

## ***Mission Statement***

*USAE is a print and “e” publication serving the association meetings community – a community of professional interest comprised of executives from associations, destination marketing organizations (CVBs) and hotels & resorts.*

*It is USAE’s goal to provide its readers with in-depth association, CVB and hospitality news not available elsewhere in nationally circulated print or “e” media.*

*In its reporting USAE strives, above all, to be accurate, fair, and if at all possible, first with the news. Regarding the associations about which we write; news of Convention Industry Council member organizations is a priority followed by news about other national trade and professional associations. News of convention & visitor bureaus and hotels & resorts is deemed of equal importance to our readers.*

## ***Value Promise***

**To our subscribers and readers** *USAE* pledges to produce a weekly newspaper with the most thorough and relevant editorial content written by journalists who are dedicated to the highest ethical standards.

**To our advertisers** *USAE* seeks to provide maximum value through advertising, advertorial opportunities and value-added merchandising.

If at any time any advertiser or subscriber believes he or she has not received full value from their advertising or subscription, *USAE* will cheerfully provide either make-good advertising or a full refund.

Anne Daly Heller, Publisher and Executive Editor  
Ross E. Heller, Publisher, Custom NEWS, Inc.

## Circulation

**Every Monday** over 40,000 industry executives receive either the print or the “e” “turn-the-page” version of *USAE*.

**Show Daily Circulation:** *USAE* print show dailies are delivered on-site at major association industry events as listed below. On-site circulation is either via hotel bell staff to rooms of each registered delegate, placed in materials provided EVERY attendee, or distributed via *USAE* staffers located at shuttle bus stops or other convenient locations.

Event & Special Issues	# Days	Daily Circulation	Total Circulation
<b>Professional Convention Management Assn</b>			
Preview Edition	1x	N/A	40,000
Show Daily	2x	3,000	46,000
<b>Meeting Professionals International</b>			
WEC Preview	1x	N/A	40,000
WE C Show Daily	2x	3,500	47,000
<b>DMAI</b>			
Destinations Showcase DC Preview	1x	N/A	40,000
Desrinations Showcase DC On-Site	1x	2,500	42,500
<b>ASAE</b>			
<i>Annual Meeting</i>			
Preview	1x	N/A	40,000
Show Daily	2x	4,000	48,000
XDP Preview	1x	N/A	40,000
XDP On-Site	1x	2,500	42,500
XDP Wrap-Up	1x	N/A	40,000
<b>IAEE Show Daily</b>	2x	3,000	47,000
<b>Association Forum</b>			
Holiday Showcase Preview	1x	N/A	40,000

USAE Print and "E" Circulation Statement, continued

<b>Event &amp; Special Issues</b>	<b># Days</b>	<b>Daily Circulation</b>	<b>Total Circulation</b>
Assn Forum Showcase On-Site	1x	2,500	42,500
<b>IBTM America</b>	1x	2,000	42,000
<b>IMEX Preview</b>		N/A	40,000
<b>Other Special Issues</b>			
Classic Resorts & Hotels		N/A	40,000
Going Green: Eco Friendly Destinations		N/A	40,000
Gaming Venues & destinations		N/A	40,000
Golf Resorts & Hotels		N/A	40,000
"Regional" Editions		N/A	40,000
2 <sup>nd</sup> Tier City: First Class Venue		N/A	40,000
Forty Under 40 Honors Edition		N/A	40,000
New & Renovated Hotels & Resorts		N/A	40,000

## *Circulation by Region*

**Total Circulation:**           **40,000**

**Mid-Atlantic:**               **55%**

(DC, MD, VA)

C-Level: 50%

Planner: 45%

Other: 5%

Subtotal: 100%

**Midwest**                       **25%**

(IL, WI, IN)

C-Level: 50%

Planner: 45%

Other: 5%

Subtotal: 100%

**New York**                     **10%**

(NY, NJ, CT)

C-Level: 50%

Planner: 45%

Other: 5%

Subtotal: 100%

**Elsewhere in US**           **10%**

C-Level: 50%

Planner: 45%

Other: 5%

Subtotal: 100%

**TOTAL:**                       **100%**

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THE WEEKLY COMMUNITY  
NEWSPAPER OF  
ASSOCIATIONS, CVBS  
AND HOTELS

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**USAE**

## *Fact Sheet*

*USAE* is the only nationally circulated weekly trade newspaper covering associations, hotel companies and convention and visitor bureaus. Editorially we cover all news of interest to our core readership; association executives, hotel sales and marketing executives and convention and visitor bureau executives.

Published since 1982, print *USAE* is produced heat-set web offset on 50# No. 5 enamel coated stock. This provides the highest quality advertising and photo reproduction.

All editions are e-mailed in a 'turn the page' format to an exclusive industry list of over 40,000 association executives, and corporate and independent meeting planners

*USAE* publishes daily editions at EVERY major association industry convention and trade show. These include ASAE, MPI, PCMA, IAEE, Affordable Meetings, IBTM Americas and RCMA. These issues are distributed to ALL meeting attendees. Circulation ranges from 1,500 to 4,000 copies daily depending upon the meeting. Issues are always posted on *USAE's* website, [usaenews.com](http://usaenews.com)

Additionally *USAE* publishes promotional editions for such major one-day association events as ASAE Springtime, Association Forum Holiday Showcase and Destinations Showcase. On-Site Circulation is approximately 2,000 for each of these editions.

Beyond advertising, *USAE* offers exclusive value-added services not available in other publications. Our most important is the opportunity to run 400-500 word advertorials and photos in EACH show daily issue in which advertising appears. All advertorials will appear in the 'e' 'turn the page' version of *USAE*.

Additionally our other media – twice-weekly *USAE-MAIL*, *USAE* Webinar Calendar, Rich Media and Enhanced and Standard E-Blasts all of which go to our over 40,000 industry e-list – provide additional outlets for synergy with our flagship print publication.

## ***“Official” Show Dailies vs. USAE***

### ***“The Emperor's New Clothes” vs. a Hand-Tailored Suit***

Several associations in the meetings industry publish “official” show dailies. The difference between these and *USAE* is, most respectfully, the difference between “The Emperor's New Clothes” and a hand-tailored suit. Consider *USAE*'s quality in the following areas:

- **Content/Design:** *USAE* is independently published. Known and trusted for over 30-years, it covers *all* the industry news of the day. “Official” dailies are severely limited as to their independence and content. Their magazine-like format and design does not lend itself to easy reading; rather they communicate “long and involved.” *USAE*'s stories are quick and easy-to-read.
- **Value-Added services:** Only *USAE* offers its advertisers a myriad of value-added services including **GUARANTEED** advertorial; **GUARANTEED** 4/c photos; **GUARANTEED** publication of your ad 24/7 on the internet plus “Call Us in DC” listings, complimentary use of our classified pages and a complimentary subscription. An “official” daily publisher will find it albeit impossible to say “Yes” if you ask for even one of these.
- **Circulation:** *USAE* and “official” dailies are both circulated to meeting attendees on-site. But only *USAE* mails its show dailies to its 40,000 readers.
- **Reader Perception:** The value of “official-ness” and an association's *imprimatur* is questionable at best and over-rated. Only a fraction of association buyer members attend any convention. And member loyalty to their association and its sponsors extends exactly as far as that member's pocketbook.
- Attendees don't see a magazine-style daily as containing up-to-the-minute information; rather they see yet-another “official” piece with throw-away value.
- *USAE* is proud to be *unofficial*. Readers know we publish *all* the news. Not just puff about the show sponsors . Readers trust *USAE*; trust that extends to you, our advertiser.

Gresham's Law: “Bad money drives out good;” an axiom in economics, has a corollary in show dailies: “Real news is inherently more interesting than incessantly good news.”

**Which is good news for you as an advertiser**

***An ad in USAE is always a better value than one in its “official” counterpart.***



## ***On-line Advertising E-Sponsorship Opportunities***

### **USAe-MAIL:**

Reaching over 38,000 loyal industry subscribers every Tuesday and Thursday. Open rate averages 14% for each issue; “Click” rate averages 2% with highest number on “Photo of the Week.”

### **USAe-MAIL Photo of the Week:**

A long-time feature of USAE-MAIL. Sponsorships are available.

### **USAe Splash Page Sponsorship**

The Splash Page introduces each week’s e-issue of USAe. An exclusive sponsorship is available weekly.

### **USAe Webinar Calendar Sponsorship**

The Webinar Calendar, published every Wednesday and sent to 38,000 via e-mail is available for an exclusive sponsorship each week.

### **YOUR “E” Blast Using USAe-MAIL List**

Use our 38,000+ USAe-MAIL list to send *your* exclusive message.

### **“Rich Media”**

Run your “rich media” video on Page 1 of USAE’s e-turn-the page issue.

## ***“Issue Sponsor” Package***

**2016 Total Net Cost: \$14,150.00**

Issues are print and e-mailed to our 38,000+ list

### ***Typical uses:***

- Promote “Grand Opening” of new hotel, convention center, center expansion, etc.;
- Honor convention or trade show meeting in city or facility;
- Highlight significant anniversary of city and/or facility; or
- Any other marketing opportunity for which this package is appropriate.

### ***USAE “Issue Sponsors” receive all of the following:***

Two full-page four-color ads will run on the Back Cover and Page 2:

*Value \$14,350.00*

Front-Page Billboard will appear on Page 1:

*Value \$6,750.00*

Splash Page Exclusive sponsorship of your week’s “Turn the Page” edition

*Value \$975.00*

A 750-1,000 word feature article and include up to two four-color photos about your city or hotel:

*Value: \$1,500.00*

Issue mailed to 100 additional names from *your* client list:

*Value: \$1,500.00*

Up to 100 copies of the issue will be shipped for your exclusive use:

*Value: \$1,000.00*

BRC will be inserted at no additional charge:

*Value \$1,825.00*

**Total Investment: \$14,150.00**

Total Gross Value: \$27,900.00

***A ten percent frequency discount if buying additional “Issue Sponsorships.” “Issue Sponsorships” are only available to USAE show daily/special issue advertisers***

## ***Non-Display Advertising Opportunities***

USAE offers a robust suite of high visibility, high impact non-display advertising vehicles. They are available in print USAE and reproduced low-res in corresponding “e” USAE issues. All dimensions are found in our [2017 Rate Card](#). All pricing is gross and per our 2017 Rate Card.

### **Bellyband**

Bellybands cover approximately 1/3 of the front page and back cover. They wrap around the center of print paper and are affixed at the back with tape. Rate of \$7,600 includes printing.

### **Flag**

Flags cover approximately 1/3 of the front page and back cover. Content can be printed on both sides. Flags are affixed at the spine of the paper with a staple. Rate of \$7,600 includes printing.

### **Jumbo Wrap**

Jumbo Wraps cover approximately 2/3rds of the front and back cover. They can be either four or eight-pages and are affixed at the spine of the paper with a staple. Rate of \$10,650 does *not* include printing.

### **Front Page Billboard**

Front Page Billboards are business-card-size ads which are printed in the upper left corner of the front page. Rate of \$6,750 includes printing.

### **Front Page Fold-Out Billboard**

Front Page Fold-Out Billboards are affixed to the upper left corner of the front page and affixed with rubber cement for easy removal. They open up into eight separate panels. (Please ask to see samples.) Rate of \$6,650 includes printing.

### **Inserts**

Inserts can be of any reasonable size and number of pages. Inserts are *not* stapled into the paper. Rate of \$6,000 does *not* include printing but does include inserting costs.

## **Non-Display Ad Opportunities, continued**

### **Premium Positions**

Premium positions include Page 2, Page 3, Centerfold, Inside Back Cover and Back Cover. A 15% surcharge is added for all premium positions except Back Cover which is separately priced per our Rate Card.

### **Issue Sponsorship**

Issue Sponsorship includes the following: 2 full page four-color ads (Back Cover and Page 2); front page billboard; 750-1,000-word advertorial plus two photos; issue mailed to our list plus up to 100 names from your client list; up to 100 copies shipped to your office; your BRC inserted. Rate of \$14,150 does not include printing your BRC. *Note:* Other non-competitive ads may run in the issue in which your ads appear.

### **Other**

We are always open to additional non-display advertising suggestions. Pricing would be as mutually agreed.

## *Collateral Clearance/Overstock*

Do you find yourself with an overstock of collateral, brochures, city-guides, etc.?

Are you ready to reprint but would like to put your “remainders” to good use and in the hands of association executives and meeting planners?

USAE’s “Collateral Clearance” may be just the answer.

USAE would be pleased to insert your overstocked collateral in **any** print or ‘e’ issue of your choice; mailing it as in insert to both our paid subscribers as well as a bonus list of association execs and planners tailored to your precise specifications.

**Quantity:** For print, up to 4,000 copies; For “e” simply send us a low res. pdf so we can attach to the issue in which your print piece is inserted.

**Issue:** *Any* issue of your choice.

**Price:** \$6,000 gross

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# USAE

## ***Value Added Merchandising***

- 400-500 word news releases including four-color photos; one in each show daily issue in which your ad appears; value \$1,500 each.
- Your ad in every issue is available on-line 24/7 at [usaenews.com](http://usaenews.com)
- If a DMO, complimentary Year's Listing in "Call Us CVBs"; value \$3,700
- Complimentary subscriptions to *USAE*; value \$150.00 ea.