Get in front of a professional community responsible for $7.1 billion in annual spending.

In View eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

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MEDIA KIT
In View eNewsletter
Connecting you with association and non-profit professionals all year-long.

About NYSAE
Founded in 1919, the New York Society of Association Executives mission is to lead in advancing and serving the profession of association and not-for-profit management.

NYSAE is the “association of associations” which are headquartered in the Tri-State region of New York, New Jersey & Connecticut. NYSAE’s members are full-time paid chief executives and middle managers of trade associations, professional societies, voluntary organizations, other not-for-profit organizations and supplier firms.

Don’t miss your chance to get in front of a community that is responsible for $7.1 billion in annual spending. Contact your Naylor representative today!

The NYSAE Advantage

• Our community is responsible for $7.1 billion in annual spending: $5.2 billion in meetings and conventions and $1.9 billion in internal spending.

• 72% of the community we serve are Executive Directors, Presidents or CEOs of their associations.

• Nearly 1 out of 3 NYSAE members are CAE certified.

• NYSAE represents nearly 67% of the associations in the Tri-State area.

• The New York association community employs more than 130,000 people.

• There are approximately 1,000 NYSAE members including presidents, CEOs, meeting planners, accountants and many more!
In View eNewsletter

About the eNewsletter

Now more than ever, professionals consume information on the go. Our In View 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 3,400 decision-makers on a monthly basis
• In addition to NYSAE members, the newsletter reaches a broader network of association and nonprofit professionals who are in the market for your products and services see your message
• Frequently forwarded to others for additional exposure
• Cross-promoted in other NYSAE 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

Large Rectangle (388 x 130 pixels)

- 12 Months | $2,100
- 6 Months | $1,155

• 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

Small Rectangle (192 x 130 pixels)

- 12 Months | $1,575
- 6 Months | $925

• Only one spot available – NO ROTATION
• Located between popular sections of the eNewsletter

2 Medium Rectangles (285 x 130 pixels)

- 12 Months | $1,850
- 6 Months | $1,025

2 Large Banners (562 x 70 pixels)

- 12 Months | $1,575
- 6 Months | $925

• Only two spots available – NO ROTATION
• Located between popular sections of the eNewsletter

Distributed Monthly

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

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.