

ASSOCIATION Resource

• A MONTHLY PUBLICATION OF THE EMPIRE STATE SOCIETY OF ASSOCIATION EXECUTIVES, INC. •

Association Resource is the monthly newsletter of the Empire State Society of Association Executives, Inc., a not-for-profit association serving the educational and professional needs of its association members across New York State. Published 11 times a year, Association Resource is the most efficient means of accessing information and resources for effective association leaders.

ASSOCIATION RESOURCE is sent to ESSAE members, its national affiliate, ASAE, and its allied societies throughout the country. Because the Resource is a respected reference among associations, you can be assured that your advertising message will receive excellent exposure and multiple readership. The current circulation is 600, with a higher circulation (@ 1000) during fall membership recruitment campaigns.

READERSHIP PROFILE: association CEOs, meeting professionals, staff specialists, senior managers and department heads of statewide, regional, national and local trade, business and professional associations.

EDITORIAL CONTENT: Association Resource always maintains a balanced ratio of advertising to editorial copy. Each issue contains articles on ESSAE program information, member news, association management issues, as well as a calendar of activities and a list of new members.

CONDITIONS: PLEASE USE ESSAE INSERTION ORDER!! No space reservations will be accepted without an insertion order. All advertising copy (CAMERA READY ONLY!) must be received on or before the ad space closing dates.

PREFERRED MATERIALS: digital files by e-mail as a PDF in a minimum of 300 dpi.

ACCEPTABLE MATERIALS: Camera-ready artwork, velox or negative. Black and white advertising only. We will accept materials on disk or by e-mail as a PDF in a minimum of 300 dpi, or as high resolution PDF, EPS or TIF files. (e-mail to memberservices@essae.org). Please send a hard copy of all ads to insure accuracy.

PRODUCTION CHARGES: Any advertisements not camera ready may require additional production work. ESSAE is not responsible for charges incurred for alteration of artwork prior to publication. The client will be invoiced for this work. Reproduction material will be returned after publication only by request.

CANCELLATIONS: Cancellations or changes will be accepted 15 days prior to ad space closing date, and must be received in writing. Any advertiser cancelling after 15 days prior to the closing date must pay the full charge for the space.

PAYMENT: Ads are non-commissionable. The rates listed are net. Advertisers and ad agencies are jointly responsible for payment of all insertions. ESSAE REQUIRES PAYMENT IN ADVANCE FOR EACH AD PLACE-MENT! Payment must be received within 30 days to ensure placement of future advertisements. A 1.5 percent finance charge will be applied each month to any outstanding balance.

ALTERATIONS: Advertisers will be billed for all production work required.