

# Simply . . .

## the best advertising opportunity available.

### If you have meeting space to fill,

- Florida associations annually hold a total of 47,610 meetings, which attract a total number of 3,694,000 attendees

### or services our executives can use,

- Florida's associations represent a total impact of 3.5 billion dollars on Florida's economy

**then this is the opportunity for you.**

*FSAE is the gateway to connecting with association executives and their decision makers in Florida. Even in tough budget times, associations are the constant; our FSAE membership numbers are up which may surprise you, considering this economy. During feast and famine, our members continue to host meetings for their members; they need hotel and resort properties for all sizes of conferences, annual meetings, education sessions, think tanks, trade shows, board meetings and other forums. A wide variety of association members compose our membership; generally they host between 5 and 75 meetings a year.*

*Two great publications.*

**ASSOCIATION SOURCE MAGAZINE**  
MONTHLY MAGAZINE

AND

**ASSOCIATION RESOURCE**  
ANNUAL FACILITIES AND SERVICES GUIDE



Call Sue Damon  
to reserve your ad space!

PHONE: (850) 926-3318  
FAX: (850) 926-7717  
E-MAIL: [suedamon1@aol.com](mailto:suedamon1@aol.com)

## Associations LOVE to meet!

- Members and staff of Florida's 1,000 largest associations spend over 6 million nights a year in hotels
- Nearly all associations (94%) invest in meetings for education and training programs for their members.
- 3.5 billion dollars is the total economic impact that the state's 1,000 largest associations have on Florida's economy

– Kerr and Downs 2006

**SPECIAL SECTION**  
ISSUE THEME

**JAN/FEB** **GUIDE TO CVBS & FEATURED MEETING PROPERTIES FOR 2009**  
**SPECIAL: Convention Centers Spotlight**  
Financial & Administrative Issue

**MARCH** **GOLF MEETINGS**  
Special Legislative Issue  
Associations Advance Florida

**APRIL** **MEETINGS IN CENTRAL FLORIDA**  
**SPECIAL: Going Green/ Eco-Friendly Meetings**  
Workplace Issues: The Human Dimension

**MAY** **BEACH MEETINGS**  
Technology Issue:  
How to Make it Work for You!

**JUNE** **50th Anniversary Issue**  
**Happy Anniversary FSAE!**  
**CONVENTIONS AND ANNUAL MEETINGS**  
**SPECIAL: New & Renovated Properties**  
Special Leadership Issue:  
How You can Make the Most of What's New in the Association World

**JULY** **GUIDE TO MEETINGS IN SOUTH FL**  
**SPECIAL: Unique Meeting Sites & Meetings at Sea**  
Education Issue: Find out the greatest and the latest. Design, implementation, innovation and programming.

**AUG** **EXECUTIVE RETREATS & BOARD MEETINGS**  
Executive Management Issue:  
Managing Change

**SEPT** **RESORTS AND SPAS SHOWCASE**  
Membership: Tips and resources to find new members, sign them up and keep them happy!

**OCT** **GUIDE TO PROPERTIES IN NORTH FLORIDA**  
**UPDATE: Going Green/ Eco-Friendly Meetings**  
Legal Issue: Not-for-profit laws and policies, the implications for Associations

**NOV/DEC** **THE MEETING PLANNERS GUIDE**  
FSAE Year in Review



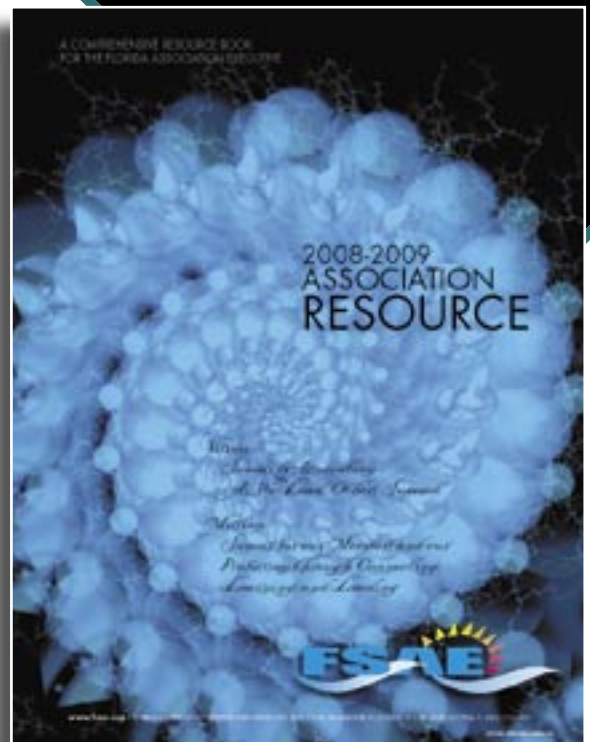
# Associations LOVE to meet!

A four color advertisement earns advertorial space in the special section of that advertising issue.

- FSAE Executives Book Millions of Hotel Rooms
- FSAE Executives Hold Meetings Year-round
- FSAE Executives Work for Groups That Exist Primarily to Hold Meetings
- FSAE Executives are Decision Makers With a Variety of Responsibilities

For more information, contact Sue Damon, FSAE Media Representative

PHONE: (850) 926-3318  
FAX: (850) 926-7717  
E-MAIL: suedamon1@aol.com



# The Economy

## How we are helping you:

### NEW!

In addition to print, Association SOURCE and Association RESOURCE are now available to members in a fully interactive digital version. Visit our website at [www.fsae.org](http://www.fsae.org) to flip through our new digital version of SOURCE.

Each new issue is posted on FSAE's website for extended exposure. With the digital edition, our members can click on ads to go directly to each advertiser's website.

With your print ad, FSAE offers new online advertising opportunities that increase your venue's visibility with full page, color ads and a complimentary banner ad for one year.

With your 4-color ad in Association SOURCE Magazine, you receive these **ADDED VALUES** at **NO EXTRA COST** to you:

- ▶▶▶▶ 175 words of complimentary copy and a color photo image in the advertorial section.
- ▶▶▶▶ A link on [fsae.org](http://fsae.org): With the purchase of three ads, your link will appear for a full year along with your contact information.
- ▶▶▶▶ A listing in the Buyer's Guide of SOURCE Magazine.
- ▶▶▶▶ With three ads, your information will be listed all year along with your contact info.

### BE PART OF THAT ALL IMPORTANT FIRST STEP FOR SITE SELECTION

For our Association Executive members:

#### A NEW YEAR MEANS A NEW BUDGET FOR OUR MEMBERS, ALONG WITH:

- **A NEW PLANNING PROCESS**
- **AND NEW VENUES TO FIND**
- **70% of association meetings are groups of 80 and under, so no property is too small for association meetings.**
- **No property is too small. Small executive retreats and board meetings are the groups that meet 6 weeks to one year out, so they are the ones that can help properties or destinations fill those empty room blocks.**
- **Total number of association meetings in the last audit were 47,610 (70% of meetings are groups of under 100) in one year**
- **Total number of FI association hotel room nights were over 6 million in one year**



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**Call (850) 926-3318 to reserve your space!**

**NEW! NEW! All rates include e-magazine links to your website! NEW! NEW!**

**Contact Sue Damon: (850) 926-3318; Fax: (850) 926-7717; Email: suedamon1@aol.com**



The MONTHLY publication of FSAE

**Frequency**

The Association SOURCE magazine is published 10 times a year. There are two combined issues, January/February and November/December. It is published monthly the rest of the year.

**Editorial Opportunities**

A four-color advertisement earns advertorial space in the special section of that advertising issue. At no additional cost, your editorial of **175 words and a color photo** will be placed in Association SOURCE. You are automatically listed in our "Buyer's Guide" for a **full year** in SOURCE with a 3x or more insertion order and automatically linked on our website at www.fsae.org.

**SOURCE Deadlines**

**Insertion Order Deadline:** Five days prior to materials deadline (which is the 25th day of the preceding month), i.e., June insertion deadline is April 25th.

**Materials Deadline:** The 1st of the month preceding publication, i.e., June materials deadline is May 1st.

**Special Section Deadline:** The 1st of the month preceding publication.

**2009 Advertising Rates (gross rates)**

**Black & White**

	1X	3X	6X	10X
Full Page...	\$1125	\$965	\$855	\$775
2/3 Page	975	860	740	680
1/2 Page	890	750	640	585
1/3 Page	760	650	570	530
1/6 Page	435	345	290	245

**Four Color**

	1X	3X	6X	10X
Full Page...	\$1965	\$1790	\$1680	\$1525
2/3 Page	1795	1730	1535	1420
1/2 Page	1675	1495	1450	1395
1/3 Page	1510	1395	1260	1165

Double Page Spread	1X	\$3990
Outside Front Cover Package		\$4150
1/2 Page Spread		\$3400
Premium placement for covers		add 15%



ANNUAL FACILITIES & SERVICES GUIDE/  
MEMBERSHIP DIRECTORY

The ANNUAL publication of FSAE

**Frequency**

The Association RESOURCE is published once a year and is mailed to members at the time of FSAE's Annual Convention each year. The Association RESOURCE is a comprehensive listing of information for the association executive.

**The Association RESOURCE**

The Association RESOURCE is designed to be used by members all year long, and is designed to be kept on the desk as an easy reference. It is an indispensable daily tool for the association executive. The front section "Buyer's Guide" of the RESOURCE contains indepth listings, by region, of facilities and services available to association executives throughout Florida. Facilities are listed first, followed by services.

The opportunity to have your facility or service listed in the Buyer's Guide is provided at **NO CHARGE** to our Association RESOURCE advertisers. The second part of the book features important association and member information. Following the membership directory is the Member Benefits section. The final section of Association RESOURCE is devoted to FSAE's most requested forms—added for the convenience of members. There are also two tabs dividers available for advertising.

**RESOURCE Deadlines**

**Insertion Order Deadline:**

Space closing for ads is March 3, 2009.

**Materials Deadline:**

**Camera-ready Art** is due March 10, 2009.

**2009 Advertising Rates\* (gross rates)**

**Black & White**

**Four Color**

Full Page	\$1800	Full Page	\$2795
2/3 Page	1390	2/3 Page	2385
1/2 Page	1180	1/2 Page	2195
1/3 Page	900	1/3 Page	1845
1/6 Page	475	1/6 Page	1220

Double page spread..... \$5860

Listings are **NO CHARGE** with any display ad contract.

**Covers**

Back....\$3375, 2nd & 3rd....\$3150.

Display advertisements will receive one complimentary listing.

**Tab Divider**

(Divides Buyer's Guide and Membership Directory)

Front of tab....\$3120, Back of tab....\$3025.

**Listing Only\*** (Not commissionable)

150 word listing .....\$175 (FSAE Member)

\$225 (Non Members)

For a listing only, contact FSAE directly, (850) 222-7994.

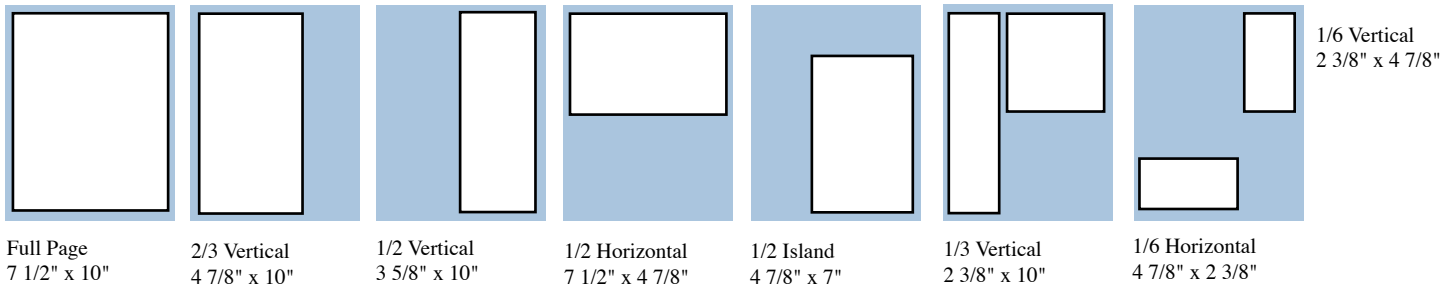
**\*One free listing accompanies each ad insertion.**

*Ask about online advertising opportunities available only to our print advertisers.*

# The news. . .all the issues. . .What's happening in the Association World.

**All Source materials are due the first of the month prior to publication.**

## Ad sizes and specifications:



## Mechanical Requirements

### PRODUCTION MATERIALS:

FSAE publications are direct-to-plate. You must furnish your ad on a CD with a high quality proof. TIFF or EPS files must be accompanied by all graphics and fonts (both screen and printer versions) on disk. Ads must be complete. We do not accept ads via email.

**\*\*A PROOF MUST ACCOMPANY ALL ADS.\*\***

**WE DO NOT ACCEPT RESPONSIBILITY OF THE FINAL PRINTED PIECE IF YOU DO NOT SEND (BY MAIL OR FEDEX) A FINAL, HIGH-QUALITY PRINT OUTPUT OF YOUR AD.**

*This is to insure the highest quality comparison to the final proof furnished to us by our printer.*

### DEADLINES

All ad materials must be received by the publisher by the first business day of the month. When new materials are not received by the closing date, the publisher will repeat the latest ad of similar size. If there was no previous insertion, the client is liable for the cost of contracted space not used, and the unused space will be allocated at the discretion of the publisher.

### PRODUCTION INFORMATION:

**Binding:** Saddle stitched

**Printing Process:** Sheet-fed offset

**Inserts:** Pricing and availability on request

**Bleed:** Trim size is 8 1/2" x 11". Allow 1/8" beyond all margins for bleed.

### BLEED

Bleed sizes allow 1/8" trim off each outside edge except at top of page, which is considered 1/4". Any material over 7 1/2" x 10" is also considered a bleed. Type and other essential material must also be 7/8" in from bleed size and 1/2" in from trim size.

**Send all materials to:**

**FSAE Publications**

138 Walker Creek Dr.,  
Crawfordville, FL 32327  
Phone: (850) 926-3318  
Fax: (850) 926-7717

### PLACEMENT

**Placement cannot be guaranteed unless the position is a paid position.** See ad rates for pricing. All efforts will be made to place your ad in a requested position, however, in the *Association RESOURCE* ads are often placed within, or close by, the region of the state corresponding to property location and both left and right pages are utilized for ads.

### ISSUANCE

Published ten times a year and mailed the first week of each month with two exceptions: The combined January/February issue will be distributed the last week in February. The combined year-end issue (November/December) will be distributed the last week in November.

The space reservation deadline for these issues will also be the first day of May and October respectively. Materials are due five business days following the space reservation deadline.

### AD MATERIALS AND SPECIAL SECTION

#### EDITORIAL DEADLINE

**Editorial for special sections must be in our offices by the first of the month preceding publication. If MATERIALS ARE NOT received by this date, your editorial WILL NOT APPEAR IN THAT SPECIAL SECTION.**

#### DISTRIBUTION

*Association Source* and *Association RESOURCE* are distributed to 1,100 association executives, meeting planners and related organizations. As a public service, *Association RESOURCE* is also distributed to members of the Florida Legislature, government agencies, and public libraries.

#### POLICIES

Advertising must be inserted within one year of the first insertion to earn frequency discount rates. If the number of insertions is not specified on order or contract, each insertion will be billed at the one-time rate until a frequency rate is earned. Advertising ordered at a frequency discount rate that is not earned within one year from the first insertion will be billed at the earned rate ("short rated").

The advertiser, as well as the agency, is responsible for the payment of all advertising to the publisher. The advertiser is responsible for ads not paid for by their agency. Mixed sizes of ads in campaign are acceptable. No cash rebates will be made.

#### AGENCY COMMISSIONS

Agency commission is allowed 15 percent on space and color and is paid to recognized advertising agencies. Production charges are not commissionable. Listings in *Association RESOURCE* are not commissionable.

#### COPY ACCEPTANCE

FSAE and *Association SOURCE* reserve the right to reject any advertising considered by management to be objectionable as to wording or appearance. FSAE and *Association SOURCE* also reserve the right to place the word "advertisement" on any ad which it may believe to resemble editorial material.

#### TERMS

All payments are due 30 days after date of invoice. Past due invoices are subject to a 1/2 percent per month service charge.

#### ADVERTISING RESPONSIBILITY

All advertisements are accepted and published upon the representation that the advertiser and agency, if one, is/are authorized to publish the entire contents and subject matter thereof.

In consideration of the publisher's acceptance of such advertisements for publication, the advertiser and agency, if one, will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism and/or copyright infringement.

Publisher is not responsible for any errors in key numbers. Any required modification of copy submitted as camera ready will be charged to the advertiser.

**Call our advertising representative Sue Damon  
at (850) 926-3318 for further information.**