



# Illinois Society of Association Executives



Reach the leaders and decision makers in the association marketplace.

## Who is the ISAE?

The Illinois Society of Association Executives (ISAE) serves as an advocate for the association community in addition to providing professional development resources to association executives. In serving the needs of over 500 members through its extensive educational programs, publications and member services, ISAE helps its members develop management skills that will benefit them personally as well as professionally. At the same time, ISAE is dedicated to advancing the public's understanding of the widespread role associations play in our society.

ISAE and its member associations contribute significantly to the regional and state economies. Total operating budgets for ISAE members exceeded \$193 million in fiscal year 2007.

How does that break down? ISAE Member Associations will spend:

- \$73 million on employee compensation
- \$3.5 million on consultants
- \$2.9 million on printing and graphics
- \$5.7 million on hotels and lodging
- \$2.8 million on insurance
- \$2.9 million on accountant and legal fees in FY '07

ISAE members conducted over 1,100 events in the Springfield area and 17,489 events outside of Springfield including trade shows, meetings and seminars, conventions, educational workshops and other events. These events attracted 67,000 participants in Springfield and 1.2 million outside Springfield. As a result of these events, room night revenues are estimated at \$2.1 million in Springfield and \$7.6 million outside Springfield.

Source: 2006 Economic Impact of the ISAE Member Association Community

ISAE publications direct your message to association executives, meeting and trade show planners and other key staff.

Do you want to reach this audience with your products and services?

Advertise in the bimonthly ISAE Executive Edition Newsletter, the Annual Directory and/or the ISAE Web site at www.ISAE.com.



For more information, visit:
www.isae.com
3085 Stevenson Dr., Suite 200 (62703)
P.O. Box 11058
Springfield, Illinois 62791-1058
Phone: 217.529.6838



Advertising Specs

Rates are good for 2010 Publication Year -  
January 1, 2010 - good through December 31, 2010

**The Publications:**

**ISAE Executive Edition Newsletter**

The **Executive Edition**, ISAE's newsletter, is published six times a year. Editorial content includes coverage of ISAE-sponsored meetings and events, features on association management and professional development and coverage of current legislative issues. The *Executive Edition* is a glossy-stock, full-color publication. We accept full-page, full-color advertisements as well as standard black and white advertising. See Advertising Specifications below.

<b>Executive Edition*</b>	<b>Ad Size</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>
Full Page - Full-Color	trim size** 8½" w x 11" h	\$1,200	\$1,100	\$1,000
Full Page - Black & White	7" w x 9½" h	\$900	\$825	\$775
Half Page Outside Back Cover - Full-Color***	7½" w x 4" h	\$750	\$695	\$675
Half Page - Full-Color	Horiz. 7½" w x 4" h - Vert. 3½" w x 9½" h	\$595	\$550	\$500
Half Page - Black & White	Horiz. 7½" w x 4" h - Vert. 3½" w x 9½" h	\$495	\$475	\$450
Quarter - Black & White	3½" w x 4" h	\$295	\$265	\$225
Business Card - Black & White	3½" w x 2" h	\$65	\$60	\$55
Classified Ad - 40 word maximum		\$30	\$30	\$30

\* Rates are per insertion

\*\*Add an additional 1/4" for full-page bleed.

\*\*\* Call for Availability

**ISAE Annual Membership Directory**

The ISAE Membership Directory is published once a year in an 8.5" x 11" format. The Directory includes a complete listing of ISAE regular and associate members, a buyer's guide, an association index and an advertiser's index. The publication will accept full-color advertising on the cover and die-cut tabs and black and white advertising on the balance of the publication.

<b>Annual Membership Directory - Publication Date April 2010</b>		
Outside Back Cover - Full-Color	trim size** 9" w x 11" h	\$1,400
TAB Full Page - Full-Color	trim size** 8½" w x 11" h	\$1,100
Inside Front or Back Cover - Full-Color	trim size** 9" w x 11" h	\$1,200
Full Page - Black & White	7" w x 9½" h	\$900
Half Page - Black & White	Horiz. 7½" w x 4" h Vert. 3½" w x 9½" h	\$500
Quarter Page - Black & White	3½" w x 4" h	\$325

\*\*Add an additional 1/4" for full-page bleed.

\*\*\* Call for Availability

**Advertising Specifications**

All digital color and greyscale artwork must be supplied at 300 DPI. Line art must be supplied at 600 DPI. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are NOT suitable for printing. All color artwork must be in CMYK mode, black and white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

**ISAE Web Site Advertising [www.isae.com](http://www.isae.com)**

ISAE's Web site contains a wealth of information - members only discussion groups, calendar of events, publications, links to a variety of sites and much more. A variety of advertising opportunities are available.

**ISAE Job Posting [www.isae.com](http://www.isae.com)**

ISAE's Web site also contains various job postings for members to review. Any ISAE member can submit a job posting which will run for a 30 day period minimum. Members can also post their resumes as well.



**Illinois Society of Association Executives**  
 3085 Stevenson Dr., Suite 200 (62703) or  
 P.O. Box 11058, Springfield, Illinois 62791-1058  
 Phone: 217.529.6838 www.isae.com

**Advertising Agreement**

*Rates are good for 2010 Publication Year -  
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Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Artwork Submission Deadlines:  
*Executive Edition:*  
 Vol 1-Feb 1; Vol 2-April 1; Vol 3-June 1;  
 Vol 4-Aug 1; Vol 5-Oct 1; Vol 6-Dec 1.  
*Membership Directory:* March 15  
 Artwork should be sent via e-mail  
 to [dustin@assn-srvs.com](mailto:dustin@assn-srvs.com).

The above named company agrees to purchase the following advertising:

**2010 Executive Edition:**

Issue:  Vol 1  Vol 2  Vol 3  Vol 4  Vol 5  Vol 6  
 Ad Size:  Full Page  1/2 Page Horiz.  1/2 Page Vert.  1/4 Page  Business Card  
 Special Placement:  Outside Back Cover (Call for availability)  
 Color:  4-Color Process  Black/White (Greyscale)  
 Cost Per Issue: \$ \_\_\_\_\_

**2010 ISAE Annual Membership Directory**

Ad Size:  Full Page  1/2 Page Horiz.  1/2 Page Vert.  1/4 Page  Business Card  
 Special Placement:  Inside Front Cover  Outside Back Cover  Tabbed Page  
 Color:  4-Color Process  Black/White (Greyscale)  
 Cost Per Issue: \$ \_\_\_\_\_

- Pick up ad copy from previously ran ad material. Issue ad previously ran: \_\_\_\_\_
- New ad copy will be provided (Unless new ad copy is supplied by deadline, ad copy on hand will run).

**ISAE Web Site**

Please check the appropriate advertising category.

- Advertising hyperlink on opening page - *(includes logo/Ad and hyperlink)* ..... **\$110 per month**
- Logo and hyperlink on specific program page - *(includes listing and hyperlink in Interesting Links)* ..... **\$60 per month**
- Hyperlink listing in Interesting Links section ..... **\$25 per month**

Advertising on-line requires a minimum commitment of 4 consecutive months.

Months you wish to reserve.  Jan  Feb  Mar  Apr  May  Jun  Jul  Aug  Sept  Oct  Nov  Dec

**ISAE Job Posting**

ISAE's Web site also contains various job postings for members to review. Any ISAE member can submit a job posting which will run for a 30 day period minimum.

Up to 100 words - \$100  101-250 words - \$200  251-500 words - \$400  Post your Resume for 6 months - \$50  
 Job ads must be submitted electronically to Dustin at [dustin@assn-srvs.com](mailto:dustin@assn-srvs.com) and copy must be in MS Word format.

Authorized by: \_\_\_\_\_ Date: \_\_\_\_\_

**Attention Advertisers and Advertising Agencies:** A signed contract must accompany all insertion orders. Ads will be billed based on the advertising contract. Unless a contract is on file for multiple issues, the single insertion rate will be charged.

**Terms:** Account balances in excess of 30 days will incur a 1 1/2% per month interest charge (18% APR).

**If payment is not received within 60 days, all outstanding insertion orders will not be honored until the account has been brought up to date. Additional discounts:** Prepay the entire year and receive a 2% discount. **No agency discounts.**

ISAE 2010 Advertising Rate Card  
Reach the Leaders and Decision Makers  
in the Association marketplace!

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Springfield, Illinois 62791-1058



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and services?**

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**Executive Edition**  
Ed McMillan, Financial Guru, to Present October Luncheon & Fall Seminars

**Plans Underway for 2010 Annual Convention & Trade Show**

**Member Directory**

**Illinois Society of Association Executives**