

Mission Statement

USAE is a print and “e” publication serving the association meetings community – a community of professional interest comprised of executives from associations, convention & visitor bureaus and hotels & resorts.

It is USAE’s goal to provide its paid subscribers with association, CVB and hotel news that is 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 of our profession.

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 Statement

USAE is an un-audited publication. Hence we do not have a "BAP" sheet or a BPA or ABC Audit. However, following is a sworn statement of our circulation:

Paid Circulation: We have approximately 2,000 paid subscribers. These individuals receive the paper every Tuesday. They also have access, via login and password, to the entire contents including advertising of each issue on USAE's website: www.usaenews.com. Of these approximately 1/3 are association executives, 1/3 CVB executives and 1/3 hotel sales and marketing executives. Subscriptions are \$135/year.

Bonus Circulation: Every issue is e-mailed to over 19,000 industry executives in a "turn-the-page" version each Tuesday.

Show Daily Circulation: USAE 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 each day, in materials provided EVERY attendee, or via temporary staff located at shuttle bus stops or other convenient locations.

Event & Special Issues	# Days	Daily Circulation	Total Circulation
Professional Convention Management Assn			
Preview			2,000
Show Daily On-Site	3x	3,000	11,000
Meeting Professionals Int'l			
WEC Preview			2,000
WE C Show Daily On-Site	3x	3,500	12,500
RCMA Show Daily On-Site	2x	2,500	7,000
DMAI Destinations Showcase			
DC Preview			2,000
DC On-Site		1,500	3,500
ASAE			
Spring Leadership Issue			2,000
Annual Meeting			
Preview			2,000
Show Daily On-Site	3x	4,000	14,000
Springtime Preview			2,000
Springtime Show Daily On-Site		2,500	4,500
Springtime Wrap-Up			2,000
IAEE Show Daily On-Site	2x	3,000	8,000
Association Forum Holiday Showcase			
Preview			2,000

USAE

Circulation & Distribution (cont)

Event & Special Issues	# Days	Daily Circulation	Total Circulation
Assn Forum Showcase On-site		2,500	4,500
CESSE		1,000	3,000
AIBTM On-Site		1,000	3,000
IMEX On-Site		1,000	3,000
ITME On-Site		3,000	8,000
Classic Resorts & Hotels			2,000
<i>CMP Today</i> Issues Feb., May, July, Nov		14,000	56,000
Going Green: Eco Friendly Destinations			2,000
Gaming Venues & destinations			2,000
Golf Resorts & Hotels			2,000
"Regional" Editions			2,000
2 nd Tier City: First Class Venue			2,000
<i>USAE</i> 30 th Anniversary Issue 9/18/12			2,000
New & Renovated Hotels & Resorts			2,000

Attest

Date

At-Show Distribution

At all industry trade shows and events *USAE* is distributed by temps at convention center/hotel entrances as well as at shuttle bus stops as appropriate.

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, *USAE's* week-to-week circulation is 100% paid. *USAE* is printed heat-set web offset on 50# No. 5 enamel coated stock. This provides the highest quality advertising and photo reproduction.

USAE publishes daily editions at EVERY major association industry convention and trade show. These include ASAE, MPI, PCMA, IAEM, ITME, Affordable Meetings, AIBTM, IMEX 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

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.

All print editions are e-mailed to an exclusive industry list of over 19,000 association executives, and corporate and independent meeting planners

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 issue show daily or special issue in which advertising appears. Additionally our other media – the twice-weekly *USAE-MAIL*, the *USAE* Webinar Calendar and E-Blasts to our over 39,000 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 nearly 30-years, it covers *all* the industry news of the day. “Official” dailies are severely limited as to their independence and honest content. Their magazine-like format and design do not lend themselves 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 2,000 paid subscribers immediately after the convention as well as e-mails the dailies to over 19,000 industry executives.
- **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

usaenews.com:

The “E” flagship – On-line 24/7.

USAe-MAIL:

Reaching over 39,000 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 now 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 39,000 via e-mail is available for an exclusive sponsorship each week.

YOUR “E” Blast Using USAe-MAIL List

Use our 39,000+ USAe-MAIL list to send *your* message.

***USAE’s print weekly and show dailies are where breaking industry news is at! . . .
. . . And USAE’s “E” options multiply your opportunities even more!***

“Issue Sponsor” Package

2011 Total Net Cost: \$9,975.00

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 \$12,210.00

Front-Page Billboard will appear on Page 1:

Value \$6,155.00

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 our 2,000+ paid list **plus** up 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: \$9,975.00

Total Gross Value: \$31,599.00

Call 800/627-8723 for available dates

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

Collateral Clearance and “Overstock” Sale

Attention CVB’s, Hotels & Resorts

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** 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: Up to 4,000 copies.

Issue: *Any* issue of your choice.

Price: \$4,700 gross

Complete List of Value Added Merchandising

- 400-500 word news releases including four-color photos; one in each issue in which your ad appears; value \$1,500 each.
- Your ad in every issue is available on-line 24/7 at usaenews.com
- Complimentary Year's Listing in "Call Us CVBs"; value \$3,100
Or
- Complimentary Year's Listing in "Call Us Hotels"; value \$3,100
- Unlimited use of *USAE* Print Classified Ads; value \$50/column inch/week
- Complimentary subscriptions to *USAE*; value \$150.00 ea.
- Availability to run additional black and white ads
- Advertiser discount on Show Daily inserts