

Leadership



Innovation

Sponsor and Advertising PROSPECTUS



1

Sponsor Packages

Contact Amanda Safa, asafa@wsae.org, (608) 310-7850.

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A la Carte Advertising

Contact Jeanne Rosen, jrosen@wsae.org, (608) 310-7850.

Wisconsin Society of Association Executives

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

WSAE Sponsor/Advertising Package Agreement

Send invoice here

Company name: _____

Contact person: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Send invoice here

Advertising Agency (if applicable): _____

Contact person: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Advertisement attached/enclosed.

Advertisement arriving under separate cover.

Please contact me.

Elite Sponsor

• 2 one-year WSAE memberships	Value \$450
• Full-page ad in VantagePoint magazine (4 issues)	\$1,820
• Ad in E-newsletter (12 issues)	\$1,500
• Ad on wsae.org (full year)	\$1,000
• Full-page ad in Membership Directory	\$405
• Digital promotion sent to WSAE members on your behalf	\$1,000
• Logo featured on wsae.org	Value-added
• One complimentary registration to each educational program held throughout the year (excluding Spring Outing and Innovation Summit)	\$250
• Gold Level sponsorship at Innovation Summit (includes 2 registrations and exhibit booth)	\$1,500
• 20% discount on a Spring Outing sponsorship	Varies
• Recognition at all WSAE events	Value-added

<input type="checkbox"/> Yes, reserve my Elite Sponsor level	Total Value: \$8,125
	Your Cost: \$5,500

Signature Sponsor

• One-year WSAE membership	Value \$225
• Half-page ad in VantagePoint magazine (4 issues)	\$1,360
• Ad in E-newsletter (6 issues)	\$990
• Ad on wsae.org (6 consecutive months)	\$600
• Half-page ad in Membership Directory	\$310
• Logo featured on wsae.org	Value-added
• One complimentary registration to each educational program held throughout the year (excluding Spring Outing and Innovation Summit)	\$250
• Silver Level sponsorship at Innovation Summit (includes 1 registration and exhibit booth)	\$1,000
• 15% discount on a Spring Outing sponsorship	Varies
• Recognition at all WSAE events	Value-added

<input type="checkbox"/> Yes, reserve my Signature Sponsor level	Total Value: \$4,855
	Your Cost: \$3,500

Select Sponsor

• One-year WSAE membership	Value \$225
• Quarter-page ad in VantagePoint magazine (4 issues)	\$920
• Ad on wsae.org (3 consecutive months)	\$300
• Half-page ad in Membership Directory	\$310
• Logo featured on wsae.org	Value-added
• One complimentary registration to each educational program held throughout the year (excluding Spring Outing and Innovation Summit)	\$250
• Bronze Level sponsorship at Innovation Summit (includes 50% registration and booth discount)	\$500
• Recognition at all WSAE events	Value-added

<input type="checkbox"/> Yes, reserve my Select Sponsor level	Total Value: \$2,505
	Your Cost: \$1,850

WSAE Advertising - A la Carte

Send invoice here

Company name: _____

Contact person: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Advertisement attached/enclosed.

Advertisement arriving under separate cover.

Please contact me.

Send invoice here

Advertising Agency (if applicable): _____

Contact person: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Quarterly VantagePoint Magazine

SIZE:

Full Page (8.5" wide x 11" tall plus bleed)

½ Page Vertical (3.625" wide x 9.25" tall)

Full Inside Cover (ft/bk)

½ Page Horizontal (7.375" wide x 4.5" tall)

Quarter Page (3.625" wide x 4.5" tall)

Full Back Cover

ISSUE PLACEMENT:

January 20____ April 20____ July 20____ October 20____ **Full year (discount rate)** beginning in ____ (month/year)

Rates are discounted 15% with a full-year agreement. For multiple placements, the initial art will be picked up for all issues unless otherwise stated or new art is submitted.

Please use the chart provided on page 2 to find the ad rate per issue.

Ad rate per issue _____ **X # of issues** _____ = \$ _____

WSAE Membership Directory

SIZE:

Full Page (3.25" wide x 8" tall)

½ Page (3.25" wide x 4" tall)

Inside Front Cover (3.25" wide x 8" tall)

Inside Back Cover (3.25" wide x 8" tall)

Back Cover (3.25" wide x 8" tall)

All ads are due June 1. The directory is printed in black and white only.

Please use the chart provided on page 2 to find the ad rate per issue.

Ad rate: \$ _____

WSAE Monthly E-Newsletter

Display Ad

Jan 20____

Feb 20____

Mar 20____

Apr 20____

May 20____

Jun 20____

Jul 20____

Aug 20____

Sep 20____

Oct 20____

Nov 20____

Dec 20____

Full year (15% discount)

Space is limited. Contact jrosen@wsae.org to ensure availability.

Please use the chart provided on page 2 to find the ad rate per issue.

Ad rate: \$ _____

NEW! Website - www.wsae.org

WEB AD

Jan 20____

Feb 20____

Mar 20____

Apr 20____

May 20____

Jun 20____

Jul 20____

Aug 20____

Sep 20____

Oct 20____

Nov 20____

Dec 20____

Full year (15% discount)

Index ads appear on a random refresh-rotation and may appear on any page of the website.

Please use the chart provided on page 2 to find the ad rate per issue.

Ad rate per month _____ **X # of months** _____ = \$ _____

Quarterly VantagePoint Magazine

The WSAE quarterly magazine, *VantagePoint*, is an exclusive benefit of the Wisconsin Society of Association Executives and is mailed to WSAE's over 450 members. WSAE members include association executives, managers, staff and service providers. It is the only state-wide publication dedicated to association management.

Size/Placement	Measurements	Single issue	Four issue agreement
Back Cover	8.5 x 11" plus bleed	\$900	\$765
Inside Cover (ft or bk)	8.5 x 11" plus bleed	\$700	\$595
Full Page	8.5 x 11" plus bleed	\$535	\$455
1/2 Page Horiz.	7.375" x 4.5"	\$400	\$340
1/2 Page Vert.	3.625" x 9.25"	\$400	\$340
1/4 Page	3.625" x 4.5"	\$270	\$230

*These are member rates. For nonmembers, add \$100 per placement.

WSAE Monthly E-Newsletter

WSAE's electronic monthly newsletter is distributed to our over 450 members via email. Content is quick and concise. Please include a URL for ad links from the newsletter. Space is limited.

	Single issue	Full Year
Member	\$165	\$1500
Non-member	\$275	\$2000

Monthly E-Newsletter Deadlines

Ad art and contracts are due on the 1st of the publication month.

Mechanicals

Size: 130 x 240 pixels (vertical)

Resolution: 72 dpi

File format: GIF or JPEG

Animation: animated GIF only

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 used regularly by association professionals.

SIZE	Measurements	Member Rate	Non-Member Rate
Full Page	3.25" x 8"	\$405	\$505
1/2 Page	3.25" x 3.875"	\$310	\$410
Outside Back Cover (color)	3.25" x 8"	\$1,000	\$1,100
Inside Back Cover	3.25" x 8"	\$640	\$740
Inside Front Cover	3.25" x 8"	\$640	\$740

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.

WEB ADS (placed randomly throughout site)

One Month	120 px wide x 400 px tall	\$100/month
Full Year	120 px wide x 400 px tall	\$1000

Full-Year Contracts

To qualify for the multiple placement rates, consecutive advertisements of the same size must be placed and an advertising contract must be submitted by the submission deadline.

Quarterly VantagePoint Deadlines

Issue	Materials Due
January	December 1
April	March 1
July	June 1
October	September 1

Mechanicals

Trim size: 8 1/2" x 11"

Binding: saddle stitch

Formats accepted: high-resolution digital PDF files

Membership Directory Deadline

The annual book (distributed to over 450 WSAE members) is published each summer. Art due June 1.

Payment

Advertisers will be billed immediately after publication. A tearsheet and a copy of the print publication will accompany the invoice.

Contact

Ads, contracts, insertion orders, payments, and all other related communication should be addressed to:

Jeanne Rosen

jrosen@wsae.org

tel: (608) 310-7850

fax: (608) 251-5941