



nysae®
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MEDIA KIT

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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NAYLOR 
ASSOCIATION SOLUTIONS



New York Society of Association Executives

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

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!



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.