



**Ohio Society of Association Executives**  
*Inspiring excellence, leadership and professionalism in Ohio's association community.*

# 2020 Partnership Opportunities



OSAE is the best place for Ohio-based association professionals, industry peers and business affiliates to form meaningful connections and lasting relationships with their peers.

# Why Market Your Products and Services to OSAE Members?

OSAE offers you the opportunity to get in front of decision makers both virtually and at events throughout the year.

OSAE members represent Ohio's more than \$50 million association management industry and come from all levels of association management, including:

- Executive directors
- Associate directors
- Managers
- Meeting planners
- Communication experts

## OSAE members make the purchasing decisions on products and services, including:

- Meetings/Conventions/Trade Shows
- HR & Payroll
- Advertising/Promotion/Publication
- IT & Digital Services
- Lobbying/Government Relations
- Legal
- Accounting

OSAE members represent associations ranging in size from hundreds to hundreds of thousands.

63.5% are state associations

25.4% are international/  
national associations

11.1% are regional/local

## Association members include:

National Ground Water Association  
National Association of Manufacturers  
The National Exchange Club  
The American Ceramic Society  
The Ohio Society of CPA's  
Snow and Ice Management Association  
Ohio Chamber of Commerce  
Ohio State Medical Association  
Ohio Restaurant Association  
Ohio REALTORS  
Ohio Foot and Ankle Medical Association  
County Engineers Society of Ohio



# 2020 OSAE Partnership Opportunities

## Year-Round Branding

	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
	<b>\$9,500</b> Exclusive	<b>\$7,750</b> Limit 3 companies	<b>\$5,250</b> Limit 5 companies	<b>\$2,750</b>
<b>ADVERTISING</b>	Full-page, full-color ad in all four issues of Executive News.	Full-page, full-color ad in all four issues of Executive News.	Half-page, full-color ad in all four issues of Executive News.	Sixth-page, full-color ad in all four issues of Executive News.
	Exclusive sponsor of six issues of E-News Brief and a 12 month banner on www.osae.org.	Exclusive sponsor of four issues of E-News Brief and a 12 month banner (760 x 170 pixels; JPG or PNG) on www.osae.org. Limited to six companies.	Exclusive sponsor of two issues of E-News Brief and a six month banner (760 x 170 pixels; JPG or PNG) on www.osae.org.	Six month banner on www.osae.org.
<b>NETWORKING</b>	Platinum Sponsor Ribbon on your registration badge at all OSAE events throughout the year.	Gold Sponsor Ribbon on your registration badge at all OSAE events throughout the year.	Silver Sponsor Ribbon on your registration badge at all OSAE events throughout the year.	Bronze Sponsor Ribbon on your registration badge at all OSAE events throughout the year.
	Podium announcement and recognition at all Quarterly Luncheon events throughout the year.	Podium announcement and recognition at all Quarterly Luncheon events throughout the year.	Podium announcement and recognition at all Quarterly Luncheon events throughout the year.	Your logo and reference, as the Bronze Sponsor, placed on all print, digital and event signage throughout the year.
	Social media post 4x during the year	Social media post 2x during the year	Social media post 1x during the year	
<b>AL LA CARTE</b>	\$1,000 credit toward any advertising or sponsorship, including the Annual Conference..	\$750 credit toward any advertising or sponsorship, including the Annual Conference.	\$500 credit toward any advertising or sponsorship, including the Annual Conference.	

Packages can be customized to meet your marketing goals.



# Online Options

## EXECUTIVE NEWS BRIEFS (E-Newsletters)



E-News Briefs are sent to OSAE membership twice each month. These newsletters, which have an average open rate of **38.5 percent** and are the association professional include concise messages on event information, industry trends and member opportunities.

Exclusive sponsorship of the E-News

Briefs provides the opportunity to share promotions and other information about your company and connect with OSAE members.

These advertising opportunities include customized information in the e-newsletter body, as well as the edition's banner ad, with links to your company's website page of your choice.

### Member rates and specifications:

- Sponsorship of OSAE E-News Briefs: \$745.00 per edition
- Blurb consisting of 200-250 words, with link to website or more extensive document
- Banner ad: 600 x 150 px; static images only; JPG or PNG
- While OSAE reserves the right to black out various editions every effort will be made to honor the date selected for the ad and customized information.



## OSAE.org



OSAE members visit OSAE.org to obtain up-to-date association news, information and upcoming industry events. Advertising on OSAE.org allows you to direct clients to your website and promote

time-sensitive offers or events while reaching new markets and building brand recognition.

### OSAE.org offers two digital advertising options

#### Banner

- Run-of-site
- Rotates every 15 seconds
- 760 x 170 pixels; JPG or PNG
- \$999.50/annual

#### Carousel

- On the homepage and above the fold
- Only three spots available for advertisers
- 700 x 380 pixels; JPG or PNG
- \$2,495/annual

### Dedicated E-blast (new for 2020)



Exclusive monthly e-blast that reaches all of OSAE's executives and meeting planners. Email includes a logo, image, and 100 words with contact information.

\$745.00/e-blast

# OSAE Signature Events

## Quarterly Luncheon Sponsorship

OSAE luncheons offer a key opportunity for networking. Approximately 120 members generally attend each luncheon, which is preceded by 30-minute networking reception. After lunch, a speaker covers a variety of topics of interest to association executives and affiliate members.

**Q1, Q3 and Q4 = \$750 as the exclusive sponsor**  
**Exclusive Holiday Luncheon Sponsor**  
**(attendance up to 200+) = \$1,000**



## Shane Yates Leadership Forum

The Shane Yates Q4 Luncheon Meeting will immediately follow the sessions at 11:30 a.m. The cost to exhibit is **\$275 for OSAE members** and **\$340 for OSAE non-members**.

Exhibitor/sponsor registration fee includes:

- One 6' skirted table
- Registration for two (2) for the quarterly meeting and luncheon
- Recognition in the event materials and website

# OSAE Rates and Specs



## PRINT RATES (all ads are 4-color)

	1X	3X	4X
Full page	\$1,509.00	\$1,429.00	\$1,349.00*
1/2 page	\$959.00	\$934.00	\$879.00
1/3 page	\$769.00	\$739.00	\$719.00
1/6 page	\$634.00	\$604.00	\$579.00

Members receive a 10% discount to above rates.

\*The purchase of full-page ads in all four issues includes 12 months of website advertising with rotating horizontal banner ad: 760 x 170 px; static images only; JPG or PNG. Limited to six companies.

## PRODUCTION SCHEDULE

ISSUE	Commitment Deadline	Ad Deadline
Spring	Jan. 29	Feb. 8
Summer (Annual Conference Issue)	Apr. 23	Apr. 30
Fall	Aug. 16	Aug. 28
Winter	Oct. 17	Oct. 26

## EXECUTIVE NEWS DIRECT MAIL OPPORTUNITIES

Guarantee your products and services receive exposure by including a flyer, brochure or postcard in the bag in which Executive News is mailed.

SURFACES	Print Distribution
1-Page (2 surfaces)	\$1,499.00
2-Page (4 surfaces)**	\$1,899.00
Postcard	\$1,499.00

\*Advertisers placing a display ad and direct mail piece in same publication will receive a 15% discount, to be applied to the ad of lesser value.

\*\*3-Pages/6-surfaces or more available; quotes supplied upon request.

## MATERIAL SPECIFICATIONS DIMENSIONS

	Width	Height
Full-page	7.5"	10"
Half-page Horizontal	7.5"	4-7/8"
Third-page Vertical	2.375"	10"
Third-page Horizontal	7.5"	3.25"
Sixth-page Vertical	2.375"	5.25"
Outside back cover	8"	7.25"

## FULL-PAGE BLEED SPECIFICATIONS

	Width	Height
Trim size*	8.5"	11"
Bleed size*	8.75"	11.25"

\*Keep all live matter 1/4" from trim.



Half Page Horizontal



Third Page Vertical



Third Page Horizontal



Sixth Page Vertical