

2022 MEDIA KIT



Digital Advertising

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 or .png 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 or .png 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 or .png 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



Option 1: Establish your company as a thought leader by participating in our monthly sponsored eBlast opportunity. Each sponsored eBlast is sent to more than 1,900 contacts within the association community! This exclusive opportunity is limited to two companies per month.

Option 2: ESSAE's Members' Only 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.

SPONSORED E-BLAST

MEMBER RATE: \$750/AD

NON MEMBER RATE: \$850/AD

This opportunity includes:

- 625 W x350 H banner
- One company logo
- Company tagline (5-10 words)
- 70-150 words of text
- One URL/call-to-action link

Content should include practical, useful information in which the member would find value, which should be independent of the particular advertiser. The overall message and tone should not be promotional in nature.

ESSAE reserves the right to edit or alter content as it deems necessary to meet the above requirements and provide maximum value for its members.

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 or .png file and no larger than 425w x 300h.**

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 or .png file and no larger than 200w x 250h.**

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.
- **SUMBISSION 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 PLACEMENT OF EACH ADVERTISEMENT

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

