



ASSOCIATION EXECUTIVES OF NORTH CAROLINA



## Reach North Carolina Executive Directors, Presidents and CEOs

*Success by Association, AENCnet.org, AENC Resource Guide*

FOR MORE INFORMATION, PLEASE CONTACT:

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

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(352) 333-3452



Advancing the Association Profession in North Carolina since 1955

## Success by Association

Print and Digital edition

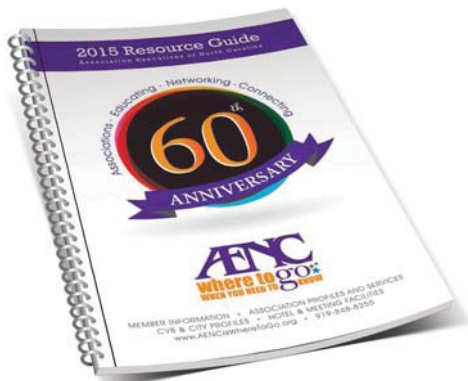


AENCnet.org

Website advertising



AENC Resource Guide



## The AENC Advantage

- Many of AENC's members are Executive Directors, Presidents and CEOs of professional and trade associations.
- **More than 80%** of our members self-identify as senior level staff and decision makers with purchasing power.
- Our members are responsible for planning industry conventions, tradeshow, educational conferences and other meetings ranging in size **from 10 to 1,000+ attendees.**

## Who We Are

AENC has been providing top-of-the-line professional development and networking opportunities since our founding in 1955. We foster recognition and respect for the association management profession and actively advocate for our members.

**Reach the association decision makers in North Carolina with purchasing power. Contact your Naylor representative today.**

# Success by Association

## 2016 Editorial Calendar

Issue	Features	Ships
January/February <i>Bonus Distribution to Legislators</i>	<b>Advertorial theme:</b> Hot Spots to Meet in 2016/ Golf Resorts <b>Editorial theme:</b> Government Affairs/Legislative Activity/Advocacy	Jan. 2016
March/April	<b>Advertorial theme:</b> Smart Sites for Small Meetings/ New & Renovated Properties <b>Editorial theme:</b> Management/HR Issues	March 2016
May/June <i>Bonus Distribution at Annual Meeting</i>	<b>Advertorial theme:</b> Beach Meetings/ Mountain Meetings <b>Editorial theme:</b> Membership Management/Recruitment	May 2016
July/August	<b>Advertorial theme:</b> Historic Settings for Meetings/ Meeting Planner's Guide/ Technology & Services Showcase <b>Editorial theme:</b> Meeting and Event Planning	July 2016
September/October	<b>Advertorial theme:</b> Meetings at Resorts and Spas/ DMOs, Conference & Convention Centers <b>Editorial theme:</b> Marketing/Communications	Sept. 2016
November/December <i>Bonus Distribution at Trade Show</i>	<b>Advertorial theme:</b> Annual Meetings & Conventions/ Out-of-State Meetings <b>Editorial theme:</b> Budget and Finance	Nov. 2016

### 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](http://www.aencnet.org)
- Bi-monthly print edition is showcased on a mobile-friendly digital-edition and **hosted for one year on our website** with links to your ad.
- Print advertisers are **promoted via AENC's Facebook page**.



# Success by Association

## Net Advertising Rates\*

All rates include an Ad Link in the digital edition of the magazine.

\*Members receive 10% off total amount.

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

Full-Color Rates	1x	2-3x	4-5x	6-7x Includes Resource Guide
Double Page Spread	\$ 2,189.50	\$ 2,079.50	\$ 1,969.50	\$ 1,859.50
Outside Back Cover	\$ 1,909.50	\$ 1,809.50	\$ 1,719.50	\$ 1,619.50
Inside Front or Inside Back Cover	\$ 1,699.50	\$ 1,609.50	\$ 1,529.50	\$ 1,439.50
Full Page	\$ 1,319.50	\$ 1,249.50	\$ 1,189.50	\$ 1,119.50
2/3 Page	\$ 1,189.50	\$ 1,129.50	\$ 1,069.50	\$ 1,009.50
1/2-Page Island	\$ 1,069.50	\$ 1,019.50	\$ 959.50	909.50
1/2 Page	\$ 999.50	\$ 949.50	\$ 899.50	\$ 849.50
1/3 Page	\$ 789.50	\$ 749.50	\$ 709.50	\$ 669.50
1/4 Page	\$ 599.50	\$ 569.50	\$ 539.50	\$ 509.50
1/6 Page	\$ 409.50	\$ 389.50	\$ 369.50	\$ 349.50
1/8 Page	\$ 329.50	\$ 309.50	\$ 299.50	\$ 279.50

## Digital Edition Branding Opportunities

**Sponsorship** | \$ 550

**Ad "Jolt" Upgrade** | \$ 250

**Skyscraper** | \$ 750

**Toolbar** | \$ 350

## Online Specifications

For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)



Naylor charges a \$50 artwork surcharge for artwork creation or changes.  
 This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Rates as of 7/15



# AENC Resource Guide

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1/2 Page	\$ 999.50
1/3 Page	\$ 789.50
1/4 Page	\$ 599.50
1/6 Page	\$ 409.50
1/8 Page	\$ 329.50

**Special: Tabs** Side A (front) \$1,390.00  
 Side B (back) \$1,475.00

### Black-and-White Rates

Full Page	\$ 869.50
2/3 Page	\$ 759.50
1/2-Page Island	\$ 689.50
1/2 Page	\$ 629.50
1/3 Page	\$ 549.50
1/4 Page	\$ 409.50
1/6 Page	\$ 319.50
1/8 Page	\$ 209.50

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### Digital Edition Branding Opportunities

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**Skyscraper** | \$ 750

**Toolbar** | \$ 350

**Ad "Jolt" Upgrade** | \$ 250

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Rates as of 7/15



# AENC Resource Guide + Success by Association digital editions

## Digital Edition

In addition to print, the AENC Resource Guide and Success by Association are available in digital versions. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the AENC's website. An archive of issues is available, securing your ad a lasting online presence.*

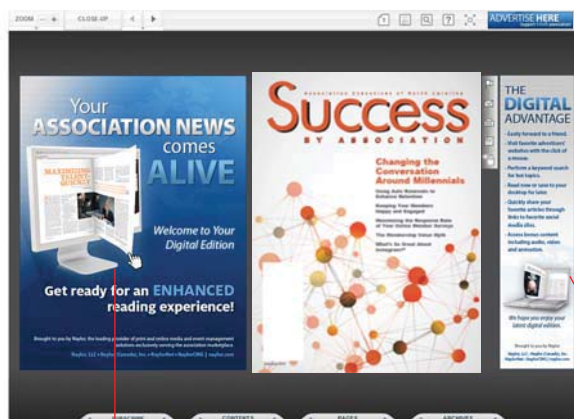
### Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the issue online or download and print for later

### Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

## Ad Positions



### Digital Sponsorship (550 x 480 pixels) | \$550

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available. Video capabilities available for MAX only.

### Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

### Digital Toolbar (250 x 50 pixels) | \$350

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

### Digital Skyscraper (200 x 783 pixels) | \$750

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

### Ad "Jolt" Upgrade | \$250

Transform your static print ad into an attention-grabbing animated message. The digital edition offers dynamic capabilities not available in print.

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## Online Specifications:

For more information, visit:  
[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)



# AENCnet.org Website

## Advertising on the AENC Website – AENCnet.org

Advertising on the AENC website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to AENCnet.org to learn about upcoming association events, discover ways to maximize their AENC membership and view the latest issues of Success by Association digital edition. Advertising on AENCnet.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of association professionals.

### Features of AENCnet.org website advertising:

- Cross-promoted in other AENC publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



**Leaderboard** | 728 x 90 pixels (5 rotations)  
12 months - \$1,250  
6 months - \$700  
3 months - \$375

**Rectangle** | 180 x 150 pixels (5 rotations)  
12 months - \$950  
6 months - \$525  
3 months - \$275

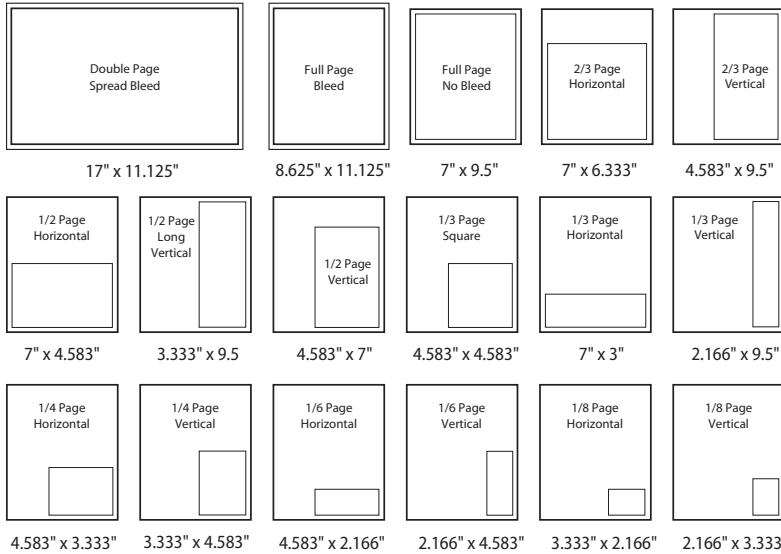
**Online Specifications:**  
For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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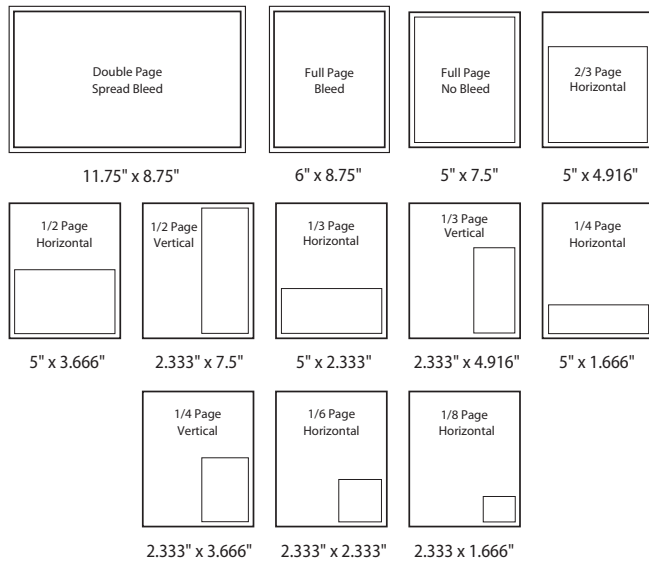
# Success by Association/ AENC Resource Guide

## Print Advertising Specifications

### Directory/Magazine Trim Size: 8.375" x 10.875"



### Roster Trim Size: 5.75" x 8.5"



## Specs for Outsert/Inserts

### Directory/Magazine

1 Pg / 1 Surface 8.375" x 10.875"  
 2 Pg / 4 Surface 8.375" x 10.875"  
 Heavy Card Stock Insert 8.25" x 10.75"

### Roster

1 Pg / 2 Surface 8.375" x 10.875"  
 Postcards 6" x 4.25"  
 Postal flyersheets 8.5" x 11"  
 1 Pg / 2 Surface 5.75" x 8.5"  
 3 Pg / 6 Surface 5.75" x 8.5"  
 Postcards 6" x 4.25"

Postal flyersheets 5.75" x 8.5"  
 Heavy Card Stock Insert 5.25" x 8.25"

## Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

## Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

## Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Directory/Magazine:

**DPS Live Area:** 15.417" x 9.5"  
**Full-Page Live Area:** 7" x 9.5"

### Roster:

**DPS Live Area:** 10.75" x 7.5"  
**Full Page Live Area:** 5" x 7.5"

## Online Specifications

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[www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

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# Success by Association

## Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Accountants                           | <input type="checkbox"/> Convention Services               | <input type="checkbox"/> Printers/Publishers                 |
| <input type="checkbox"/> Airlines                              | <input type="checkbox"/> Cruise Lines                      | <input type="checkbox"/> Public Speakers                     |
| <input type="checkbox"/> Art                                   | <input type="checkbox"/> Destination Management            | <input type="checkbox"/> Publishing                          |
| <input type="checkbox"/> Association Management Companies      | <input type="checkbox"/> Direct Mail/Marketing             | <input type="checkbox"/> Registration Services               |
| <input type="checkbox"/> Association Management Software (AMS) | <input type="checkbox"/> Editorial Services                | <input type="checkbox"/> Resort & Conference Centers         |
| <input type="checkbox"/> Attorneys                             | <input type="checkbox"/> Education & Certification         | <input type="checkbox"/> Restaurants & Clubs                 |
| <input type="checkbox"/> Audio Video Stage Productions         | <input type="checkbox"/> Employee Benefits/Services        | <input type="checkbox"/> Security                            |
| <input type="checkbox"/> Audio Visual Equipment                | <input type="checkbox"/> Entertainment & Music Services    | <input type="checkbox"/> Shipping/Courier Services           |
| <input type="checkbox"/> Attractions/Theme Parks               | <input type="checkbox"/> Exhibit Design                    | <input type="checkbox"/> Signage                             |
| <input type="checkbox"/> Audio-Visual Services                 | <input type="checkbox"/> Event Registration Software       | <input type="checkbox"/> Speakers Bureau                     |
| <input type="checkbox"/> Badges/Awards/Incentives              | <input type="checkbox"/> Fax Broadcast Services            | <input type="checkbox"/> Speakers, Public                    |
| <input type="checkbox"/> Bankcard Processing Services          | <input type="checkbox"/> Fundraising                       | <input type="checkbox"/> Special Events Design               |
| <input type="checkbox"/> Banks/Financing                       | <input type="checkbox"/> Gifts & Jewelry                   | <input type="checkbox"/> Special Events Plans                |
| <input type="checkbox"/> Bed & Breakfasts                      | <input type="checkbox"/> Graphic Design                    | <input type="checkbox"/> Special Events Management           |
| <input type="checkbox"/> Business Equipment Services           | <input type="checkbox"/> Hotel & Conference Centers        | <input type="checkbox"/> Teleconferencing Services           |
| <input type="checkbox"/> Casinos/Resorts                       | <input type="checkbox"/> Hotels & Resorts                  | <input type="checkbox"/> Telephone Services (Voicemail)      |
| <input type="checkbox"/> Car Rental/Leasing                    | <input type="checkbox"/> Insurance & Risk Management       | <input type="checkbox"/> Trade Show Marketing Services       |
| <input type="checkbox"/> Career Centers/ Job Boards            | <input type="checkbox"/> Internet Service Providers        | <input type="checkbox"/> Trade Show Management               |
| <input type="checkbox"/> Charters/Boat/Sightseeing             | <input type="checkbox"/> Investment Programs               | <input type="checkbox"/> Training Services                   |
| <input type="checkbox"/> Communications                        | <input type="checkbox"/> Lobbyists                         | <input type="checkbox"/> Translation/Interpretation Services |
| <input type="checkbox"/> Computer Supplies & Equipment         | <input type="checkbox"/> Long-Distance Telephone Providers | <input type="checkbox"/> Transportation                      |
| <input type="checkbox"/> Computer, Hardware                    | <input type="checkbox"/> Mailing Houses                    | <input type="checkbox"/> Travel Agencies                     |
| <input type="checkbox"/> Computer, Software                    | <input type="checkbox"/> Meeting & Banquet Facilities      | <input type="checkbox"/> Website Design & Development        |
| <input type="checkbox"/> Commercial Real Estate                | <input type="checkbox"/> Meeting Planning Services         | <input type="checkbox"/> Workers' Compensation               |
| <input type="checkbox"/> Consultants                           | <input type="checkbox"/> Membership                        | <input type="checkbox"/> Other: _____                        |
| <input type="checkbox"/> Conference & Convention Centers       | <input type="checkbox"/> Membership Plaques                |  |
| <input type="checkbox"/> Convention & Visitors Bureaus         | <input type="checkbox"/> Non-Dues Revenue                  |  |
|  | <input type="checkbox"/> Office Equipment & Supplies       |  |
|  | <input type="checkbox"/> Photography                       |  |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

\_\_\_\_\_ **Additional Categories X \$20.00 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_

