

# { ExecutiveMemo

> Excellence by Association

## ADVERTISING RATES

The *Executive Memo* is published four times per year by the Colorado Society of Association Executives and read by the entire Colorado based association industry. This includes local, regional and national association professionals. Each issue delivers solid information on topics as diverse and useful as industry developments and current trends, research updates and business advice. This magazine is a powerful promotional tool as it is the only publication in Colorado that is designed exclusively for association executives and their suppliers. More than 3,000 professionals, association executives, meeting planners and their allied product and service providers turn to *Executive Memo* for industry trends, legislative and management issues, and organized events.

If this is your target market, then *Executive Memo* is where you need to be! What better way to reach thousands of customers seeking new information, products and services than with this powerful tool? Join our growing family of satisfied advertisers, and let *Executive Memo* work for you!

### SPONSORSHIP OPPORTUNITIES

Ask your sales rep about custom sponsorship packages!

### ART AND COPY REVISIONS

\$60 per hour\* (1-hour minimum) \*includes time required to bring an ad to spec that is not presented print-ready. Print-ready files include 300 dpi jpeg, pdf, tiff or eps files.

### DISCOUNTS

10% prepayment (check must accompany contract order or camera-ready art, postmarked no later than ad deadline)  
10% member discount  
These rates are net. Agency discounts do not apply.

### INSERTS AND REPRINTS

- Charges for inserts requiring binding, tip-in, trimming or other special handling are available from the publisher upon request.
- Contact publisher for information regarding reprints or overruns of articles and advertising materials.

### CLASSIFIED ADS

- Classified ads may be placed via mail, email, fax or phone.
- Deadline coincides with space reservation deadline.
- Listings will be charged \$50 per issue and/or \$35 per web listing.

### Four Color Ad Rates

	1X	2X	4X
Full Page	\$985	\$925	\$875
1/2 page	640	605	540
1/3 page	510	475	410
1/4 page	440	405	340
1/6 page	360	325	260

### Black and White Ad Rates

	1X	2X	4X
Full Page	\$875	\$815	\$765
1/2 page	585	550	485
1/3 page	455	420	355
1/4 page	410	375	310
1/6 page	260	225	175

### 4C Cover Ads (Including Bleeds)

	1X	2X	4X
Inside Front Cover	\$1095	\$1035	\$985
Inside Back Cover	1095	1035	985
Outside Back Cover	1150	1090	1040

### Deadlines

	Ad Deadline	Art Due	Mailing
Winter	12/16/11	12/23/11	1/2012
Spring	3/2/12	3/9/12	4/2012
Summer	6/8/12	6/15/12	7/2012
Fall	8/27/12	9/4/12	10/2012

### Mechanical Specs

<b>Trim size</b>	8 3/8" x 10 7/8"	<b>1/2 horz.</b>	7 1/4" x 4 3/4"
<b>1/6 page vert.</b>	2 3/8" x 4 3/4"	<b>1/2 pg. island</b>	4 3/4" x 7 1/4"
<b>1/6 page horz.</b>	4 3/4" x 2 3/8"	<b>Full page</b>	7 7/8" x 10 3/8"
<b>1/3 page vert.</b>	2 3/8" x 9 1/2"	<b>Bleed</b>	8 7/8" x 11 5/8"
<b>1/3 square</b>	4 3/4" x 4 3/4"		

### Editorial Calendar

**Winter**—Strategic Planning/Event Technology/Public Policy/Financial Management

**Spring**—Annual Conference/Social Networking/Education & Training/Fundraising & Sponsorships

**Summer**—Membership/Non-dues Revenue & Sponsorship/Computer Technology/Legal & Risk Mgt

**Fall**—Governance & Board Relations/HR & Volunteer Mgt/Component Relations



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