

# 2019 MEDIA KIT



# Web Advertising Options [www.essae.org](http://www.essae.org)

Advertising on the ESSAE website is a great way to reach member and non-member visitors! ESSAE's official website is the hub members visit to connect with one another, find out about upcoming events, learn about CAE & CMP certifications, and much more. Advertising on ESSAE.org offers several cost-effective advertising opportunities to position your company as a leader in front of an influential group of association professionals.

## HOME PAGE BANNER

MEMBER RATE: \$300/MONTH

NON MEMBER RATE: \$400/MONTH

Promote your brand on the ESSAE homepage! Your ad will appear in the rotating banner at the top of ESSAE's homepage. One banner ad is available per month. Ads should be sent as a **high resolution .jpg file and must be exactly 980w x 240h.**

PLEASE CIRCLE THE MONTH(S) YOU WISH TO HAVE YOUR AD RUN

10% Discount for 3 months or more

JAN | FEB | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPT | OCT | NOV | DEC

TOTAL(\$) \_\_\_\_\_

## MEMBER LANDING PAGE

MEMBER RATE: \$250

NON MEMBER RATE: \$350

Advertise front and center on ESSAE's Member Landing Page! One ad is available per month. Ads should be sent as a **high resolution .jpg file no larger than 800w x 200h.** (Based on availability)

PLEASE CIRCLE THE MONTH(S) YOU WISH TO HAVE YOUR AD RUN

JAN | FEB | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPT | OCT | NOV | DEC

TOTAL(\$) \_\_\_\_\_

## E-LEARNING

MEMBER RATE: \$200

NON MEMBER RATE: \$300

Showcase your brand on ESSAE's e-learning webpage! One ad is available per month. Ads should be sent as a **high resolution .jpg file no larger than 800w x 200h.** (Based on availability)

PLEASE CIRCLE THE MONTH(S) YOU WISH TO HAVE YOUR AD RUN

JAN | FEB | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPT | OCT | NOV | DEC

TOTAL(\$) \_\_\_\_\_

## WEBPAGE OF CHOICE

MEMBER RATE: \$200

NON MEMBER RATE: \$300

Have a different page in mind? Contact the ESSAE office to discuss availability! One ad is available per month. Ads should be **no larger than 800w x 200h.** (Based on availability)

WEBPAGE NAME \_\_\_\_\_

TOTAL(\$) \_\_\_\_\_

**SUBTOTAL** \_\_\_\_\_

# E-News Advertising



Over 445  
Email  
Recipients

35%  
Open Rate

ESSAE's E-Newsletter is a bi-weekly email sent to members featuring hot topics in the Association and Event's industries, the most current calendar items and links to open event registrations.

## MAIN BODY

MEMBER RATE: \$250 /AD

NON MEMBER RATE \$350 /AD

Ad will appear in the large main body column of ESSAE's E-Newsletter. Main Body Ads should be sent as a **high resolution .jpg file and no larger than 400w x 311h.**

PLEASE INDICATE THE TOTAL NUMBER OF ADS YOU WOULD LIKE EACH PREFERRED MONTH AS WELL AS THE FINAL COST.  
(LIMIT 2 ADS PER MONTH, BASED ON SPACE AND AVAILABILITY)

	# OF ADS (CIRCLE)	TOTAL COST		# OF ADS (CIRCLE)	TOTAL COST
JANUARY	1 or 2	-----	JULY	1 or 2	-----
FEBRUARY	1 or 2	-----	AUGUST	1 or 2	-----
MARCH	1 or 2	-----	SEPTEMBER	1 or 2	-----
APRIL	1 or 2	-----	OCTOBER	1 or 2	-----
MAY	1 or 2	-----	NOVEMBER	1 or 2	-----
JUNE	1 or 2	-----	DECEMBER	1 or 2	-----

## SIDE COLUMN

MEMBER RATE: \$150/AD

NON MEMBER RATE \$250/AD

Ad will appear in the side column of ESSAE's E-Newsletter. Side column ads should be sent as a **high resolution .jpg file and no larger than 180w x 270h.**

PLEASE INDICATE THE TOTAL NUMBER OF ADS YOU WOULD LIKE FOR EACH PREFERRED MONTH AS WELL AS THE FINAL COST.  
(LIMIT 2 ADS PER MONTH, BASED ON SPACE AND AVAILABILITY)

	# OF ADS (CIRCLE)	TOTAL COST		# OF ADS (CIRCLE)	TOTAL COST
JANUARY	1 or 2	-----	JULY	1 or 2	-----
FEBRUARY	1 or 2	-----	AUGUST	1 or 2	-----
MARCH	1 or 2	-----	SEPTEMBER	1 or 2	-----
APRIL	1 or 2	-----	OCTOBER	1 or 2	-----
MAY	1 or 2	-----	NOVEMBER	1 or 2	-----
JUNE	1 or 2	-----	DECEMBER	1 or 2	-----

**SUBTOTAL** -----

# RESERVE YOUR SPOT!



## Please Note:

- All advertisements are subject to ESSAE's approval of copy, text, display and illustration. ESSAE is not responsible for content or link errors. Please proof all materials carefully.
- ESSAE reserves the right to cancel advertising agreements.
- All advertisements are accepted and published on the representation that advertisers are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertisers will indemnify and hold ESSAE harmless from and against any claims or suits from libel, violation of the right of privacy, plagiarism, copyright infringement and any other claims or suits based on the contents or subject matter of such publication.
- Contact the ESSAE office for package pricing .
- Ads not submitted in the correct format and size requirements will be returned.
- **SUBMISSION DEADLINE:** All materials must be submitted by the 15 of the month prior to the ad run date. **Late materials will not be accepted.**

NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
ORGANIZATION \_\_\_\_\_  
ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_  
ADVERTISING SELECTED \_\_\_\_\_  
\_\_\_\_\_

**TOTAL DUE: (\$)** \_\_\_\_\_

**PAYMENT MUST BE SUBMITTED PRIOR TO AD PLACEMENT**

PAYMENT OPTIONS: \_\_\_\_\_ Send an Invoice \_\_\_\_\_ Check Enclosed \_\_\_\_\_ Credit Card (Visa, MC, AmEx)  
CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_ CODE \_\_\_\_\_  
BILLING ADDRESS \_\_\_\_\_  
NAME ON CARD \_\_\_\_\_ SIGNATURE \_\_\_\_\_

Please complete and return form to  
ESSAE,  
1A Pine West Plaza  
Albany, NY 12205  
EMAIL: [Vanessa@essae.org](mailto:Vanessa@essae.org)

