



*HURRY! To fully take advantage
of all Partner Package benefits,
reserve yours by **December 1, 2018!***

ANNUAL Partner and Advertising Prospectus

Contact

Chris Caple, ccaple@wsae.org

Wisconsin Society of Association Executives

22 N. Carroll Street, Ste 300 • Madison, WI 53703 • (608) 310-7850 • www.wsae.org

WSAE Partner Packages

As an Industry Partner, you are invited to take advantage of cost-saving promotional packages, in partnership with the Wisconsin Society of Association Executives (WSAE), for the calendar year 2019. To take full advantage of the benefits included in each of the packages below, be sure to secure yours by December 1, 2018. After that date, the cost of the packages may be pro-rated. Note that the purchase of one of the three partner packages below includes membership at some level, and therefore activates membership rates on items not included in your package.

Please contact Chris Caple (ccaple@wsae.org) for more information. Thank you in advance, and we are excited to embark on a rewarding year working together with you!

Elite Sponsor <i>“Everything, Everywhere - Greatest Visibility”</i>	Value
• One-year corporate WSAE membership, for up to five individual members	\$500
• Full-page ad in VantagePoint magazine (4 issues)	\$1,900
• Full-page ad in Membership Directory	\$425
• Ad in E-newsletter (12 issues)	\$1,740
• Ad on wsae.org (full year)	\$1,020
• Logo featured on wsae.org home page	Value-added
• One complimentary registration to each educational program held throughout the year (excluding Spring Outing and Annual Summit)	\$250
• Gold Level sponsorship at Annual Summit (includes 2 registrations and exhibit booth)	\$1,500
• 20% discount on a Spring Outing sponsorship	Varies
• Recognition at all WSAE events	Value-added
Total Value:	\$7,335
Your Cost:	\$5,500

Signature Sponsor <i>“Best Value”</i>	Value
• One-year corporate WSAE membership, for up to five individual members	\$500
• Half-page ad in VantagePoint magazine (4 issues)	\$1,440
• Half-page ad in Membership Directory	\$325
• Ad in E-newsletter (6 issues)	\$1,050
• Ad on wsae.org (6 consecutive months)	\$600
• Logo featured on wsae.org home page	Value-added
• One complimentary registration to each educational program held throughout the year (excluding Spring Outing and Annual Summit)	\$250
• Silver Level sponsorship at Annual Summit (includes 1 registration and exhibit booth)	\$1,000
• 15% discount on a Spring Outing sponsorship	Varies
• Recognition at all WSAE events	Value-added
Total Value:	\$5,165
Your Cost:	\$3,500

Select Sponsor <i>“A Little Bit of a Lot”</i>	Value
• One-year individual WSAE membership	\$225
• Quarter-page ad in VantagePoint magazine (4 issues)	\$980
• Half-page ad in Membership Directory	\$325
• Ad on wsae.org (3 consecutive months)	\$300
• Logo featured on wsae.org home page	Value-added
• One complimentary registration to each educational program held throughout the year (excluding Spring Outing and Annual Summit)	\$250
• Bronze Level sponsorship at Annual Summit (includes 50% discount off registration and/or booth)	\$500
• Recognition at all WSAE events	Value-added
Total Value:	\$2,580
Your Cost:	\$1,850

Contact: Chris Caple • ccaple@wsae.org

WSAE Advertising A la Carte

Quarterly VantagePoint Magazine

The WSAE quarterly magazine, *VantagePoint*, is an exclusive benefit of the Wisconsin Society of Association Executives and is mailed to over 650 members. WSAE members include association executives, managers, staff and service providers. It is the only state-wide publication dedicated to association management.

Full-year (four-issue) contract: Run an ad of the same size/placement in all four 2019 issues, and receive a 15% discount. In order to qualify for the multiple placement rate, an advertising contract must be in place **by December 1, 2018**.

Format accepted: Ads must be sent as high-resolution digital PDF files.

Quarterly VantagePoint Deadlines

Issue	Materials Due	Publication
Winter	December 1	January
Spring	March 1	April
Summer	June 1	July
Fall	September 1	October

Size/Placement	Measurements	Single issue		Four-issue contract rate	
		Member	Non-member	Member	Non-Member
Back Cover	8.5" wide x 11" plus .125" bleed	\$945	\$1,045	\$805	\$905
Inside Back Cover	8.5" wide x 11" plus .125" bleed	\$735	\$835	\$625	\$725
Inside Front Cover	8.5" wide x 11" plus .125" bleed	\$735	\$835	\$625	\$725
Full Page	8.5" wide x 11" plus .125" bleed	\$560	\$660	\$475	\$575
1/2 Page Horiz.	7.375" wide x 4.5" tall	\$420	\$520	\$360	\$460
1/2 Page Vert.	3.625" wide x 9.25" tall	\$420	\$520	\$360	\$460
1/4 Page	3.625" wide x 4.5" tall	\$285	\$385	\$245	\$345

WSAE Membership Directory

Finding partners and resources for doing business is an important reason members join WSAE. The WSAE Membership Directory is one way that members find the contacts they need to develop new relationships for doing business in Wisconsin. Advertisers know this and understand the value of having their name associated with a reference distributed to over 650 WSAE members and used regularly by association professionals. The directory will publish in July.

Format accepted: Ads must be sent as high-resolution digital PDF files. Please note that the directory is printed in black and white (other than the front and back covers).

Size/Placement	Measurements	Member	Non-Member
Back Cover (color)	3.25" wide x 8" tall	\$1,000	\$1,100
Inside Back Cover (black/white)	3.25" wide x 8" tall	\$675	\$775
Inside Front Cover (black/white)	3.25" wide x 8" tall	\$675	\$775
Full Page (black/white)	3.25" wide x 8" tall	\$425	\$525
1/2 Page (black/white)	3.25" wide x 3.875" tall	\$325	\$425

Membership Directory Deadline

Materials due	June 1, 2019
Publication	July

WSAE Monthly E-Newsletter

WSAE's electronic monthly newsletter is distributed to over 650 members via email. Content is quick and concise.

Full year (12-issue) contract: Run an ad in all 12 e-newsletters, and receive a 15% discount. In order to qualify for the multiple placement rate, an advertising contract must be in place **by January 1, 2019**.

Formats accepted:

- **File format:** GIF or JPEG
- **Animation:** animated GIF only
- **Resolution:** 72 dpi
- **URL:** Include for link

Measurements	Single month		12-issue contract rate	
	Member	Non-member	Member	Non-member
130 pixels wide x 240 pixels tall	\$175	\$275	\$145	\$245

Monthly E-Newsletter Deadline

Materials due	1 st of month
Publication	15 th of month

Website - www.wsae.org

WSAE's home base, [wsae.org](http://www.wsae.org), combines the interactive experience of our online member community with the content of our public site — all in one spot! Online ads are a cost-effective way to increase brand awareness and visibility while driving traffic to your website. Index ads appear on a random refresh-rotation and may appear on any page of the website.

Full year (12-month) contract: Run an ad all year, and receive a 15% discount. In order to qualify for the annual placement rate, an advertising contract must be in place **by January 1, 2019**.

Formats accepted:

- **File format:** GIF or JPEG
- **Animation:** animated GIF only
- **Resolution:** 72 dpi
- **URL:** Include for link

Measurements	Single month		12-month contract rate	
	Member	Non-member	Member	Non-member
120 pixels wide x 400 pixels tall	\$100	\$200	\$85	\$185

Website Ads Deadline

Materials due	1 st of month
Publication	1 st of month

Contact: Chris Caple • ccaple@wsae.org

WSAE Sponsorship & Advertising Agreement

Once you have carefully read and understand the information on the previous pages, please complete and return the two-page agreement form below.

Order Form

Part

A

Please complete either the Partner Packages box above the heavy black line, **OR** make your a la carte selections below the black line.

WSAE Partner Packages

Thank you for supporting WSAE in the most visible, most popular, way!

- Elite**..... **\$5,500 (\$7,335 value)**
- Signature**..... **\$3,500 (\$5,165 value)**
- Select**..... **\$1,850 (\$2,580 value)**

Partner package = \$ _____

After indicating your package selection, skip to the bottom of this page to fill in your "total due" line.

A la Carte Ads - Quarterly VantagePoint Magazine

Size/Placement	Single issue		Four-issue contract rate		
	Member	Non-member	Member	Non-Member	
<input type="checkbox"/> Back Cover	\$945	\$1,045	\$805	\$905	VantagePoint ad rate per issue _____ X # of issues _____ = \$ _____
<input type="checkbox"/> Inside Back Cover	\$735	\$835	\$625	\$725	
<input type="checkbox"/> Inside Front Cover	\$735	\$835	\$625	\$725	
<input type="checkbox"/> Full Page	\$560	\$660	\$475	\$575	
<input type="checkbox"/> 1/2 Page Horiz.	\$420	\$520	\$360	\$460	
<input type="checkbox"/> 1/2 Page Vert.	\$420	\$520	\$360	\$460	
<input type="checkbox"/> 1/4 Page	\$285	\$385	\$245	\$345	
Issue Placement:					
<input type="checkbox"/> Winter 2019	<input type="checkbox"/> Spring 2019	<input type="checkbox"/> Summer 2019	<input type="checkbox"/> Fall 2019		

A la Carte Ads - WSAE Membership Directory

Size/Placement	Member Rate	Non-Member Rate	
<input type="checkbox"/> Back Cover	\$1,000	\$1,100	Directory ad = \$ _____
<input type="checkbox"/> Inside Back Cover	\$675	\$775	
<input type="checkbox"/> Inside Front Cover	\$675	\$775	
<input type="checkbox"/> Full Page	\$425	\$525	
<input type="checkbox"/> 1/2 Page	\$325	\$425	

A la Carte Ads - WSAE Monthly E-Newsletter

Single month		12-issue contract rate		
Member	Non-member	Member	Non-member	
\$175	\$275	\$145	\$245	Monthly e-newsletter ad rate per issue _____ X # of issues _____ = \$ _____
<input type="checkbox"/> Jan 2019	<input type="checkbox"/> Feb 2019	<input type="checkbox"/> Mar 2019	<input type="checkbox"/> Apr 2019	
<input type="checkbox"/> May 2019	<input type="checkbox"/> Jun 2019	<input type="checkbox"/> Jul 2019	<input type="checkbox"/> Aug 2019	
<input type="checkbox"/> Sep 2019	<input type="checkbox"/> Oct 2019	<input type="checkbox"/> Nov 2019	<input type="checkbox"/> Dec 2019	

A la Carte Ads - Website - www.wsae.org

Single month		12-month contract rate		
Member	Non-member	Member	Non-member	
\$100	\$200	\$85	\$185	Monthly website ad rate per issue _____ X # of issues _____ = \$ _____
<input type="checkbox"/> Jan 2019	<input type="checkbox"/> Feb 2019	<input type="checkbox"/> Mar 2019	<input type="checkbox"/> Apr 2019	
<input type="checkbox"/> May 2019	<input type="checkbox"/> Jun 2019	<input type="checkbox"/> Jul 2019	<input type="checkbox"/> Aug 2019	
<input type="checkbox"/> Sep 2019	<input type="checkbox"/> Oct 2019	<input type="checkbox"/> Nov 2019	<input type="checkbox"/> Dec 2019	

Total due with this form = \$ _____

Please proceed to Page 2 of this form →

Contact: Chris Caple • ccaple@wsae.org

Part
B

Contact Information

Company name: _____	Advertising Agency (if applicable): _____
Contact person: _____	Contact person: _____
Address: _____	Address: _____
City/State/Zip: _____	City/State/Zip: _____
Phone: _____	Phone: _____
E-mail: _____	E-mail: _____

Part
C

Payment

- All partner packages and a la carte advertising must be paid in full up front. **Please see your total on the first page of this form.**
- In order to ensure that you are able to take full advantage of all benefits included in your package, please complete this form, and submit with payment, along with any necessary artwork and/or link URLs, by **December 1, 2018.**

Payment Options - The following payment options are available (check one):

- Payment by check. Checks should be made payable to WSAE and sent as follows:

WSAE

Attn: Chris Caple

22 North Carroll Street, Suite 300

Madison, Wisconsin 53703 USA

- Payment by credit card

The following information is required in order to process payment via credit card:

Name as it appears on the credit card: _____

Card type (please check one): Visa Master Card American Express

Card number: _____ Expiration date (xx/yyyy): _____ Security code: _____

Company name: _____

Billing address: _____

Billing City/State/Zip: _____

- Please send an invoice. Where should we send the invoice (please check one)?

The company (contact info on the upper left of this page)

The advertising agency (contact info on the upper right of this page)

Part
D

Signature Line

Please sign and date this agreement:

Signature: _____ Date: _____

Part
E

Next Steps

Please send the following, via email, to Chris Caple at ccaple@wsae.org:

- The names of those who will receive WSAE memberships as part of a partnership package.
- Your logo, if you are purchasing a partnership package.
- Your ad artwork.
- The URL to link digital ads to.

This space contract, made under provision of the Wisconsin Society of Association Executives advertising rate schedule, is not cancelable after issue closing date. WSAE is not responsible for loss or damage sustained due to the failure of an advertisement to appear in any of the Association's electronic or print publications. Should the ad not appear or be misprinted for any reason, the customer's remedy is limited to the amount paid for the publication of the ad or the publication of the ad in a future issue. All ads are subject to approval by publisher. Rates are not commissionable.

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Thank you!
Your partnership means a lot, and we can't help but think that you are awesome!



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