



**ne/sae eNews Media Kit**

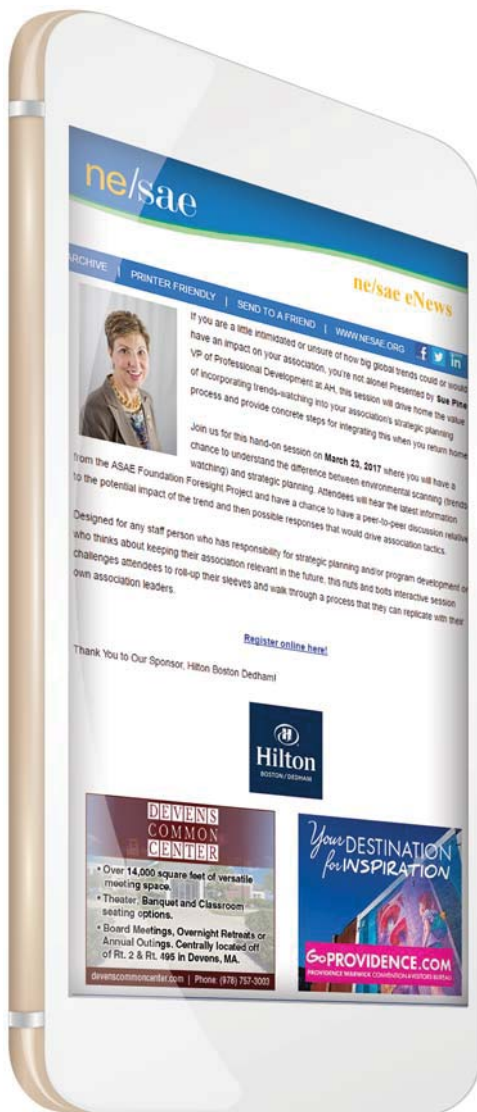
Reach New England's association executive directors, presidents, CEOs and more.

FOR MORE INFORMATION, PLEASE CONTACT:

[www.nesae.org](http://www.nesae.org)

## ne/sae eNews

Connecting you with NE/SAE members throughout the year!



## The NE/SAE Advantage

- Our members are **high-level influencers and final decision-makers** for their professional and trade associations.
- **Nearly half** of our members are **CEOs, Executive Directors, Association Executives or Presidents.**
- **Approximately 1 out of 5** of our executive members is CAE certified.
- NE/SAE has **double the amount** of association members as supplier members.

## Who We Are

NE/SAE is the association community's premier educational and professional networking resource. It is NE/SAE's mission to advance the professionalism of its members by providing quality educational programs and services, and will advocate for the interests of the association community.

## Our Members

- **47%** CEO, Executive Director, Association Executive, President
- **16%** Membership Director, Manager, Coordinator
- **14%** Meeting/Event Director, Manager, Coordinator
- **10%** Operations Executive
- **7%** Communications Director, Manger, Coordinator

**Don't miss your opportunity to reach New England's key association decision-makers. Contact your Naylor representative today!**

- Intl. Assoc. of Antarctica Tour Operators (IAATO)
- AAAS/Science
- ACG Boston
- ADJ Association Management and Marketing
- AHRA: The Association for Medical Imaging Management
- Associated Builders & Contractors, Inc.
- Associated Builders and Contractors, MA Chapter
- Associated General Contractors of MA
- Associated Industries of Massachusetts
- Associated Subcontractors of MA
- Association Development Group
- Association of YMCA Professionals
- Association of YMCA Professionals (AYP)
- Association Systems, Inc.
- BACnet International
- Boston Security Analysts Society
- BostonBased, Inc.
- Brain Injury Association of America
- Builders and Remodelers Association of Greater Boston
- Business & Industry Association of NH
- Business Management Solutions
- Center for Association Management
- Coalition of NE Companies for Trade
- Community Associations Institute - New England Chapter
- Construction Industries of Mass
- CrossRef
- Energy Council of the Northeast
- ESA
- Flaherty Associates
- Greater Boston Association of REALTORS®
- Greater Boston Real Estate Board
- Greater Providence Board of REALTORS®
- Harrington Management International
- Home Care Alliance of MA
- Home Medical Equipment and Services Association of New England
- IAPP
- Infusion Nurses Society
- Institute of Real Estate Management Boston Metropolitan Chapter No. 4
- International Association of Privacy Professionals
- LeadingAge Massachusetts
- Lynch Associates, Inc.
- MA Academy of Trial Attorneys
- Maine Insurance Agents Association
- Massachusetts Assisted Living Facilities Association (Mass-ALFA)
- Massachusetts Association of 766 Approved Private Schools (maaps)
- Massachusetts Association of Insurance Agency
- Massachusetts Association of Insurance Agents
- Massachusetts Association of Realtors
- Massachusetts Board of Real Estate Appraisers
- Massachusetts Broadcasters Association
- Massachusetts Dental Society
- Massachusetts Funeral Directors Association
- Massachusetts Health Council
- Massachusetts Hospital Association
- Massachusetts League of Community Health Centers
- Massachusetts Medical Society
- Massachusetts Nonprofit Network
- Massachusetts Psychiatric Society
- Massachusetts Psychological Association
- Massachusetts Society for Medical Research, Inc.
- Massachusetts Society of Certified Public Accountants, Inc.
- Massachusetts Society of Optometrists
- Massachusetts Veterinary Medical Association
- Massachusetts Water Works Association
- Mass-ALFA (Massachusetts Assisted Living Facilities Association)
- MassBio
- McKenna Management, Inc.
- Meeting Professionals International
- Merrimack Valley Chamber of Commerce
- NASW MA Chapter
- National Association of Social Workers, MA Chapter
- National Electrical Manufacturers Representatives Association
- National Electrical Manufacturers Representatives Association (NEMRA)
- NEACH
- NEEBC
- New England Employee Benefits Council
- New England Concrete Masonry Association
- New England Golf Course Owners Association
- New England Inns and Resorts Association
- New England Museum Association
- New England Society of Association Executives
- New England Water Environment Association
- New England Water Works Association
- New Hampshire Association for Justice
- New Hampshire Association of Insurance Agents
- New Hampshire Automobile Dealers Association
- New Hampshire Bankers Association
- New Hampshire Dental Society
- New Hampshire Grocers Association
- New Hampshire Home Builders Association
- NEWWA
- NH Automobile Dealers Association
- North Central Massachusetts Chamber of Commerce
- North Shore Association of REALTORS®
- Northeast Energy & Commerce Association
- Northeast Energy and Commerce Association
- Northeast Gas Association
- Northeast Human Resources Association
- Northeast Public Power Association
- Northeastern Retail Lumber Association
- Northern RI Chamber of Commerce
- PHCC of Massachusetts
- Plumbing-Heating-Cooling Contractors Association of Greater Boston
- Plymouth and South Shore Association of REALTORS®
- Printing Industries of New England
- Prof Relations & Research Inst., Inc.
- Professional Risk Managers International Association (PRMIA)
- RCAP Solutions, Inc.
- Real Estate Finance Association and BOMA Boston
- Realty Guild Inc.
- Retail Association of Maine
- Retailers Association of Massachusetts
- Rhode Island Association of Insurance Agents
- Rhode Island Partnership for Home Care
- RI Golf Course Superintendents Assoc. and GC Superintendents Association of Cape Cod
- RI Hospitality Association
- SMI
- Southeastern Massachusetts Association of REALTORS®
- Tag and Label Manufacturers Institute
- The Association Advantage LLC
- The Guild Associates, Inc.
- The Markens Group
- Tree Care Industry Association Inc
- USTA New England
- Utility Contractors' Assoc of N E
- Vermont REALTORS
- Virtual, Inc.
- Wire Association International
- Worcester Regional Association of REALTORS®

# ne/sae eNews

## About the eNewsletter

Now more than ever, professionals consume information on the go. Our 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 more than 300 decision-makers on a quarterly basis
- In addition to NE/SAE members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other NE/SAE 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



### 1st Set of Rectangles (300 x 250 pixels)

12 months | \$2,360      6 months | \$1,310

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

### 2nd Set of Rectangles (300 x 250 pixels)

12 months | \$2,100      6 months | \$1,150

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

### 3rd Set of Rectangles (300 x 250 pixels)

12 months | \$1,850      6 months | \$1,020

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

### Distributed on a monthly basis

#### Sections include

- Hot Topics
- News Briefs
- Upcoming Events
- Training and Education

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://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.

## eNewsletter Branding Opportunities

To be included in the eNewsletter, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

### 1st Set of Rectangles

- 12 months | \$2,360
- 6 months | \$1,310

### 2nd Set of Rectangles

- 12 months | \$2,100
- 6 months | \$1,150

### 3rd Set of Rectangles

- 12 months | \$1,850
- 6 months | \$1,020

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://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.

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (NESEN0018)

**Please sign and return to:**

