

TERMS & CONDITIONS

PRINT AND DIGITAL AD SPECIFICATIONS AND REQUIREMENTS PAGES 14-16 SHOULD GO DIRECTLY TO YOUR MARKETING/DESIGN DEPARTMENT OR ADVERTISING AGENCY.

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.

PRINT ADVERTISING

NEWSLETTER

VSAE's newsletter, *Association Press*, is printed at a finished size of 8.5" (w) x 11" (h) on gloss stock with no bleeds. It is published 11 times per year (June/July is a combined issue). By purchasing an advertisement in *Association Press*, as part of the 2023 Partner Program, you agree to be held legally bound to the terms of the agreement, regardless of whether 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

- > **Full-Page Ad:** Full-color ad sized at 7.5" (w) x 9.85" (h) with no bleeds. *2 per issue*
- > **Half-Page Ad:** Full-color ad sized at 7.5" (w) x 4.75" (h) with no bleeds. *2 per issue*
- > **Two-Column Ad:** Full-color ad sized at 5" (w) x 4" (h) with no bleeds. *No limit*
- > **Partner Spotlight:** Approximately 450 words and up to two high-resolution images (photos or logo) to accompany copy. **A two-column ad is included and will run on the same page.** *2 per issue*

Art Requirements

Ads: Provide ad artwork in a CMYK, high-resolution (300 dpi) pdf (use Adobe's Press Quality setting) **with no crop marks**. Send by email to advertising@vsae.org.

Partner Spotlight: Provide 450-word spotlight text in .doc or .txt document. Accepted file formats for logos and photos are png, pdf, eps, tif, and jpg. Low-resolution logos and photos downloaded from the web are not acceptable. Do not embed photos into a Word file; send them as separate files. Send by email to advertising@vsae.org.

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 upon request.

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MEMBERSHIP DIRECTORY & RESOURCE GUIDE

By purchasing an advertisement in VSAE's 2023–2024 *Membership Directory & Resource Guide*, as part of the 2023 Partner Program, you agree to be held legally bound to the terms of the agreement, regardless of whether 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.

New for 2023, the *Membership Directory & Resource Guide* will be available in both print and digital editions. Although some ads in the print version are black and white, ALL ADS IN THE DIGITAL EDITION ARE FULL COLOR with live links to your website. Therefore, ALL ADS SUBMITTED FOR THIS PUBLICATION MUST BE IN COLOR.

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. Ads can be on front or back of tabs.
- > **Inside Cover Ads:** One (1) full-page, full-color ad sized at 9" (w) x 11" (h) with .125" bleeds on all sides. Please allow .5" for spiral binding.
- > **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 Section 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 Section advertisement consists of a full-page ad and a full page with facilities information and/or meeting space specifications. Non-venue advertisers usually include photos and a description of their services.
- > **Destination Section Ad:** Two (2) full-page facing black and white pages, sized at 7.5" (w) x 10" (h) per page with no bleeds.

Art Requirements

Provide ad artwork by email (to advertising@vsae.org) in a CMYK, high-resolution (300 dpi) .pdf (use Adobe's Press Quality setting). All interior ads have no bleeds; therefore, no crop marks are necessary.

Deadline

A signed invoice/contract, payment, and ad artwork must be received no later than **May 12, 2023**, to guarantee placement in the 2023–2024 *Membership Directory & Resource 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.

QUESTIONS?

Contact
Lorraine Meade
lorraine@vsae.org
(804) 249-2237

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DIGITAL ADVERTISING — WEBSITE

Specifications

- > **Website Home Page Hero Banner (sliding)**
980 x 240 px *2 per month*
- > **Website Home Page Upper Banner**
611 x 78 px *1 per month*
- > **Website Home Page Lower Banner**
611 x 78 px *1 per month*

VSAE Website Home Page Advertising

- 1 Hero Banner (Sliding)
- 2 Upper Banner
- 3 Lower Banner

DIGITAL ADVERTISING — eNEWS

Specifications

- > **eNEWS Headline Banner**
611 x 78 px *1 per issue*
- > **eNEWS Featured Banner**
611 x 78 px *1 per issue*
- > **eNEWS Sponsored Content with Video**
325 x 325 px plus up to 50 words *1 per issue*
- > **eNEWS Square**
325 x 325 px *2 per issue*

Art Requirements

Accepted file formats are gif, png, or jpg for ads and photo or graphic for Sponsored Content. Accepted file format for text for Sponsored Content is .doc, .txt, or within an email.

Links

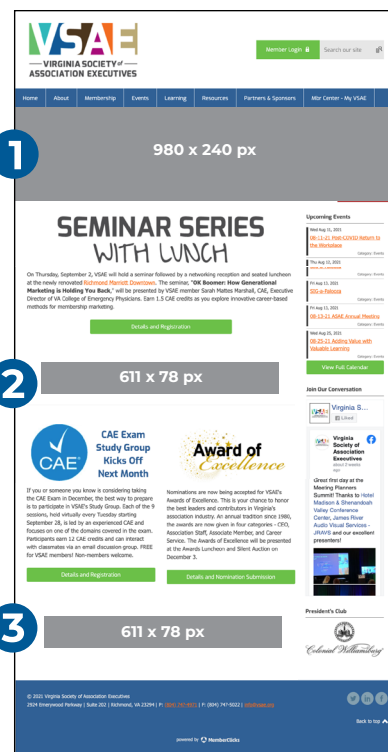
You can have a link embedded in your digital ad, directing viewers to your website. Please include the link within the email when you send your advertisement. Unspecified links will be directed to the website indicated within your member's database record.

Web traffic analysis

VSAE does not have the ability to provide analysis on website digital ad click-through rates. Though 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 go 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.



VSAE eNews Advertising

- 1 Headline Banner
- 2 Featured Banner
- 3 Sponsored Content
- 4 Square



Desktop view