

Any ad that does not meet the conditions specified and/or is not received by the deadline may be rejected or modified by the publisher. If an ad requires modification by the publisher to meet the conditions of the ad, the advertiser may be charged \$90 per hour to make the appropriate changes. The publisher also reserves the right to reject any submission. No refunds will be issued for rejected ads. By signing your Partner Program invoice/contract, you acknowledge and agree to these terms.

### NEWSLETTER

By purchasing an advertisement in VSAE's newsletter, *Association Press*, as part of the 2021 Partner Program, you agree to be held legally bound to the terms of the agreement, regardless if the member company or advertising agent is sold or comes under new management. **VSAE does not pay agency commissions, as all rates quoted are net.** Volume orders must be placed at one time to take advantage of the discounted rates. Reserved space cannot be canceled.

### REGULAR & FULL-PAGE COLOR ADS

Although there can be multiple Regular Color Ads, there are only two placements of the Full-Page Color Ad available per newsletter issue. Only 22 placements are available per year.

#### SPECIFICATIONS:

The *Association Press* is printed at an overall size of standard letter 8.5" (w) x 11" (h) with no bleeds. The size of a Regular Ad is 5.25" (w) x 3.5" (h). Full-Page Ads are 7.5" (w) x 9.85" (h).

#### ART REQUIREMENTS:

Please provide ad artwork by email (to [advertising@vsae.org](mailto:advertising@vsae.org)) in a **high-resolution (300 dpi) pdf (use Adobe's Press Quality setting) with no crop marks.**

#### DEADLINES:

Ads must be received by the **20th of the prior month** in which your advertisement is running. If artwork is not submitted in time for production, VSAE reserves the right to withhold the ad from that month's publication.

#### CONDITIONS:

The publisher reserves the right to reject any advertising. All advertising is accepted and published upon authorization from the advertiser to publish the entire contents and subject matter thereof. The advertiser agrees to hold publisher blameless from all claims, damages, and expenses arising out of the accepted advertising. The publisher reserves the right to consult with its member regarding the submission from the advertiser's agency. An electronic tear sheet will be provided to each advertiser.

### ADVERTORIAL PAGE

An advertorial is an approximately 450-word advertisement written in the style of a newspaper article provided by the advertiser. VSAE will not write it for you. Your high-resolution (300 dpi) logo and/or photo can be included as space allows. **Files downloaded from the web are not acceptable.** File formats accepted for logos and photos are png, pdf, eps, tif, and jpg. Email the article in a Word document to [advertising@vsae.org](mailto:advertising@vsae.org). **Please do not embed photos into a Word file; send them as separate files.** Submission is due the **20th of the prior month** in which the advertorial will run. **VSAE reserves the right to edit the received content for space or style.** An Advertorial Page includes a Regular Ad. (See specifications above.)

### FLYER INSERTION

Only one flyer placement is available per newsletter each month. Please email a pdf proof of the artwork to [advertising@vsae.org](mailto:advertising@vsae.org) by the **20th of the prior month** in which your flyer will be mailed.

#### SPECIFICATIONS:

Your flyer may be no larger than 8.5" (w) x 11" (h), and must be folded in half to 8.5" (w) x 5.5" (h) with the front page showing. It can also be a 8.5" (w) x 5.5" (h) postcard. You may print on both sides, if desired.

#### DEADLINES:

You may choose to send your insert to all members or only Executive members. Flyers need to arrive by the 20th of the prior month in which your insert will run. Email **Lorraine Meade** at [lorraine@vsae.org](mailto:lorraine@vsae.org) or call her at **(804) 249-2237** if you need your flyers printed, for quantities required, or for the address flyers are to be shipped.

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### MEMBERSHIP DIRECTORY

By purchasing an advertisement in VSAE's 2020–2021 Membership Directory & Facilities Guide, as part of the 2020 Partner Program, you agree to be held legally bound to the terms of the agreement, regardless if the member company or advertising agent is sold or comes under new management. **VSAE does not pay agency commissions, as all rates quoted are net.** Reserved space cannot be canceled.

#### SPECIFICATIONS:

- **Outside Cover Ad:** Two (2) full-page, full-color spread sized at 9" (w) x 11" (h) per page with .125" bleeds on all sides. Please allow .5" for spiral binding. VSAE has style guidelines that must be followed when including VSAE information. Once this space is contracted, VSAE will share this information with the purchaser and the member representative.
- **Tab Ad:** Full-page, full-color, sized at 7.5" (w) x 10" (h) with no bleeds.
- **Inside Cover Ads:** One (1) full-page, full-color ad at 9" (w) x 11" (h) with .125" bleeds on all sides. Please allow .5" for spiral binding. **Tab Ad:** Full-page, full-color ad sized at 7.5" (w) x 10" (h) with no bleeds. Ads can be on front or back of tabs.
- **Full Page Ad:** Black and white, sized at 7.5" (w) x 10" (h) with no bleeds.
- **Half Page Ad:** Black and white, sized at 7.5" (w) x 5" (h) with no bleeds.
- **Facilities Guide Ad:** Two (2) full-page facing black and white pages, sized at 7.5" (w) x 10" (h) per page with no bleeds. Typically, a Facilities Guide advertisement consists of a full page ad and a full page with facilities information and/or meeting space specifications. Non-hotel advertisers usually include photos and a description of their services.

#### ART REQUIREMENTS:

Please provide ad artwork by email (to [advertising@vsae.org](mailto:advertising@vsae.org)) in a **high-resolution (300 dpi) .pdf (use Adobe's Press Quality setting)**. **All interior Membership Directory ads have no bleeds, therefore no crop marks are necessary.** Each interior ad will be given a black/gray border. Please refrain from adding a border to your ad.

#### DEADLINE:

A signed invoice/contract, payment, and ad artwork must be received no later than **May 14, 2021** to guarantee placement within the 2020–2021 Membership Directory & Facilities Guide.

#### CONDITIONS:

The publisher reserves the right to reject any advertising. All advertising is accepted and published upon authorization from the advertiser to publish the entire contents and subject matter thereof. The advertiser agrees to hold publisher blameless from all claims, damages, and expenses arising out of the accepted advertising. The publisher reserves the right to consult with its member regarding the submission from the advertiser's agency. An electronic tear sheet will be provided to advertiser upon request.

### WEBSITE AND eNEWS BANNER ADS

For Home Page Hero and Home Page banner ads, a maximum of one banner ad is available per month. For Event Page banner ads, a maximum of two banners are available per month. For eNEWS banner ads, a maximum of two banners are available per month, limited to one per quarter. Volume orders for multiple discounts must be placed at one time to take advantage of the discounted rates.

#### SPECIFICATIONS:

Home Page Hero banners must be sized at 980 x 240 at 72 dpi. All other banner ads must be sized at 611 px (w) x 78 px (h) at 72 dpi. gif, png, or jpg file formats are accepted.

#### LINKS:

You have the option of having a link embedded in your banner ad, directing viewers to your website. Please include the link within the email when you send your advertisement. Unspecified links will be directed to the website indicated within your member's database record.

#### WEB TRAFFIC ANALYSIS:

VSAE does not have the ability to provide analysis on banner ad click through rates. VSAE runs Google Analytics on its own website, this technology only supplies information on how the visitor is getting to VSAE's website, not where they are going from VSAE's website. Please provide a trackable link with your image, or add Google Analytics or a similar tool to your (or your client's) website.

#### DEADLINES:

Ads, along with website link, must be received by the **20th of the prior month** in which your advertisement is running. Please email to [advertising@vsae.org](mailto:advertising@vsae.org).

### QUESTIONS?

If you have any questions about advertising artwork, contact **Lorraine Meade** at [lorraine@vsae.org](mailto:lorraine@vsae.org) or **(804) 249-2237**.