

AMERICA'S MOST-READ  
MAGAZINE FOR STATE AND  
REGIONAL ASSOCIATIONS

## WHAT SETS ASSOCIATION NEWS APART FROM THE REST? *Focused Editorial, Compelling Graphics, and the Only Independent Monthly Magazine Targeting State and Regional Associations!*

Now in its 33rd year and still the only independent meetings magazine serving state and regional associations nationwide, *Association News* is your key to capturing more business from the recession-proof and always resilient state and regional association market. *Association News* delivers what no other meetings magazine can...or does!

According to *Future Watch 2008*, sponsored by American Express and conducted by Meeting Professionals International (MPI), strong growth in the number of state and regional meetings is expected in the year ahead. *Association News* will be there every step of the way providing valuable, hands-on management information and full-color editorial coverage of destinations and hotels eager to work with state and regional associations.

## THE IN-STATE GROUP MARKET IN YOUR OWN BACKYARD

The state and regional association meetings market targeted by *Association News* is expected to experience greater growth than any other group travel segment in the coming year. The association meetings market continues to grow for one simple reason: associations exist primarily to hold meetings.

And the majority of the meetings our readers hold—be they annual meetings, board meetings, committee meetings or educational seminars—are meetings held within a 500 mile radius of their home base.

## NO OTHER SINGLE PUBLICATION DELIVERS THE STATE AND REGIONAL ASSOCIATION MARKET LIKE WE DO

Our circulation of more than 42,000 state and regional association executives and meeting planners is greater than any other meetings magazines...or all of them combined! As an independent, non-membership publication, *Association News* cuts across organizational lines to deliver the largest possible number of professionals responsible for planning off-site meetings for their organizations.

**31,024**  
**LARGE**  
**MEETINGS**

**376**  
AVERAGE  
ROOM BLOCK

**11,665,024**  
ROOM NIGHTS  
ANNUALLY

Average Stay of Approximately  
2.9 Nights

**616,416**  
**SMALL**  
**MEETINGS**

**77**  
AVERAGE  
ROOM BLOCK

**47,464,032**  
ROOM NIGHTS  
ANNUALLY

Average Stay of Approximately  
1.1 Nights

**59,129,056**  
**TOTAL HOTEL ROOM NIGHTS**  
**BOOKED ANNUALLY**

*(Statistical information is derived from a random selection of survey forms returned by subscribers to Association News. Subscriber data was verified against and supplemented with data from the ASAE study "Association Meeting Trends" and "The Meetings Outlook Survey" conducted by MPI.)*

## **EVERY YEAR, READERS OF ASSOCIATION NEWS SPEND OVER \$15.6 BILLION ON MEETINGS AND CONVENTIONS**

State and regional association meetings activity represents a huge prospective pool of business for hotels, convention centers and other suppliers to the meetings industry. On average, each of the readers of *Association News* is responsible for planning 21 off-site meetings per year.

Annually, they:

- Hold more than 31,000 general membership conventions or annual meetings
- Hold more than 616,000 off-site board meetings, committee meetings, educational seminars and executive retreats

Convention and meeting spending by readers of *Association News* totals \$15.6 billion per year.

## **READERS OF ASSOCIATION NEWS BOOK MORE THAN 59 MILLION HOTEL ROOM NIGHTS ANNUALLY**

With annual meetings that last an average of 3.9 days and other off-site meetings that last an average of 2.1 days, the readers of *Association News* book a total of more than 59 million hotel room nights annually. Our readers are volume buyers and they utilize hotels and meeting facilities not once every two or three years but month after month, year after year.

## **A MARKET THAT CONTINUES TO GROW**

Studies conducted by the American Society of Association Executives and Meeting Professionals International indicates that the state and regional association meetings market has much greater vitality and potential for growth than other meetings market. It is the state and regional association market that *Association News* delivers like no one else.

# TESTIMONIALS

## ADVERTISERS

(See other side for testimonials from readers)

"As the marketing director of the Olympia–Thurston County Visitor and Convention Bureau, I find *Association News* a remarkable venue in which to advertise. From relevant editorial content to special sections that help maximize advertising dollars, *Association News* makes advertising as painless and as effective as possible. On top of that, our message is delivered to thousands of state and regional groups throughout the U.S."

Tamara Garcia, Marketing Director  
Olympia–Thurston County CVB

"*Association News* consistently presents very informative and well-written articles and I find the variety of site features very refreshing. More importantly, as the association meetings business is one of our main market segments, I have done extensive research on many publications that target this segment and I feel strongly that *Association News* is a viable resource in those efforts."

Jennifer Kohler, Marketing Director  
Homestead Resort

"*Association News* is a very effective and inexpensive way to reach the association market. Top-level decision makers, executives and meeting planners read *Association News* each month, making it an integral part of my marketing plan every year. If you are looking to target the ever-increasing state and regional association meetings market, I strongly recommend using *Association News* as the publication of choice."

Amita Patel, Director of Sales & Marketing  
Sheraton Pasadena

"I've advertised in *Association News* throughout my career in hospitality sales. Now that I'm at a new world-class resort, we'll be telling our story to meeting planners through *Association News*. If your hotel or resort wants to book more group business, *Association News* is the place you've got to be!"

Mitch Ostrow, Director of Sales  
Hyatt Regency Tamaya Resort & Spa

## EDITORIAL CONTENT THAT ADDS VALUE

The value of the editorial content and the readers' involvement with the editorial content of *Association News* can be gauged by the number and variety of organizations that request permission to reprint our articles. Following is a representative sampling of requests to reprint that have been granted by *Association News*.

### Organization / Article Title

Albuquerque Convention Center	/	How to Work With Convention Centers
Alpha Micro Users Group	/	Technology's Revenge
American Institute of Professional Geologists	/	State Legislators
American Society of Health System Pharmacists	/	How to Win at Lobbying
Arizona Veterinary Medicine Association	/	Words to Live and Work By
ASAE	/	Be Careful With Member Referrals
Association Advisory Council	/	Public Relations and Your Association
Association of Idaho Cities	/	How to Sell Legislation
Association of Independent Schools & Colleges	/	One From the Heart
Association Trends	/	Public Relations and Your Association
Auto Body Craftsmen Association	/	How to Fire an Employee
California Applicants Attorneys	/	Orange County: The Juice Remains
California Restaurant Association	/	The Biggest Mistakes in Communications
California SAE	/	Controlling Long-Term Meeting Agreements
Colorado Optometric Association	/	Elections: A Politician's View
Florida Psychological Association	/	Campaign Contributions: An Analysis
Florida SAE	/	Adapt or Die: Nonprofits in a New World
Greater Inland Empire Apartment Association	/	How to Sell Legislation
International Fabricare Institute	/	The Power of the People
International Group of Agents & Bureaus	/	What Good are Associations?
Lancaster Chamber of Commerce	/	Words Can Be Magic—Or Tragic
Lane County Medical Society	/	A Cyberspace Primer for Executives
Medical Group Management Association	/	Association Check-Up
Montana Registered Land Surveyors Association	/	Your Phone Policy
National Animal Control Association	/	The Growth of Lobbying
Northern California SAE	/	The Elimination of Group Air Fares
Rocky Mountain Electrical League	/	It's the Little Things That Count
South Carolina Dental Association	/	What Good are Associations?
Southern California Veterinary Medical Association	/	The Road to Maturity
Texas SAE	/	Get it in Writing: An Executive Needs a Contract
Tradeshaw Week	/	Give It To Me Straight
Washington Self-Insurers Association	/	The Spirit of Adventure
Wholesale Distributors Association	/	Lessons from the Elders



# TESTIMONIALS

## READERS

(See other side for testimonials from advertisers)

"Association News is one of the few magazines I read from cover to cover every month. Your educational articles are timely and very well written, and I enjoy reading about the latest news in our industry. I also look forward to the articles featuring different cities around our great United States. It's like a mini geography lesson. You are to be commended for producing an appealing, professional magazine."

Valerie D. Teeter, *Vice-president*

Apartment Association of Orange County

"Association News is one of the best publications that comes across my desk each month. Every issue has something I can use in my job. Please urge every association executive to share their copy with their board's staff members."

Pat Fitzwater, *Board Member*

Society for Old Ivory & Home Porcelains

"Your editorial...generated dozens of phone calls. May I have your permission to reprint your article? You have a great publication!"

Fred Caruso, *CAE, Executive Director*

Occupational Therapists Association of Colorado

"As an association management firm that serves seven organizations, our staff relies on the association-specific information contained in every issue of Association News to help make our jobs easier and our clients more successful. The articles are to the point and cover a range of key issues. The destination stories play an important part in staging productive meetings. Among the many association publications out there, Association News is a definite 'must read!'"

Phillip A. Gutt, *CAE, President*

Association Managers, Incorporated

"I wanted to applaud the article in your April issue titled "Endless Meetings." The suggestions included in the article for effectively conducting meetings are right on target."

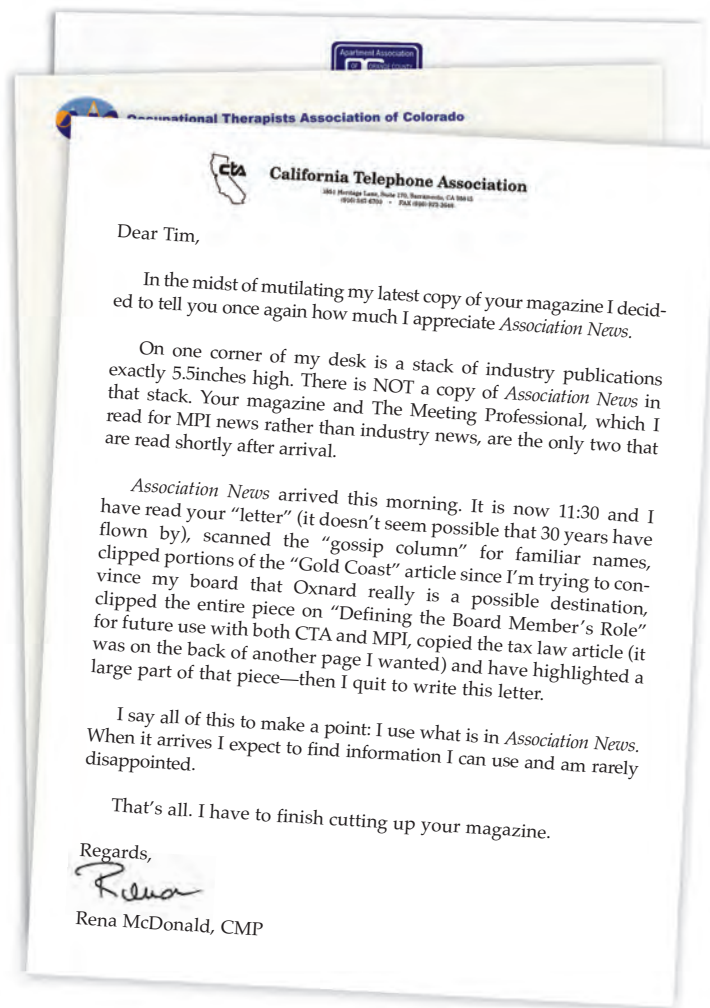
Mike Kelley, *Director of Corporate Communications*

MyAssociation.com

"I really count on Association News... I wouldn't give up my subscription for anything."

Maryanne Bobrow, *Executive Director*

Wild West Veterinarian Conference



# COMPARISONS

## **NO ONE COVERS THE STATE AND REGIONAL ASSOCIATION MARKET AS COMPLETELY AND ECONOMICALLY AS ASSOCIATION NEWS**

If you want complete coverage of the state and regional association market, only *Association News* delivers. *Association News* reaches more state and regional association readers in the country than any other publication.

While our circulation among state and regional groups is several times that of our closest competitor, our advertising rates are much lower than many other meetings publications thanks to our highly targeted approach.

### **TYPES OF FACILITIES USED**

1. Downtown Hotels
2. Resorts
3. Suburban Hotels
4. Airport Hotels
5. Conference Centers
6. Convention Centers & Auditoriums
7. Cruise Ships

## **ASSOCIATION NEWS DELIVERS MORE READERS THAN ALL OF THE LOCAL SOCIETY PUBLICATIONS COMBINED**

Many of the local societies of association executives produce publications that accept advertising. Unfortunately, these publications usually have very limited circulation.

*Association News* is independent and solely advertiser supported. That allows us to avoid organizational biases and—in one buy—deliver more meeting planning decision makers than all of the state and regional membership-only publications combined.

## **AN UNCLUTTERED ENVIRONMENT THAT GETS ADS NOTICED**

*Association News* is designed so that maximum attention is drawn to the advertisements it contains. Our no-nonsense approach to graphics and layout means that your advertising will not be lost in a blur of overblown art direction. Your advertising in *Association News* will be seen and remembered.

## **ASSOCIATION NEWS HELPS HOTEL SALES STAFFS BOOK MORE ROOM NIGHTS**

Hotels that employ one or more salespeople to service the association meetings market can increase the effectiveness of their sales staffs with an image-building advertising schedule in *Association News*. In a single month, we reach more association decision makers than a sales staff could contact in a year.

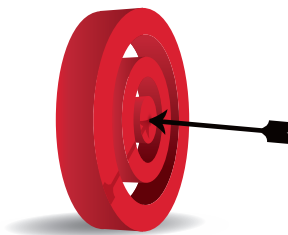
## **ON A COST-PER-THOUSAND BASIS, ASSOCIATION NEWS IS A BETTER BUY THAN PARTICIPATION IN TRADE SHOWS**

Selling to meeting planners through industry trade shows and exhibitions has long been a hit-and-miss proposition. Only a percentage of actual industry decision makers typically attend trade shows.

*Association News* allows advertisers the opportunity to reach more association executives and meeting planners than could ever be convinced to attend a trade show. What's more, we reach these key decision makers every month of the year. Since meeting planning activity continues year-round, maintaining a presence in *Association News* assures advertisers that they are in the minds of meeting planners when crucial sight selection decisions are being made.

## **THE MARKET FOR THE NEW MILLENNIUM IS IN YOUR OWN BACKYARD**

Surveys foretelling an increase in the number of state and regional association meetings for the coming year are good news for hotels, convention bureaus and others who want to sell products and services to associations. Only *Association News* is designed to serve the people who run state and regional associations. Reach our readers and watch your sales grow!



**GET YOUR MARKETING PLAN ON TARGET: ADVERTISE IN ASSOCIATION NEWS!**

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# COMPARISONS

## OUR READERS BOOK MILLIONS OF HOTEL ROOMS

The locations where our readers meet include the United States, Canada and Mexico. Even in destinations used less frequently, they book hundreds of thousands of room nights.

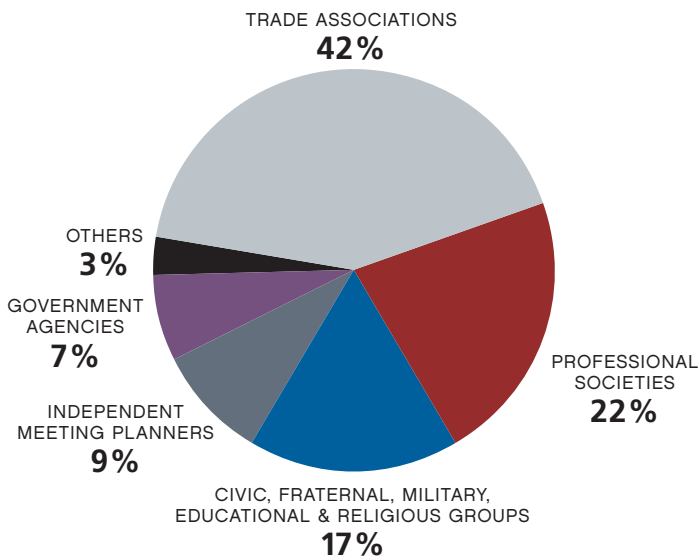
## OUR READERS HOLD MEETINGS YEAR-ROUND

Although the busiest seasons for meetings are fall and spring, our readers hold meetings in every month of the year. More than half of our readers, for example, hold meetings during the summer months.

## OUR READERS WORK FOR GROUPS THAT EXIST PRIMARILY TO HOLD MEETINGS

The types of organizations represented by our readership are exactly the market segments of the meetings industry expected to grow the most in future years. Nearly 90% of our readers work on the staffs of these organizations

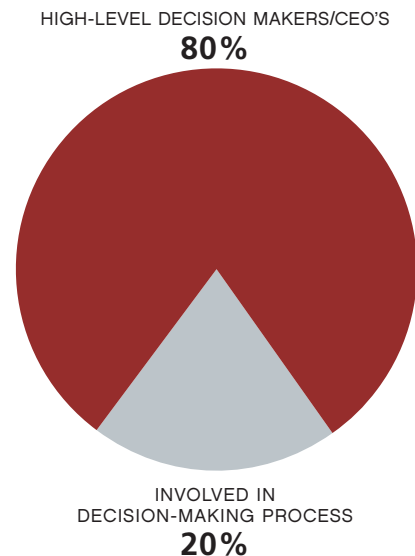
READERSHIP BY TYPE OF ORGANIZATION



## OUR READERS ARE DECISION MAKERS WITH A VARIETY OF RESPONSIBILITIES

Nearly 80% of our readers are high-level association chief executive officers and association management company executives with the authority to make final decisions on meeting planning and site selection. The remainder of our readership includes staff meeting planners, education and training directors, exhibit managers and independent meeting planners who are also involved in the decision-making process.

READERSHIP BY TITLE



(Statistics contained herein are derived from data collected from subscribers to Association News.)

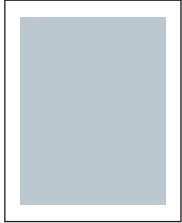


# ASSOCIATION news®

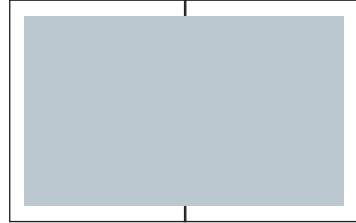
AMERICA'S MOST-READ MAGAZINE FOR STATE AND REGIONAL ASSOCIATIONS

## ADVERTISING MATERIALS PRODUCTION SPECIFICATIONS

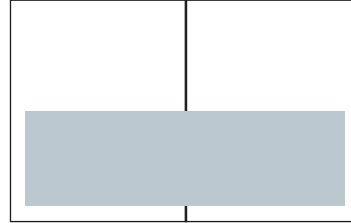
### AD SIZES AND SPECIFICATIONS



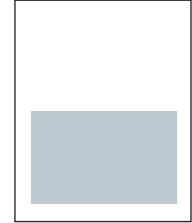
**Full-Page Ad**  
Trim Size: 8-1/2" w x 11" h  
Live Area: 7" w x 10" h



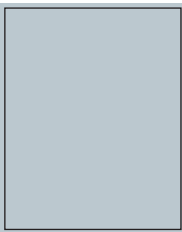
**Two-Page Spread Ad**  
Trim Size: 17" w x 11" h  
Live Area: 15-1/2" w x 10" h



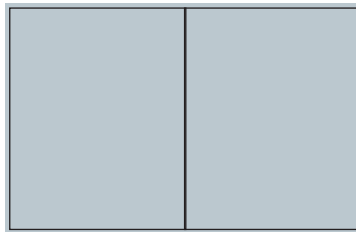
**Half-Page Horizontal Spread Ad**  
Trim Size: 15-1/2" w x 4-7/8" h



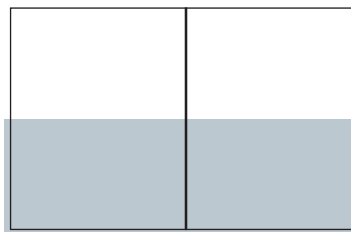
**Half-Page Horizontal Ad**  
7" w x 4-7/8" h



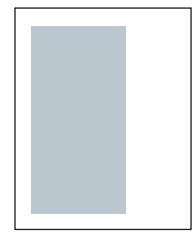
**Full-Page Bleed Ad**  
Trim Size: 8-1/2" w x 11" h  
Bleed Size: 8-3/4" w x 11-1/4" h



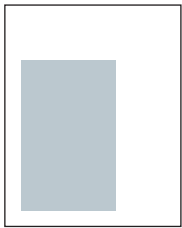
**Two-Page Spread Bleed Ad**  
Trim Size: 17" w x 11" h  
Bleed Size: 17-1/4" w x 11-1/4" h



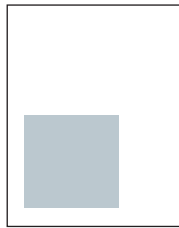
**Half-Page Horizontal Spread Bleed Ad**  
Trim Size: 17" w x 5-1/2" h  
Bleed Size: 17-1/4" w x 5-5/8" h



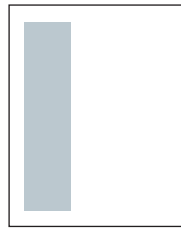
**Two-Thirds-Page Vertical Ad**  
4-5/8" w x 10" h



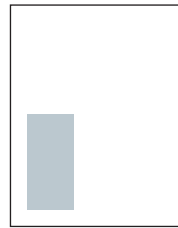
**Half-Page Island Ad**  
4-5/8" w x 7-3/8" h



**Third-Page Square Ad**  
4-5/8" w x 4-7/8" h



**Third-Page Vertical Ad**  
2-1/4" w x 10" h



**Sixth-Page Vertical Ad**  
2-1/4" w x 4-7/8" h

- On full-page bleed ads, keep live matter 5/16" from trim on all sides.
- Space can be used only in the above sizes. Space exceeding size indicated in any direction will be considered a bleed except for gutter bleeds in spread.
- Bleeds: Document set-up size in native applications should be equal to the page size with bleeds added. Document set-up size for PDFs must be equal to the publication bleed size.
- Contact advertising representative for rates.

### CLOSING DATES & MULTIPLE INSERTIONS

**Space:** First day of the month preceding month of publication. No cancellations accepted after space closing date. Published first of each month.

**Materials:** One week after space closing date.

**Multiple Insertions:** Duration-of-contract rate protection extended to advertisers specifying all insertion dates at time initial space order is accepted by the publisher. Publisher will "short rate" any curtailment or cancellation of scheduled advertising at the highest published rate in effect at the time of such curtailment or cancellation. Frequency discounts apply only to space used within a calendar year.

### PREMIUM POSITIONS & BLEEDS

**Inside Pages:** 10% of space and color

**Inside Covers or Center Spread:** 15% of space and color

**Back Cover:** 20% of space and color

**Bleed Cost:** 10% of space and color

### MECHANICAL SPECIFICATIONS

**Printing:** Computer to Plate; SWOP standard four-color process; Offset lithography on coated stock. 150 line screen.

**Binding:** Saddle-stitched

# ASSOCIATION news<sup>®</sup>

AMERICA'S MOST-READ MAGAZINE FOR STATE AND REGIONAL ASSOCIATIONS

## ADVERTISING MATERIALS SUBMISSION INSTRUCTIONS

### DIGITAL FILES

Advertisers are to submit advertising materials in a digital format on CD ROM in either Mac or PC platform prepared according to the following guidelines:

### PREFERRED FILE FORMATS

Flat .tif or PDF files at press resolution (300dpi).

### PDF FILE SUBMISSION

A PostScript document is created from the native application file prior to preparing the final PDF/X-1a file. Please follow to the following guidelines in file preparation:

- Set native application files in the portrait mode at 100% of size with no rotations. Include trapping.
- Trim, bleed and center marks should be included in the file but kept outside the "trim" area. Bleed must extend 1/8" beyond trim. Keep live matter 5/16" from the trim edge.
- Images must be SWOP standard CMYK at 300 dpi with a total area density of 300%. (No RGB, PDF or JPEG images).
- Use only PostScript Type 1 fonts. (No TrueType fonts). Do not use type styling for font attributes such as italic, bold, etc. Embed all fonts.
- All high-resolution images and fonts must be included. Supply both printer and screen fonts. Embed all fonts into the PDF file.
- Separations for any spot color (or fifth) color must be submitted in the native application file, not as a PDF file. (The Publisher reserves the right to match non-paid fifth or spot colors as process colors).
- Create a PostScript file from the native application (such as QuarkXpress) using the Universal PPD available as a download from DDAP at [www.ddap.org](http://www.ddap.org).
- Use PDF/X-1a compliant software such as Adobe Acrobat Professional Version 6 to create a PDF/X-1a file from your desktop.
- All PDF file submissions must include a color proof described below and shipped to Publisher along with the PDF file on CDRom. For PDF files sent via email or to printer FTP site, a color proof must be shipped to both the printer and Publisher for review and processing. Please contact advertising representatives for PDF file submissions information.

### BLEEDS

Document set-up size in native applications should be equal to the page size with bleeds added. Document set-up size for PDFs must be equal to the publication trim size.

### PHOTOS

300 dpi, actual size, CMYK color model; .tif or format with color preview.

### FONTS

Send screen and printer fonts for use in producing the ad. On illustrations all text must be converted to outline before saving as .eps format. TrueType fonts are not accepted.

### MEDIA

Mac or PC based files may be submitted on CD-ROM and shipped to the address below to arrive by the materials due date. Provide one ad per disk and send only the files necessary for production of that ad. Include the publication name, issue date, advertiser's name and contact person including telephone number and email address.

### PROOFS

Laser printout required to show elements; a SWOP-certified proof such as a matchprint is recommended for critical content and required for color correction on press. Tear sheets are not accurate for color proofing.

Proofs must be representative of the supplied file at actual size and display a printer's color bar. Alternate proofing will be used as content proofs only. Any special output or printing instructions, such as matched or spot color usage, should be clearly indicated on the supplied proof

### ADDITIONAL COLOR AND ARTWORK SURCHARGES

Artwork submitted electronically without an accurate color proof will be subject to a \$100 proofing fee. Surcharges apply for spot color, bleed ads, premium positioning, changes at blueline and insertion of pre-printed matter. Ad design and production will be billed at the rates quoted by your account executive.

Each PMS Spot Color: 1-5x: \$525 6x +: \$425

Metallics: Contact your account executive for further information.

Changes: \$100 minimum surcharge for changes or strip-ins to existing artwork. \$150 surcharge for changes to artwork at blueline, if schedule permits.

### SHIPPING INSTRUCTIONS

Please ship ad materials to the following address:

**Art Department**  
**Schneider Publishing Company, Inc.**  
**11835 West Olympic Boulevard, Suite 1265**  
**Los Angeles, CA 90064**

Artwork under 10mb can be e-mailed to:

[hagit.worona@schneiderpublishing.com](mailto:hagit.worona@schneiderpublishing.com)

### FTP INSTRUCTIONS

To submit your ad materials using a File Transfer Protocol program (Fetch, Core FTP, WSFTP or the like):

**Host Name:** ftp.sundancepress.com

**User ID:** schneider.sundancepress

**Password:** #1magazine

Once logged in to the FTP server, navigate to the upload folder and upload your artwork into the ASSOCIATION NEWS folder.

After your ad is uploaded, please notify our art department via e-mail: [hagit.worona@schneiderpublishing.com](mailto:hagit.worona@schneiderpublishing.com)