



# 2024 PARTNER PROGRAM

*Your connection  
to Virginia's  
association market*

2924 Emerywood Parkway, Suite 202  
Richmond, Virginia 23294  
Phone: (804) 747-4971 | Fax: (804) 747-5022

[vsae.org](http://vsae.org)

# WHY PARTNER WITH VSAE?

VSAE's 400 members include executives from various trade, technical, and professional associations throughout Virginia, as well as representatives from companies who support them with products and services. VSAE is the only association that **exclusively serves** Virginia's association community.

As a VSAE Partner, you'll benefit from year-round engagement opportunities, expanding your reputation and gaining deeper connections with VSAE's membership. You will also be recognized throughout the year for your commitment to the success of Virginia's association community.

## BENEFITS OF BEING A VSAE PARTNER

- > Increase your brand exposure and generate more business
- > Gain exclusive access to VSAE's Executive members
- > Enjoy year-round engagement opportunities
- > Receive special recognition at VSAE events, online, and in VSAE publications
- > Know that your support helps ensure a strong association community
- > And so much more...

**Partner packages are completely customizable, allowing you to pick and choose how you want to engage with VSAE members.**

## HOW TO USE THIS GUIDE

Use this guide to renew your VSAE membership and bundle your marketing and sponsorship dollars to reap the benefits of being a VSAE Partner. You do not need to be a VSAE member to participate in the Partner Program.

For those with smaller budgets, you may still participate with à la carte selections. Please note that à la carte selections do not provide access to Partner benefits unless you meet one of the Partner levels.

We look forward to working with you to make 2024 your most productive and profitable while supporting Virginia's association community.

1. Review page **2** to determine which Partner level you would like to achieve.
2. Turn to page **3** to renew your dues and contribute to the Executive Scholarship Program.
3. Review pages **4–12** to see the many advertising and sponsorship opportunities.
4. Complete the **Partner Program Selection Form & Contract** to calculate your total support and email to **Tami Rawlette** at **tami@vsae.org**.
5. You will be emailed an invoice.
6. Contact Terry Monroe with questions or if you need assistance.

**Terry Monroe, MBA, CAE**  
Executive Director  
Phone: (804) 249-2234  
Fax: (804) 747-5022  
terry@vsae.org



# PARTNER LEVELS

If your total membership, advertising, and sponsorship support adds up to one of the following levels, you will be designated a VSAE Partner. All Partners are recognized on VSAE's website, in digital and print publications, the *Membership Directory & Resource Guide* and at all VSAE events.

## PRESIDENT'S CLUB | \$11,750+

- > Recognition on the VSAE website home page
- > Opportunity to participate in all Partner/Executive events\*
- > Complimentary registration for four seminars
- > Priority booth selection for Fall Conference & Expo
- > One-time credit for Partner Spotlight page in the newsletter
- > Opportunity to speak (or show video) for 1-2 minutes at one VSAE Seminar Series event
- > Opportunity to send one email blast to Executive members
- > Priority selection for 2025 Partner Program

## BENEFACTOR | \$9,500+

- > Opportunity to participate in up to three Partner/Executive events\*
- > Complimentary registration for three seminars
- > Priority booth selection (following President's Club) for Fall Conference & Expo
- > Display table at one VSAE Seminar Series event
- > Opportunity to send one email blast to Executive members
- > Priority selection for 2025 Partner Program (following President's Club)

## SUPPORTER | \$7,000+

- > Opportunity to participate in up to two Partner/Executive events\*
- > Complimentary registration for two seminars
- > Priority booth selection for Fall Conference & Expo (following President's Club and Benefactor)
- > Display table at one VSAE Seminar Series event
- > Priority selection for 2025 Partner Program (following President's Club and Benefactor)

## PATRON | \$4,500+

- > Opportunity to participate in one Partner/Executive event\*
- > Complimentary registration for one seminar
- > Priority booth selection for Fall Conference & Expo (following President's Club, Benefactor and Supporter)
- > Priority selection for 2025 Partner Program (following President's Club, Benefactor and Supporter)

\* Partner/Executive networking events (up to 4 per year) strive to have a 3:1 ratio of Executives to Partners. These events have no formal agenda/presentation and are funded separately by the attending Partners.

# JOIN THE COMMUNITY

## MEMBERSHIP



Membership in VSAE is an excellent way to connect with Virginia's association executives. It further shows your support of VSAE and Virginia's association community.

### Benefits:

- > Listing in the *Membership Directory & Resource Guide* by individual members, service category, and location
- > Complimentary registration for the networking and meal portions of the Seminar Series events
- > Member-savings on registration to the Annual and Fall conferences and specialty events
- > Opportunity to participate in various VSAE committees and Shared Interest Groups (SIGs)
- > Complimentary subscription to VSAE's print and digital publications and association updates via member alerts
- > Membership counts towards reaching a Partner level

This program cannot be used to renew dues ONLY. Membership must be purchased in conjunction with advertising or sponsorship. Supporting VSAE as a Partner locks in the current year dues rate. If there is a subsequent board-approved dues increase, your rate will remain the same for the year.

### ASSOCIATE MEMBERSHIPS | \$550 EACH

The first and second members can join for \$550 per membership.

### ADDITIONAL ASSOCIATE MEMBERSHIPS | \$290 EACH

The third and all additional members can join for \$290 per membership.

### EXECUTIVE SCHOLARSHIP PROGRAM | \$250

Contribute by sponsoring new VSAE Executive members. Monies in this program are used to recruit new Executive members by helping to defray costs of joining VSAE for their first year.



# EXTEND YOUR BRAND

## PRINT

### ASSOCIATION PRESS

VSAE's print newsletter, *Association Press*, is published every two months (6 times) and sent to approximately 400 members. It is printed in full color on 8.5" (w) x 11" (h) gloss stock. It is also available in digital format on the VSAE website.

### PARTNER SPOTLIGHT PAGE | \$1,425

A full-page article-style ad. Advertiser must provide text (approximately 450 words) and up to two high-resolution images (photos or logo) to accompany copy. A two-column color ad is included and will run on the same page at no extra cost. President's Club Partners receive a \$500 credit.

(3 ads for March/April issue; all others, 2 ads per issue)

### FULL-PAGE COLOR AD | \$925

Ad size is 7.5" (w) x 9.85" (h) and is full color.

(3 ads for March/April issue; all others, 2 ads per issue)

### HALF-PAGE COLOR AD | \$675

Ad size is 7.5" (w) x 4.75" (h) and is full color.

(2 per issue)

### TWO-COLUMN COLOR AD | \$475

Ad size is 5" (w) x 4" (h) and is full color. (No limit)



# EXTEND YOUR BRAND

## PRINT

### MEMBERSHIP DIRECTORY & RESOURCE GUIDE

Published annually in August, VSAE's *Membership Directory & Resource Guide* is the go-to resource for VSAE members and association executives looking for the right property and/or region for their meetings and the right partner for products and services that serve their organizations and members.

The *Membership Directory & Resource Guide* is available in both print and digital editions. Although some ads in the print edition are black and white, **ALL ADS IN THE DIGITAL EDITION ARE FULL COLOR** with live links to your website. This feature is included at no extra charge with all Guide ad purchases.



### INSIDE FRONT COVER | \$2,395

Includes a Destination or Facilities Section two-page spread (\$1,295 value). The inside front cover is full color and measures 9" (w) x 11" (h).

### INSIDE BACK COVER | \$2,125

Includes a Destination or Facilities Section two-page spread (\$1,295 value). The inside back cover is full color and measures 9" (w) x 11" (h).

### FACILITIES SECTION | \$1,295

A two-page spread in a special section of the Guide. The print edition ad is black and white and each page measures 7.5" (w) x 10" (h). Hotel and event venue advertisers typically include an ad on one page and a meetings capacity diagram on the second page.

### DESTINATION SECTION | \$1,295

A two-page spread in a new special section of the Guide. Great for DMOs and CVBs. The two-page spread provides you the flexibility to choose what to feature in terms of content, images, and ad. The print edition ad is black and white and each page measures 7.5" (w) x 10" (h).

### TAB AD | \$995

Tab ads are an excellent way to get noticed! Ads are full color, can be placed on either side of the tab, and measure 7.5" (w) x 10" (h).

### FULL-PAGE AD | \$895

Ad size is 7.5" (w) x 10" (h) and is black and white.

### HALF-PAGE AD | \$625

Ad size is 7.5" (w) x 5" (h) and is black and white.

# EXTEND YOUR BRAND

## DIGITAL

VSAE offers digital ads on its website and in its semi-monthly electronic newsletter, VSAE eNews. You may provide a link to your website in your ad; however, VSAE cannot provide any usage stats.

### WEBSITE ADVERTISING

#### 1 HOME PAGE HERO BANNER | \$925

Your digital ad will be prominently displayed at the top of the VSAE home page in a rotating slide show during the month of your purchase. Ads are full color and are 2600 px (w) x 900 px (h). **2 per month**

#### 2 HOME PAGE UPPER BANNER | \$695

Your digital ad will run on the VSAE home page during the month of your purchase. Ads are full color and are 611 px (w) x 78 px (h).

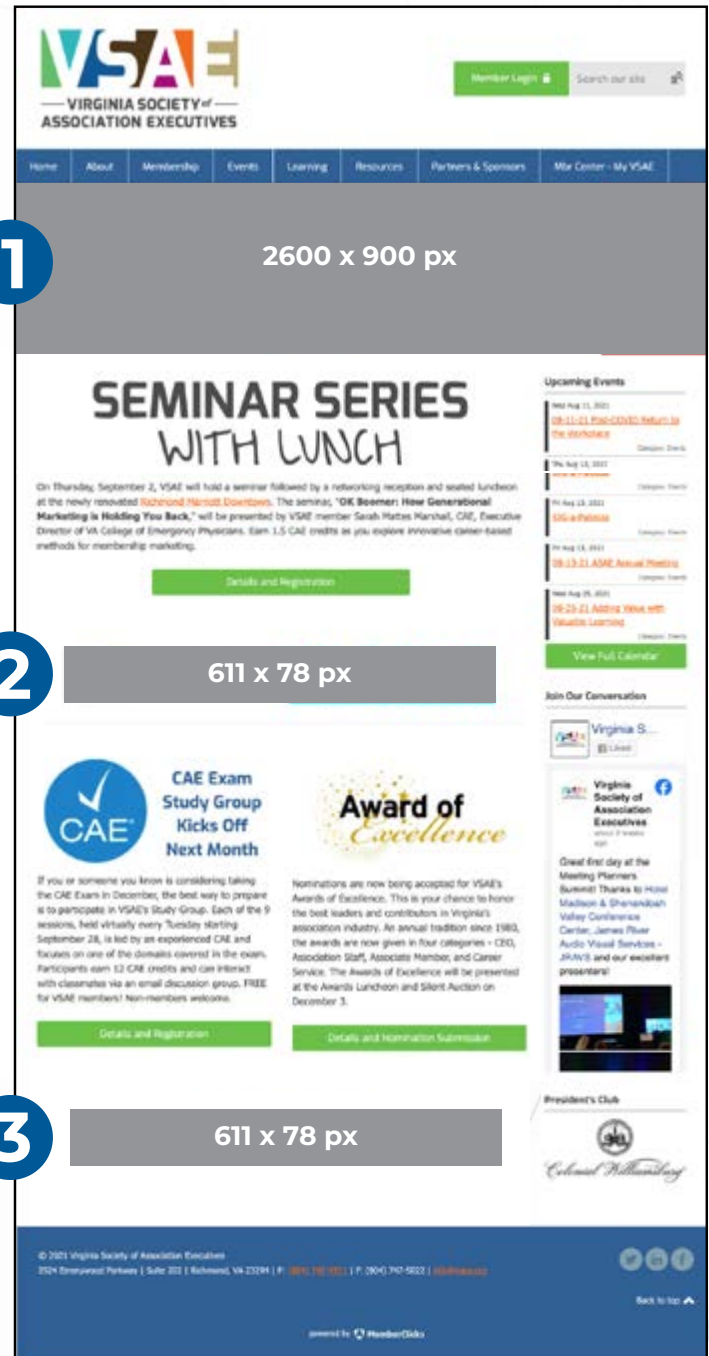
**1 per month**

#### 3 HOME PAGE LOWER BANNER | \$495

Your digital ad will run on the VSAE home page during the month of your purchase. Ads are full color and are 611 px (w) x 78 px (h).

**1 per month**

### Desktop view





# EXTEND YOUR BRAND

## DIGITAL

### eNEWS ADVERTISING

- 1 HEADLINE BANNER | \$545 PER ISSUE**  
 Your full color digital ad will be the first to appear in VSAE eNews, above the nameplate. Ads are 611 px (w) x 78 px (h) and include a link to your website.  
**1 per issue**
- 2 FEATURED BANNER | \$495 PER ISSUE**  
 Your full color digital ad will appear immediately following the lead article, ensuring maximum visibility. Ads are 611 px (w) x 78 px (h) and include a link to your website.  
**1 per issue**
- 3 SPONSORED CONTENT WITH VIDEO | \$445 PER ISSUE**  
 Share informative facts about your destination, property, product, or services with links to your website. Your sponsored content will be highlighted in its own framed area within eNews. Maximum 50 words.  
**1 per issue**
- 4 SQUARE | \$375 PER ISSUE**  
 325 x 325 px full-color display ad within the body of VSAE eNews with a link to your website.  
**2 per issue**

Desktop view

1
611 x 78 px

**VSAE President Announces DEI Task Force Members**

VSAE President Heather Orsini announced the following VSAE members have agreed to serve on the association's newly established Diversity, Equity and Inclusion (DEI) Task Force:

- Abby Tannen, CEO, Charlottesville Association of Realtors (Chair)
- Bruce Whittemore, President & CEO, Virginia Bankers Association (VBA Chair)
- Marlene Boney, LINDA, GME, former Executive Director, Advocates for Children and Youth, President and CEO, Andrew Max, LLC
- Kelly Ann Galt, GME, Senior Manager, Compliance & Executive Office, National Society of Professional Engineers
- Tom Hardison, Partner, Hardison/Williams, LLC
- Bob Hadden, Director of Sales, Silver Ridgecrest Hotel and Spa
- Kelly Kasten, GME, Chief Data Officer, Design-A-Rama Institute of America
- Bruce Macdonald, Director of Communications, Independent Insurance Agents of Virginia
- Karen Whelan, Deputy Executive Director, Virginia Forestry Association

[Read More](#)

2
611 x 78 px

**CEO & Senior Staff retreat**

September 13-14, 2021  
The Omni Homestead Resort

**Now Playbook for the New Now**

Association leaders can no longer rely on their old playbooks for addressing social, demographic and technological changes, identifying new business opportunities and revenue sources, increasing stakeholder engagement, and advancing diversity, equity and inclusion.

Get ready to learn, engage and share with your peers at the CEO & Senior Staff Retreat, September 13-14 at The Omni Homestead Resort.

[Learn More & Register](#)

**How Generational Marketing is Holding You Back**

For years we have segmented our members into generations to better understand them and in the hopes of marketing to them more effectively. What was once a productive solution is now limiting our potential and our relevance as an industry.

Join VSAE Member Sarah Watten Marshall, GME, Executive Director of the VA College of Emergency Physicians on September 2 as she discusses trends in career development segmentation marketing and how anthropological and sociological concepts can help you get in the minds of your members. Earn 1.5 CPE credits.

The seminar will be followed by a reception and luncheon. Register below for the seminar. ONLY (pre-seminar or in-person), the reception/luncheon ONLY, or BOTH!

[Learn More & Register](#)

**Recognize a Peer: VSAE Awards of Excellence**

It's time to recognize your peers! Nominations are now being accepted for the 2021 VSAE Awards of Excellence.

These awards recognize VSAE members who are the embodiment of professionalism and integrity and provide excellent leadership and service to VSAE.

The deadline for nominations is September 15.

3
photo, graphic, or video and up to 50 words.

**Upcoming Events**

Adding Value with Visuals Learning: Leveraging Adult Learning Theory  
Wednesday, August 25

4
325 x 325 px

**Thank You TO OUR 2021 BENEFACTOR PARTNERS**

**CHESAIRE RECREATION CENTER**

**VSAE Norfolk**  
The heart of the Virginia Waterfront®

**VSAE**  
— VIRGINIA SOCIETY of —  
ASSOCIATION EXECUTIVES

**Contact Info:**  
Virginia Society of Association Executives  
2024 Eisenhower Parkway, Suite 202  
Richmond, VA 23264  
(804) 787-4071  
VSAE.org

Connect with Us: [Facebook](#) [Twitter](#) [LinkedIn](#)



# EXTEND YOUR BRAND

## OTHER OPPORTUNITIES

### ASSOCIATION LEADERSHIP VIRGINIA | \$1,500 (ANNUAL)

Engage with current and future association leaders and be recognized as an innovative, future-thinking organization that supports diversity and inclusion within Virginia's association community.

Your support enables VSAE to offer this one-of-a-kind program, the only one in the Commonwealth focused on developing the leadership and association management skills of Virginia's current and future association leaders.

[VSAE.org/ALV-sponsor-donate](https://VSAE.org/ALV-sponsor-donate)

### CAE STUDY COURSE | \$495 (ANNUAL)

As the exclusive sponsor of the 2024 Spring and Fall Certified Association Executive (CAE) Study courses, you will be introduced and provided a few minutes to speak at each kickoff/orientation session, have exclusive access to study group participants, and take part in recognizing the new CAEs at VSAE's Annual Conference.

[VSAE.org/cae-study-groups](https://VSAE.org/cae-study-groups)

### VSAE PODCAST | \$375 (PER EPISODE) NEW FOR 2024!

This monthly podcast features association industry related topics and discussion style interviews with VSAE members and stakeholders. Sponsorship includes a 20-30 second commercial either as an introduction to the podcast or midway through the episode. Commercial recording and production are included.

[VSAE.org/podbean.com](https://VSAE.org/podbean.com)



# ENGAGE AND BE RECOGNIZED

## ANNUAL CONFERENCE

The Annual Conference will be hosted by **Hilton Norfolk The Main** on **May 5–7, 2024**. As this year marks VSAE's 75th anniversary, we anticipate higher-than-average attendance from association executives, sponsors, and guests. Join in celebrating Virginia's association community, past, present, and future!

All sponsors receive name/logo recognition in pre-event marketing, on the VSAE website, on signage throughout the conference, on slideshow loop played at registration, and in general session room.



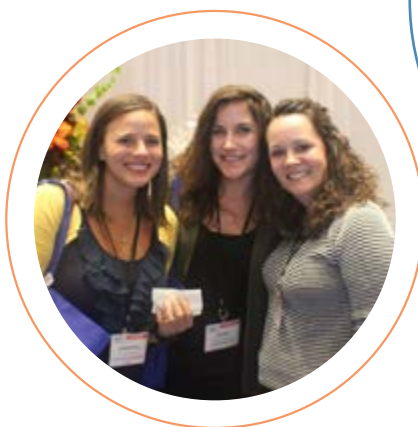
	<b>DIAMOND</b> <b>\$2,850</b> (limited to 10)	<b>PLATINUM</b> <b>\$1,750</b>	<b>GOLD</b> <b>\$1,000</b>
Recognition from the podium during the conference	<b>X</b>		
Two conference registrations for your staff (does not include accommodations)	<b>X</b>		
Display table in high-traffic area	<b>X</b>		
Two bottles of wine at Monday dinner	<b>X</b>		
Opportunity to include promotional video in slideshow loop played at registration	<b>X</b>		
Complimentary ad in 75th anniversary program	<b>X</b>		
Ad on the mobile app	<b>X</b>	<b>X</b>	
Two invitations to the President's reception	<b>X</b>	<b>X</b>	
Breakout session sponsorship		<b>X</b>	
One conference registration for your staff (does not include accommodations)		<b>X</b>	<b>X</b>
Recognition in 75th anniversary program		<b>X</b>	<b>X</b>
One invitation to the President's reception			<b>X</b>

# ENGAGE AND BE RECOGNIZED

## FALL CONFERENCE & EXPO

The Fall Conference & Expo will be held **October 9–10, 2024**, at the **Greater Richmond Convention Center** and **Hilton Richmond Downtown**. The conference offers attendees educational seminars as well as a tradeshow with 80 exhibitors. Booths for the tradeshow are sold separately.

All sponsors receive name/logo recognition in pre-event marketing, on the VSAE website, and on signage throughout the conference.



	DIAMOND \$1,750 (limited to 8)	PLATINUM \$1,150	GOLD \$900
Logo on parking pass given to all attendees	X		
Complimentary breakfast and keynote registration for three people	X		
Recognition from the podium at the Thursday keynote/breakfast	X		
Purchase of booth at 2023 price	X		
Logo on tradeshow bag and opportunity to include promotional materials inside bag	X	X	
Ad on the mobile app	X	X	
Reserved table (upon request) at breakfast (sponsor responsible for filling table)	X	X	
Complimentary breakfast and keynote registration for two people		X	
Opportunity to include promotional materials inside tradeshow bag			X
Complimentary breakfast and keynote registration for one person			X

# ENGAGE AND BE RECOGNIZED

## SPECIALTY EVENTS

These intimate events are great opportunities to meet and network with specific groups of decision makers within VSAE's Executive membership. Sponsors receive one free registration (not including accommodations) for exclusive access to these otherwise "executive-only" events as well as name/logo recognition in pre-event marketing, VSAE website, and event signage.

### CEO & SENIOR STAFF RETREAT | \$1,950 (LIMITED TO 10)

**SEPTEMBER 16-17, 2024 | MASSANUTTEN RESORT**

A two-day retreat for CEOs, Executive Directors, and other senior staff leaders.

### MEETING PLANNER SUMMIT | \$1,850 (LIMITED TO 10)

**MARCH 21-22, 2024 | DELTA VIRGINIA BEACH BAYFRONT SUITES**

A two-day summit for executives and association staff who plan meetings.

### ASSOCIATION MANAGEMENT COMPANY (AMC) SUMMIT | \$900 (LIMITED TO 8)

**JULY 2024 | DATE AND LOCATION TBA**

A one-day summit for executives who own and work at association management companies.

### NORTHERN VIRGINIA BREAKFAST SEMINAR | \$595 (PER EVENT)

Connect with Northern Virginia's association professionals as the sponsor of a VSAE-hosted breakfast and seminar (March, June, September, and December). **Limit 3 per event**





# ENGAGE AND BE RECOGNIZED

## YEAR-LONG OPPORTUNITIES

These products will be used at all VSAE in-person events throughout the year:

- > Seminar Series events
- > Meeting Planner Summit
- > Annual Conference
- > AMC Summit
- > CEO & Senior Staff Retreat
- > Fall Conference & Expo
- > Awards Luncheon & Silent Auction
- > Northern Virginia Seminars

### LANYARDS | \$2,500 Limit 1

Have your name/logo prominently displayed alongside VSAE's logo at all VSAE in-person events in 2024. This is a great way to build your brand and keep your organization in front of the leaders of the association community. Previous year sponsor has first right of refusal.

### COCKTAIL NAPKINS | \$1,500 Limit 1

Have your name/logo alongside VSAE's logo on each cocktail napkin at all VSAE in-person events in 2024, including at breaks and bars. Previous year sponsor has first right of refusal.

### MOBILE CHARGING STATION | \$1,500 Limit 1

Everyone needs to charge their mobile devices at some time or another. Have your name/logo prominently displayed on a mobile charging unit and signage at all VSAE in-person events in 2024. Previous year sponsor has first right of refusal.



# TERMS & CONDITIONS

## PRINT AND DIGITAL AD SPECIFICATIONS AND REQUIREMENTS PAGES 13-15 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 6 times per year. By purchasing an advertisement in *Association Press*, as part of the 2024 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](mailto: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](mailto: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.

# TERMS & CONDITIONS

## MEMBERSHIP DIRECTORY & RESOURCE GUIDE

By purchasing an advertisement in VSAE's 2024–2025 *Membership Directory & Resource Guide*, as part of the 2024 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.

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](mailto: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 10, 2024**, to guarantee placement in the 2024–2025 *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](mailto:lorraine@vsae.org)  
(804) 249-2237

# TERMS & CONDITIONS

## DIGITAL ADVERTISING — WEBSITE

### Specifications

- > **Website Home Page Hero Banner (sliding)**  
2600 x 900 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](mailto:advertising@vsae.org).



### VSAE eNews Advertising

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



Desktop view