



Association Executives of North Carolina

SUCCESS

BY ASSOCIATION

AENC 2012 Media Kit Print Digital Web

SUCCESS magazine, the bi-monthly publication of AENC, and the annual *RESOURCE*, are both designed to be effective resource tools for association executives and meeting planners who are actively booking executive retreats, board meetings, conferences and conventions.

SUCCESS offers best practices, cutting edge information, and timely tips for all areas of association management. It also includes information on services as well as venues that can host meetings that range from board meetings to annual conferences and trade shows.

RESOURCE the Meeting & Facilities Guide/Membership Directory, is used as an annual reference guide by state associations and meeting planners when looking for meeting venues, destinations, contact information and other meeting information.



AENC
ASSOCIATION EXECUTIVES OF NORTH CAROLINA

editorialcalendar

Success by Association, AENC Bi-Monthly Publication

AENC – Celebrating 56 Years

ISSUE	ADVERTORIAL THEME	EDITORIAL THEME
January/February 2012	Where to Meet in 2012 Golf Resorts	Marketing/Communications
March/April 2012	Executive Retreats & Board Meetings New & Renovated Properties	Management/HR Issues
May/June 2012 <i>Bonus Distribution at Annual Meeting</i>	Beach Meetings Mountain Meetings	Membership
July/August 2012	Meeting Planner's Guide <small>(Color photo of key contact included)</small> Historic Settings for Meetings	Meeting Planning
September/October 2012	Meetings at Resorts & Spas CVB's, Conference & Convention Centers	Government Affairs/Legislative
November/December 2012 <i>Bonus Distribution at Trade Show</i>	Annual Meetings & Conventions Out of State Meetings	Budget and Finance

In a tight economy, your advertising dollars must work harder than ever before. Meetings are being held closer to home. By advertising with AENC, you receive cost-effective and direct access to the association meeting planners and to influential decision makers. To increase ROI and target the groups that are in your own back yard, please contact Sue Damon by phone **850-926-3318** or email suedamon1@aol.com or fax **850-926-7717**.

"The magazine is beautifully designed, easy to read and follow and is always full of any information members might need to stay on top of events, programs and services."

Alice W. Watkins
Executive Director
Alzheimers North Carolina, Inc.

"For me it's all about learning more about what I do. AENC and its new magazine format provide me that opportunity. I am able to pick and choose the particular articles pertinent to my association and me. AENC and its magazine allow me to become better at what I do which is most important."

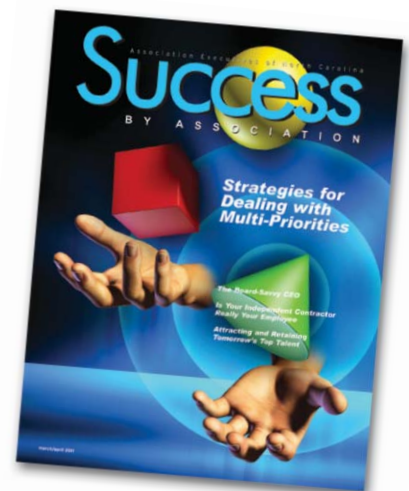
Jack Nance
Executive Director
Carolinas Golf Association

"Success By Association is rich in content and a fitting complement to AENC's professionalism."

Michael R. Borden, CAE
Chief Executive Officer
NC Academy of Physician Assistants

Every issue of **Success by Association** reaches the key decision makers who are directly involved in meeting planning. These association executives are planning meetings throughout the year and use cities and hotels of all sizes for their meetings.

Success by Association delivers a highly targeted circulation of decision makers in the meetings and conventions field. Advertisers will reach a select roster of key association executives and meeting planners who influence and determine destination and site selection. Our members are a strong and decisive audience for your brand.



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advertisingrates

Success by Association, AENC Bi-Monthly Publication

Now in Digital and Print

CIRCULATION

Success by Association is distributed to AENC members, members of the North Carolina Legislature, the Governor and her Cabinet, and the Council of State.

Advertise in color and receive Web and E-News ads for 50% off

ADVERTISING RATES ALL RATES QUOTED ARE NET, ADD 20% FOR BLEEDS

AD SIZE	TYPE	1-2 ISSUES	3-4 ISSUES	5-6 ISSUES
Full page	Color	\$995	\$875	\$755
1/2 page	Color	\$775	\$650	\$515
1/4 page	Color	\$465	\$410	\$380
	B&W	\$375	\$315	\$285

COVERS

Premium Placement for Covers:
Add 15%
Inside Placement:
Add 10%
Double Page Spread: \$1930
INSERTS & BELLY BANDS AVAILABLE
Please call for quote

DEADLINES

ISSUE	SPACE DEADLINE/ ADS DUE
Jan./Feb. 2012	Nov. 16/Nov. 20, 2011
Mar./Apr. 2012	Jan. 22/Jan. 29, 2012
May/June 2012	Mar. 25/Mar. 30, 2012
July/Aug. 2012	May 24/May 28, 2012
Sept./Oct. 2012	July 23/July 29, 2012
Nov./Dec. 2012	Sept. 25/Sept. 30, 2012

ADDED VALUE

- ♦ A four color advertisement of 1/2 page or larger earns 100 words of complimentary advertorial space and a color image in the Special Section of that issue
- ♦ Advertisers are automatically listed in the "Success Buyer's Guide" for a full year with a 3x or more insertion order and also automatically linked on our website for one year at www.aencnet.org
- ♦ Print publications are now available digitally on aencnet.org with live link from your ad to your website
- ♦ Circulation has increased!!

WEEKLY E-NEWS

One **banner ad** at the top is \$45 a week, or \$175, net, per month with a 3-month minimum. The ads are 470 x 60 as a jpeg at 300 dpi.

Button ads on the side are \$28 a week, or \$110, net, per month with a 3-month minimum. The ads are 165 x 75 or 80 as a jpeg at 300 dpi.

WEBSITE OPPORTUNITIES

Premium banner ad on homepage:
\$300, net, a month, two month minimum
730 x 100 (only one large banner ad per page)

Premium banner ad on any other web page:
\$250, net, a month, two month minimum
730 x 100 (only one large banner ad per page)

Button ads: \$125 a month/two month minimum



EXCLUSIVE SOLO DIGITAL BLAST

Exclusive digital email blast that you own: Sent to AENC membership with your exclusive ad message or offer \$595, net, per blast, and only two blasts are sent per month. Please check availability.

advertisingspecs

Success by Association, AENC Bi-Monthly Publication

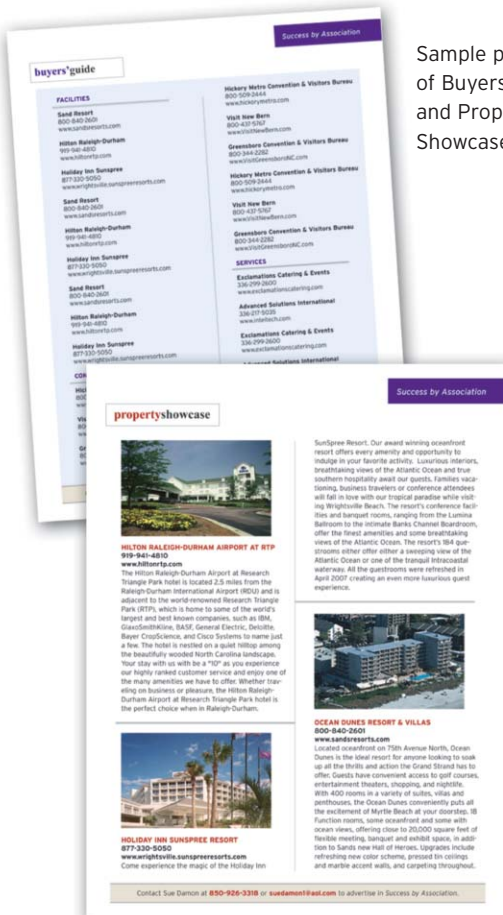
ADVERTISEMENT SIZES

Full page bleed	8 1/2" x 11" with 1/8" bleed on all sides non bleed 7 5/8" x 10 1/8"
Half page horizontal	non-bleed 7 5/8" x 4 15/16"
Half page vertical	non-bleed 3 3/4" x 10"
Qtrtr page vertical	non-bleed 3 3/4" x 4 15/16"

AD SUBMISSION AND ARTWORK

CONTACT: PAIGE HAPPEL

7489 Summerhill Dr.
Summerfield, NC 27358
Phone 336-908-0966
paige-ccs@triad.rr.com



Sample pages of Buyers' Guide and Property Showcase

DIGITAL FILES

High resolution PDF files requested. PC files must be constructed from QuarkXpress (6.0), Photoshop (7.0) and Illustrator (10.0). Mac files will be accepted in EPS, PDF and TIFF formats for placement. Files not supplied in proper format will be corrected at the advertiser's expense or the advertiser may correct.

ACCEPTED MEDIA

Files may be supplied on CD, DVD or submitted via e-mail to **paige-ccs@triad.rr.com**. Please include in subject line, "AENC-advertisers name".

FONTS

All fonts necessary for printing the ad must be supplied by the advertiser or convert to paths. Fonts are not required for PDF, EPS and TIFF submissions.

ARTWORK

Include all artwork/links (i.e. placed graphics, photographs, logos) for native files. Image resolution should be at least 300 dpi at final scale. Artwork must be converted to CMYK.

STORAGE OF ADS

All artwork will be maintained by the AENC office for 12 months and then destroyed unless otherwise advised by the advertiser or ad agency.

CANCELLATION

Cancellations must be received in writing by the insertion order deadline. Cancellations received after that date will be assessed a cancellation fee equal to one half the amount of the ad.

A four color advertisement of 1/2 page or larger earns 100 words of complimentary advertorial space and a color image in the Property Showcase Section of that issue.

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AENC Resource Guide (Meeting Facilities & Services Guide/Membership Directory)

AD PLACEMENT

Advertising reservations for the *Resource Guide* will be taken throughout the year. Based on the demand for specific advertising space, and to ensure fairness to all advertisers, ad placement will be determined on a first-come, first-served basis. First right of refusal is available until Feb 1, 2012.

ADVERTISING RATES

AD SIZE	TYPE	PRICE
Full page	Color	\$1275
	B&W	\$865
1/2 page	Color	\$995
	B&W	\$625

COVERS

INSIDE FRONT, Full page 4/C	\$1895
INSIDE BACK, Full page 4/C	\$1695
OUTSIDE BACK, Half page 4/C	\$2395

LIABILITY

In consideration of AENC's acceptance of such advertisement for publication, the agency and the advertiser will indemnify and hold harmless AENC and its officers, employees and/or agents against all loss, liability, damage, and expense of whatsoever nature arising out of the copying, printing, or publishing of its advertisement, including, but not limited to, reasonable attorneys' fees resulting from claims or suit for libel, violation of rights of privacy, plagiarism, and copyright and trademark infringement. AENC reserves the right to reject submission of any ad.

ALL RATES QUOTED ARE NET, ADD 20% FOR BLEEDS

TABS

SIDE A (FRONT)
SIDE B (BACK)

COLOR ONLY

\$1390
\$1475

TABBED DIVIDERS

There are eleven tab dividers in the *Resource Guide*. Ads for the tabs are to be a full page. Tabs are printed in color on both sides (Side A and Side B). Side A is the front of the tab, and Side B is the back of the tab. The following tabs mark beginning of the section indicated:

DIVIDER SECTION

- 1 CEO & Association Staff Members
- 2 Retired/Life Members
- 3 CVB Members
- 4 Affiliate Members
- 5 Members by Organization Index
- 6 Association Profiles
- 7 Peer Support Service
- 8 Services
- 9 City Profile Guide
- 10 Hotel/Meeting Facilities Guide
- 11 Meeting Planner

The *Resource Guide*, the Meeting & Facilities Guide/Membership Directory, is used as an annual reference guide by state associations and meeting planners when looking for meeting venues, destinations, contact information and other meeting information.

PAYMENT FOR SUCCESS AND RESOURCE GUIDE

- ♦ Invoices will be mailed to the advertiser and/or its ad agency. *SUCCESS* bills in the month published and *The Resource Guide* publishes and bills in December.
- ♦ AENC agrees to send one tear sheet along with the invoice unless otherwise advised by the advertiser or ad agency.
- ♦ Payment is due within 30 days after receipt of the invoice. The advertiser or ad agency will be advised that payment will be required in advance for future publications until outstanding invoices have been paid.

CANCELLATION

Cancellations must be received in writing by the insertion order deadline. Cancellations received after that date will be assessed a cancellation fee equal to one half the amount of the ad.



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advertisingspecs

AENC Resource Guide (Membership/Service Guide)

ADVERTISEMENT SIZES

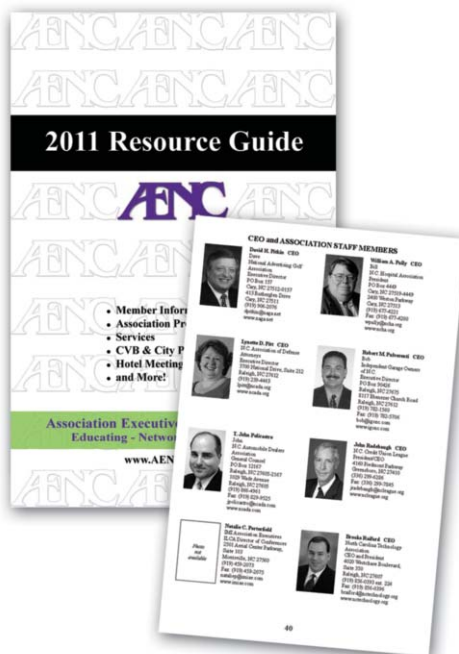
Full page bleed	5 1/2" x 8 1/2" with 1/8" bleed on all sides non bleed 4 3/4" x 7 1/2"
Half page horizontal	non-bleed 4 3/4" x 3 1/2"
Covers	5 1/2" x 8 1/2" with 1/8" bleed on all sides non bleed 4 3/4" x 7 1/2"
Tabs	non-bleed 4 3/4" x 7 1/2"

AD SUBMISSION AND ARTWORK

CONTACT: JOVITA MASK

7511 Mourning Dove Road
Suite 102
Raleigh, NC 27615
Phone 919-848-8255
Fax 919-848-8525
jovita@aencnet.org

Camera ready materials must be in the AENC office by September 23, 2012



The *Resource Guide* is an Association Professional's and Meeting Planner's resource that is designed to be used year round. It is designed in such a way as to grant access to your advertising information all year long. It is an indispensable tool for Association Professionals filled with a wealth of information on meeting venues, services, and association contacts.

BASIC AD REQUIREMENTS

A signed insertion order form must be received prior to set deadline date of September 1, 2012.

BLACK & WHITE ADS

- Ad sent via email or by mail on disk. Prefer ads in a PDF format, with fonts embedded. PDF's must be converted to grayscale and select "press optimized." Provide all fonts and free art links, converted to grayscale. Please mail a laser or inkjet proof of the ad to the AENC office.

COLOR ADS

- Convert all files to CMYK in a PDF format, with fonts embedded, and select "press optimized." Provide all fonts and free art links (converted to CMYK). Please mail a laser or inkjet proof of the ad to the AENC Office.

DEADLINES

Accepting Space January 2, 2012

Insertion order required by: September 1, 2012

Camera ready material by: September 23, 2012

Distribution of guide: December 2012

STORAGE OF ADS

All artwork will be maintained by the AENC office for 12 months and then destroyed unless otherwise advised by the advertiser or ad agency.



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