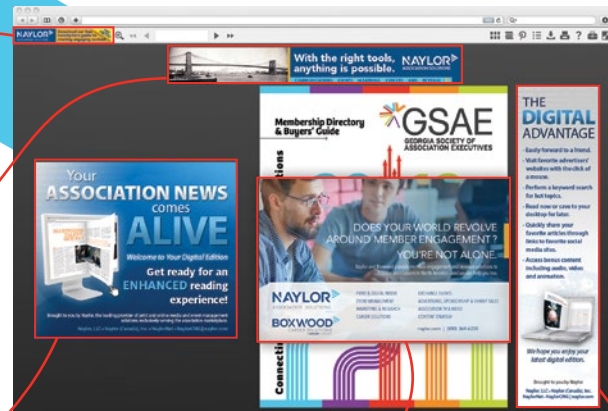
Your message will be prominently displayed directly across from the cover of the directory. Video capabilities are available.

Ad "Jolt" Upgrade | \$360

Transform your static print ad into an attention-grabbing animated message. The digital edition offers dynamic capabilities not available in print.

Ad Link | *Included in display ads*

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.



Digital Bellyband | \$1,030

Your company will be featured as a digital bellyband that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

Digital Edition Skyscraper | \$1,470

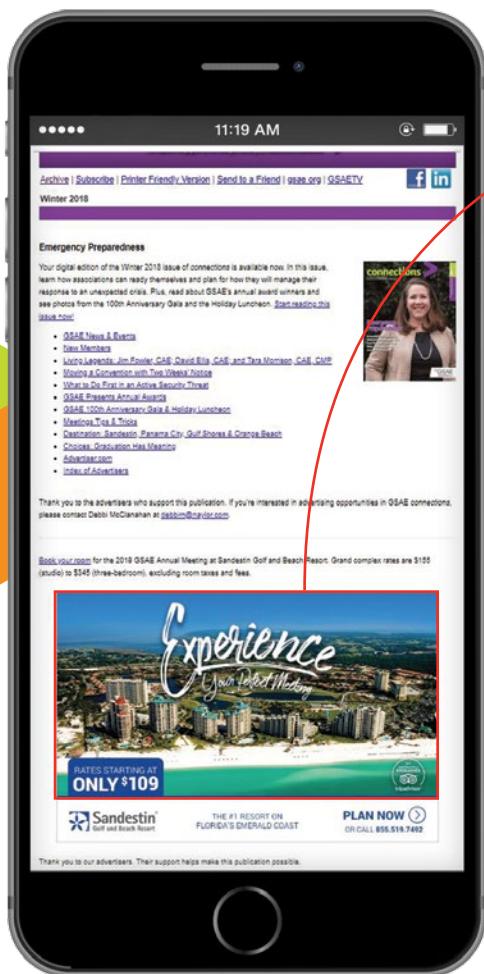
The Digital Skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

connections > and the Membership Directory and Buyers' Guide DIGITAL EDITION EMAIL BLAST

When each print edition of *connections* and the *Membership Directory and Buyer's Guide* are distributed, an email will be sent to all GSAE members making them aware that the digital edition is available for viewing.

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
- + Directs visitors to the landing page of your choice to facilitate the purchasing process
- + Exclusive ad space



Magazine eBlast Sponsor - \$1,050 per issue

Directory Eblast Sponsor - \$1,500 per issue
\$5,250 for all 5 issues

- + Only one spot available - NO ROTATION
- + Located at the bottom of the email blast
- + 624x410 pixels



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This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For a complete online guidelines, visit:

www.naylor.com/onlinespecs

GSAE Membership Directory and Buyers' Guide – MEMBER NET ADVERTISING RATES

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

Revisions and Proofs: \$50

Position Guarantee: 15% Premium



Full color rates

Double Page Spread	\$3,050.55
Outside Back Cover	\$2,732.55
Inside Front or Inside Back Cover	\$2,552.55
Full Page	\$2,042.55
2/3 Page	\$1,781.55
1/2 Page	\$1,421.55
1/3 Page	\$1,232.55
1/4 Page	\$980.55
1/6 Page	\$836.55
1/8 Page	\$719.55

Black-and-White Rates

Full Page	\$1,250.55
2/3 Page	\$1,106.55
1/2 Page	\$854.55
1/3 Page	\$683.55
1/4 Page	\$548.55
1/6 Page	\$422.55
1/8 Page	\$314.55

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Digital Rates

1x

Digital Edition Bellyband ONLY	\$1,030
Digital Edition Sponsorship	\$1,020
Digital Edition Toolbar	\$790
Digital Edition Skyscraper	\$1,470
Digital Edition Ad Jolt	\$360
Digital Edition Leaderboard	\$1,130



GSAE Membership Directory and Buyers' Guide – NET ADVERTISING RATES

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

Revisions and Proofs: \$50

Position Guarantee: 15% Premium



Full color rates	1x
Double Page Spread	\$3,389.50
Outside Back Cover	\$3,009.50
Inside Front or Inside Back Cover	\$2,799.50
Full Page	\$2,269.50
2/3 Page	\$1,979.50
1/2 Page	\$1,579.50
1/3 Page	\$1,369.50
1/4 Page	\$1,089.50
1/6 Page	\$929.50
1/8 Page	\$799.50

Black-and-White Rates	1x
Full Page	\$1,389.50
2/3 Page	\$1,229.50
1/2 Page	\$949.50
1/3 Page	\$759.50
1/4 Page	\$609.50
1/6 Page	\$469.50
1/8 Page	\$349.50

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Digital Rates	1x
Digital Edition Bellyband ONLY	\$1,030
Digital Edition Sponsorship	\$1,020
Digital Edition Toolbar	\$790
Digital Edition Skyscraper	\$1,470
Digital Edition Ad Jolt	\$360
Digital Edition Leaderboard	\$1,130



GSAE Update e-newsletter

www.naylornetwork.com/GSA-nwl2

Reach the inbox of more than 1,000 decision-makers on a regular basis by participating in the *GSAE Update* e-newsletter. This e-newsletter gives our members timely information on industry topics and association news whether they are at the office or on the go.

Enjoy the benefits of a targeted e-newsletter:

- + Each issue is delivered to more than 1,000 decision-makers in and around Georgia
- + In addition to GSAE 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 GSAE 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
- + Change artwork monthly at no additional cost to promote time-sensitive offers and events



RATES:

Rectangle (300 x 250 pixels)

12 Months | \$2,210

6 Months | \$1,240

- + Eight spots available
- + Located between popular sections of the e-newsletter

Sponsored Content (180 x 150 pixels)

12 Months | \$1,580

6 Months | \$870

3 Months | \$550

1 Month | \$300

- + NO ROTATION
- + Headline advertiser supplies 3-6 words
- + Summary text: Advertiser supplies 30-50 words
- + Web Link: Advertiser supplies URL to link at bottom of text no email addresses.

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www.naylor.com/onlinespecs

gsae.org

Advertising on the GSAE website – www.gsaе.org

Advertising on the GSAE website is a great way to reach member and non-member visitors and reinforce your marketing message. GSAE’s official website is the hub for members to learn about upcoming events, connect with committees and SIGs, search the buyers’ guide, learn about CAE certification, and much more. Advertising on gsaе.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of association professionals.

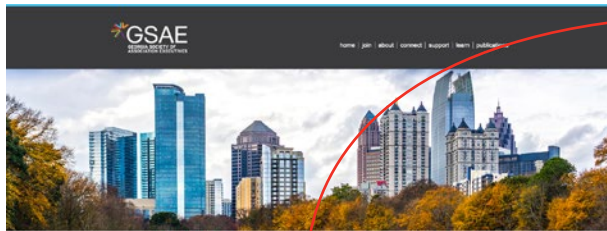
Features of GSAE website advertising:

- + Cross-promoted in other GSAE publications and communication pieces
- + Directs visitors to the landing page of your choice to expedite purchases
- + Year-round visibility reinforces brand recognition
- + Allows dynamic, time-sensitive promotion

On average GSAE Website receives:

- + A total of 36,789 page views
- + 3,065 page views per month

Numbers averaged from 10/1/18 - 10/1/19



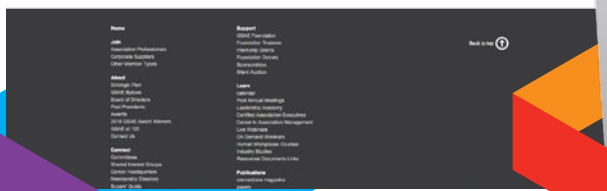
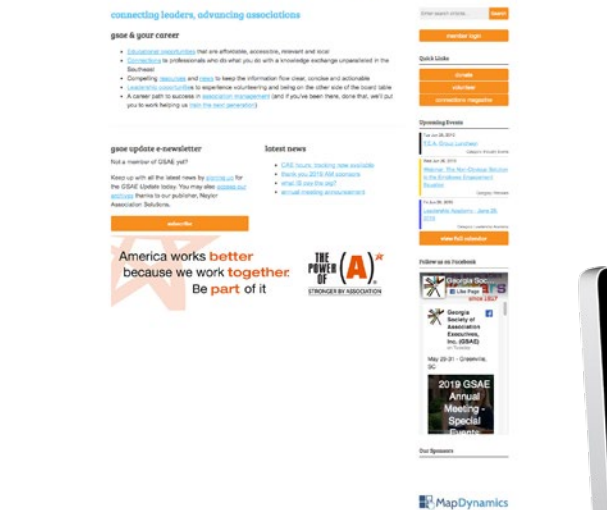
Banners (300 x 100 pixels)

- + Run of Site
- + 3 positions, 3 rotations each

12 Months | \$1,650

6 Months | \$910

For a complete online guidelines, visit:
www.naylor.com/onlinespecs

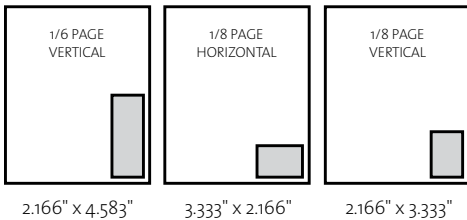
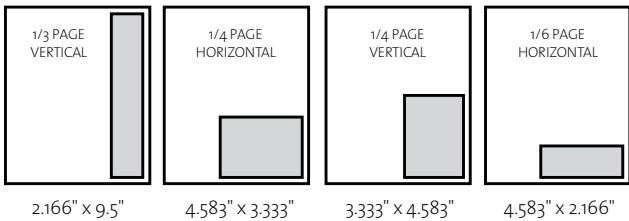
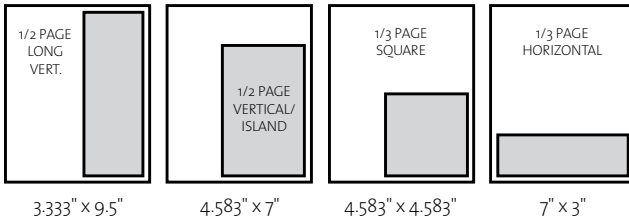
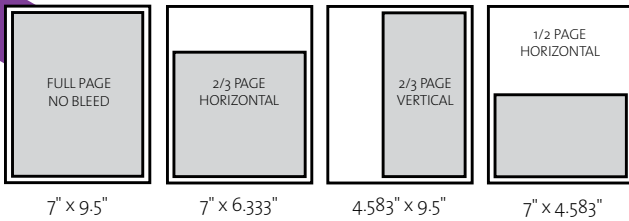
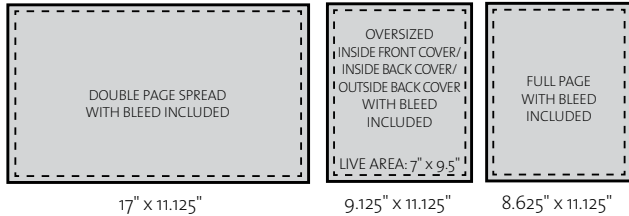


PRINT ADVERTISING SPECIFICATIONS



GSAE Membership Directory and Buyers' Guide

Magazine/Directory Trim Size: 8.375" x 10.875"



DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

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 grayscale 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 grayscale 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, click on "Client Support." Under Advertisers menu option on the bottom left, click on "Ad Upload". Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

Production Services, Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Specs for Outsert/Inserts Directory/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 flyersheets: 8.5" x 11"

For a complete online guidelines, visit: www.naylor.com/onlinespecs



Exclusive Sponsored Content eBlast Opportunity

Establish your company as a thought leader by participating in our monthly eBlast opportunity. This exclusive opportunity is limited to only one company per month. Each eBlast is sent to more than 1,300 key-decision makers!

\$1,500 PER EMAIL

This opportunity includes:

- + 600x350 banner
- + One company logo (150 pixels wide max.)
- + Company tagline (5-10 words)
- + 70-100 words of text
- + One URL/call-to-action link

Advertorial guidelines:

Content should include practical, useful information in which the member would find value, which should be independent of the particular advertiser. The overall message and tone should not be promotional in nature.

- + GSAE reserves the right to edit or alter content as it deems necessary to meet the above requirements and provide maximum value for its members.

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