

## *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.

In its reporting *USAE* strives, above all, to be accurate, fair, and if at all possible, first with the news.

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

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, CustomNEWS, 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 “special” issue and every Issue 1 of every show daily goes to a customer list of 5,000. 100% of this circulation is to association executives of whom approximately 3,000 are holders of ASAE’s prestigious CAE certification. Dates of these special issues are found in our editorial calendar.

**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	# Days	Daily Circulation	Total Circulation
Professional Convention Management Assn			
Preview	—		7,000
On-Site	3x	3,000	19,000
Meeting Professionals Int’l			
PEC On-Site	2x	2,500	12,000
WEC Preview	—		7,000
WEC On-Site	3x	3,500	17,500
RCMA On-Site	2x	2,500	12,000
NYSAE We Love NY Day Preview	—		7,000
IACVB Destinations Showcase			
DC Preview	—		7,000
DC On-Site		1,500	3,500
ASAE			
Spring Leadership Issue	—		7,000
Annual Meeting			
Preview	—		7,000
On-Site	3x	4,000	19,000
Springtime Preview	—		7,000
Springtime On-Site		2,500	4,500
Springtime Wrap-Up	—		7,000
IAEM	2x	3,000	13,000
CESSE		1,000	8,000

USAE Circulation Statement  
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<b>Event</b>	<b># Days</b>	<b>Daily Circulation</b>	<b>Total Circulation</b>
Affordable Meetings			
East Preview		—	7,000
East On-Site		3,000	8,000
ITME On-Site		3,000	10,000
Association Forum Holiday Showcase			
Preview		—	7,000
On-Site		2,500	4,500
Other			
Classic Resorts Issue		—	7,000
First Class Venue Issue		—	7,000
CMP Supplement Issues, May & Nov		—	12,000
2007 Meetings Calendar Issue		—	12,000

\_\_\_\_\_  
 Attest

\_\_\_\_\_  
 Date

## 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. However, *USAE* maintains a very select and active list of high-profile association meeting planning executives and utilizes this list on behalf of advertisers when mailing show dailies and special editions. At such times, *USAE* mails up to 5,000 bonus copies of each of its show daily and special editions to association meeting planners. Note: 3,000 of these 5,000 "bonus" readers are holders of ASAE's prestigious CAE certification.

*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, and RCMA. These issues are distributed to ALL meeting attendees. Circulation ranges from 1,500 to 4,000 copies daily depending upon the meeting.

Additionally *USAE* publishes promotional editions for such major one-day association events as ASAE Springtime, NYSAE We Love NY Day and Association Forum Holiday Showcase. Circulation is approximately 7,000 for each of these editions. At Springtime an additional 2,500 copies are distributed to each attendee via "tote" bags. At Holiday Showcase and We Love NY Day an additional 2,000 copies are distributed to attendees via official "tote" bags

Beyond advertising, *USAE* offers exclusive value-added 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* and our much-viewed web page USAENEWS.COM – 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 now publish “official” show dailies. The difference between these and *USAE* is, most respectfully, the difference between “The Emperor’s New Clothes” and a bespoke hand-tailored suit. Consider *USAE*’s superiority in the following areas:

- **Content/Design:** *USAE* is independently published. Known and trusted for more than 20-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 doesn’t lend itself to easy reading; it communicates “long and involved.” *USAE*’s stories are quick and easy-to-read.
- **Value-Added:** Only *USAE* offers its advertisers a myriad of value-added 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 5,000 association executives – of whom 3,000 are holders of ASAE’s prestigious CAE certification – as well as its 2,000 paid subscribers immediately after the convention.
- **Reader Perception:** The value of “official-ness” and an association’s *imprimatur* is questionable 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 a “smiley-face” version. 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.



Memorandum

To: *USAE* Clients

Subject: *USAE* Distribution at ASAE's Annual Meeting & Springtime Trade Show

- **Your ad in every issue is available on-line 24/7 at [usaenews.com](http://usaenews.com)**
- **Complimentary Year's Listing in "Call Us CVBs"; value \$2,800**  
*or*
- **Complimentary Year's Listing in "Call Us Hotels"; value \$2,800**
- **Unlimited use of *USAE* Print Classified Ads; value \$50/column inch/week**
- **Unlimited use of USAENEWS.com "Hot Dates" service; value \$2,400/yr.**
- **Complimentary subscriptions to *USAE*; value \$135.00 ea.**
- **Availability to run additional black and white ads**
- **Advertiser discount on Show Daily inserts**
- **Advertiser discount on Card Deck in June 13, 2006 Issue**
- **All bonus issues mailed to 3,000 CAEs.**



*USAE* Client Memorandum

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*USAE* widely publicized these cash prize opportunities in the weeks prior to Springtime and ASAE's annual meeting. There were ads in the paper, direct e-mails to attendees and e-ads in our *USAE-MAIL*, the e-letter that reaches 25,000 in the industry twice weekly.

And, as always, ALL issues of *USAE*'s Springtime and ASAE-Boston editions were mailed to our 2,000 paid readers and, as a value-added merchandising opportunity for you, to 5,000 bonus association exec meeting planners including 3,000 ASAE CAEs.

We think you will find this new method of distribution efficient and on target in getting our paper – and your ads – into reader's hands at these important ASAE events.

As always, we appreciate your support of *USAE*. And, should you have any questions, do not hesitate to call.

Sincerely,

Ross E. Heller  
Publisher, CustomNEWS, Inc.

## “Issue Sponsor” Package

**2007 Total Gross Cost: \$8,775.00**

### *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 2,000 additional names from *your* client list.  
Value: \$1,500.00
  - Up to 1,000 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
  - Ten percent frequency discount if buying more than one “Issue Sponsorship.”
  - “Issue Sponsorships” are only available to *USAE* show daily/special issue advertisers

**Total Investment: \$8,775.00**

Total Gross Value: \$24,699.50

Call 800/627-8723 for available dates

***2007 Issues January to December 2000 Available For Issue Sponsorship***

**2007 Total Gross Cost: \$8,775.00**

<b>Issue Date</b>	<b>Deadline</b>	<b>Availability For Sponsorship</b>
February 13	January 26	Available for Issue Sponsorship
February 20	February 2	Available for Issue Sponsorship
March 5	February 16	Available for Issue Sponsorship
March 20	March 2	Available for Issue Sponsorship
March 27	March 9	Available for Issue Sponsorship
April 10	March 23	Available for Issue Sponsorship
April 17	March 30	Available for Issue Sponsorship
April 24	April 6	Available for Issue Sponsorship
May 8	April 20	Available for Issue Sponsorship
May 15	April 27	Available for Issue Sponsorship
May 22	May 4	Available for Issue Sponsorship
May 29	May 11	Available for Issue Sponsorship
June 26	June 1	Available for Issue Sponsorship
July 3	June 8	Available for Issue Sponsorship
September 11	August 24	Available for Issue Sponsorship
September 18	August 31	Available for Issue Sponsorship
October 2	September 14	Available for Issue Sponsorship
October 9	September 21	Available for Issue Sponsorship
October 23	October 5	Available for Issue Sponsorship
November 6	October 19	Available for Issue Sponsorship
November 27	November 9	Available for Issue Sponsorship

## *Show Daily Inserts*

Print advertisers are eligible for special discounts on Show Daily Inserts. They receive all of the following:

- Insertion of up to 4,000 copies of product literature, collateral material, pre-printed insert, etc. of any reasonable number of pages into *USAE's* show daily newspapers to be distributed at the PCMA Annual Meeting, ASAE's Springtime show, or the ASAE Annual Meeting. Value: \$4,925.00
- Guaranteed publication of a 300-500-word advertorial plus four-color photo; both to run in the same issue. Value: \$1,500.00
- Special \$2,000.00 rate which includes all advertising costs *and* all inserting fees.
- Minimum 3,000 copies of the paper to be distributed at PCMA and ASAE and in tote bags at Springtime.. Value \$4,000.00
- Deadline for Insertion Orders; See Editorial Calendar.
- Ship to: Atlanta Web Printers  
Attn: Laura Taylor  
1585 Roadhaven Drive  
Stone Mountain, GA 30083

**Total Investment:**      \$ 2,000.00 **Total Gross Value:**      \$10,425.00

## USAE 2007 Meetings Industry Calendar

### Circulation

USAE's 2007 Meetings Industry Calendar will be published with our December 12, 2006 issue. Sealed in a polybag, the calendar will be mailed to USAE's 2,000 paid subscribers as well as 10,000+ holders of CIC's CMP designation. As a "value-added merchandising bonus" the Calendar will also be distributed to attendees at PCMA 2007.

### Editorial Content

The calendar will include *all* 2007 events from over 25 meetings industry organizations as well as key 2008 dates. Additionally there will be a half-page list of Convention Industry Council member names, phone numbers and web addresses.

### Advertising Opportunities

Advertising opportunities include:

- Full-page ads opposite a month in the calendar, 13 available;
- 2" tall strip ad visible year-round on the bottom of the inside back cover;
- Half-page ad on back cover.

*Full-page 4/c 10 7/8" wide x 8 3/8" tall:* \$5,500.00 gross  
*2" tall strip on bottom of inside back cover 10 7/8" wide x 2" tall:* \$6,000.00 gross  
*Half-page back cover 10 7/8" wide x 4 3/16" tall:* \$4,500.00 gross

### Deadlines

Insertion Orders: October 1, 2006

Materials: October 15, 2006.

### Merchandising Value-Added

100 copies of the calendar will be shipped to you at our expense for your use with clients. Additional copies can be provided at our cost should you wish them.

### Additional Information

Contact your USAE rep at 301/951-1881 or fax this form to 301/656-2845.

\_\_\_ **YES!** Reserve \_\_\_\_\_ for us.

Name: \_\_\_\_\_

Organization \_\_\_\_\_

## USAE 2008 Meetings Industry Calendar

### Circulation

USAE's 2008 Meetings Industry Calendar will be published with our December 16, 2007 issue. Sealed in a polybag, the calendar will be mailed to USAE's 2,000 paid subscribers as well as 10,000+ holders of CIC's CMP designation. As a "value-added merchandising bonus" the Calendar will also be distributed to attendees at PCMA 2008.

### Editorial Content

The calendar will include *all* 2008 events from over 25 meetings industry organizations as well as key 2009 dates. Additionally there will be a half-page list of Convention Industry Council member names, phone numbers and web addresses.

### Advertising Opportunities

Advertising opportunities include:

- Full-page ads opposite a month in the calendar, 13 available;
- 2" tall strip ad visible year-round on the bottom of the inside back cover;
- Half-page ad on back cover.

Full-page 4/c 10 7/8" wide x 8 3/8" tall:	\$5,600.00 gross
2" tall strip on bottom of inside back cover 10 7/8" wide x 2" tall:	\$6,100.00 gross
Half-page back cover 10 7/8" wide x 4 3/16" tall:	\$4,600.00 gross

### Deadlines

Insertion Orders: November 3, 2007

Materials: November 3, 2007

### Merchandising Value-Added

100 copies of the calendar will be shipped to you at our expense for your use with clients. Additional copies can be provided at our cost should you wish them.

### Additional Information

Contact your USAE rep at 301/951-1881 or fax this form to 301/656-2845.

\_\_\_\_ **YES!** Reserve \_\_\_\_\_ for us.

Name: \_\_\_\_\_

Organization \_\_\_\_\_

## **CD ROM Insert**

CD-ROMs can be affixed to any advertisement in *USAE* using a clear vinyl adhesive sleeve.

Our rate includes duplicating your CD from a master, five-color silkscreen printing on one side, inserting the CD into the clear vinyl adhesive sleeve and affixing the CD to your ad in *USAE*.

Our net rate is \$.99 per CD. (Note: cost of advertising space is additional.) There is a \$140.00 art prep charge and there will be a maximum 3% over run on the CD discs for which the client is responsible.

Circulation depends upon the issue in which the CD room is inserted. See our Circulation Statement. Deadlines are per our editorial calendar.

## *Complete List of Value Added Merchandising*

- **300-400 word news releases including four-color photos; one in each issue in which your ad appears; value \$1,500 each.**
- **Free 30-word *USAE-MAIL* ads; value \$20/word**
- **Guaranteed CASH PRIZES distributed to random readers at ASAE's Annual Meeting and Springtime**
  
- **Your ad in every issue is available on-line 24/7 at [usaenews.com](http://usaenews.com)**
  
- **Complimentary Year's Listing in "Call Us CVBs"; value \$2,800**  
*or*
- **Complimentary Year's Listing in "Call Us Hotels"; value \$2,800**
  
- **Unlimited use of *USAE* Print Classified Ads; value \$50/column inch/week**
  
- **Unlimited use of [USAENEWS.com](http://USAENEWS.com) "Hot Dates" service; value \$2,400/yr.**
  
- **Complimentary subscriptions to *USAE*; value \$135.00 ea.**
  
- **Availability to run additional black and white ads**
  
- **Advertiser discount on Show Daily inserts**
  
- **Advertiser discount on Card Deck in June 13, 2006 Issue**

**All bonus issues mailed to 3,000 CAEs**

## *Value Added*

**300-400 word news releases including four-color photos.  
One in each issue in which your ad appears; value \$1,500 each.**

Our guaranteed publication of your advertorial is the way *USAE* allows you to virtually double the impact – and value – of your advertising message.

For each ad you run, send us a 300-400 word news story about your destination, property or service and we will be delighted to run it in the show daily or special issue in which your ad appears.

And remember, if you are running multiple ads in our show dailies you are entitled to multiple advertorials. So if you are a 4x advertiser in a show daily you are entitled to four separate advertorials.

And since, as the adage reminds us, a picture is worth 1,000 words, don't forget to include a four-color photo. We'll run that as well.

There are only a few simple requirements to taking advantage of this value-added:

- First, and most importantly, get your article(s) and photo(s) to us by the issue's deadline as found in our most current editorial calendar; and
- Second, no repeats. Each article must be different from ones previously published; and, finally
- Please send your submissions – text and photos – via e-mail.

That's all there is to taking advantage of this most valuable of *USAE* "extras."

For additional information, contact your *USAE* sales representative via e-mail or by calling 800/627-8723.

## *Value Added*

### **Free 30-word *USAE-MAIL* ads; value \$20/word**

*USAE-MAIL* is one of the industry's most appreciated services provided by *USAE*.

Published every Tuesday and Thursday, the news stories in each issue of *USAE-MAIL* offer advance peeks into next week's print issue of *USAE*.

Tucked between each of the three news articles and one HOTS item is a 30-40-word "word from our sponsors." These ads, which normally sell for \$20/word and reach 25,000 *USAE-MAIL* readers, are yours **FREE**.

There are numerous ways to use your free e-ad. Among them:

- Highlight your participation in up-coming trade shows;
- 
- Link to your destination, property or service's web site; or
- Call attention to special offerings.

To take advantage of this value-added simply e-mail your *USAE* sales representative the text of your ad not less than five business days prior to the date you wish your ad to run.

We only run four ads in each issue of *USAE-MAIL*. Therefore, to avoid disappointment, give us your dates as early as possible.



## *Value Added*

### **Guaranteed Cash Prizes Distributed to Random Readers At ASAE's Annual Meeting and Springtime**

At ASAE's Springtime trade show and at its Annual Meeting, *USAE* gives away cash prizes to random attendee-readers.

Coupons worth a minimum of \$1,000 CASH will be inserted in random editions of the paper at both events.

Readers finding the coupon in their edition of the paper may bring it to *USAE*'s booth at the show to redeem their prize.

*USAE* will publicize these cash prizes in the weeks prior to Springtime and ASAE's annual meeting as a way of further enhancing readership of these issues.

## *Value Added*

**Your ad in every issue is available on-line 24/7 at [usaenews.com](http://usaenews.com)**

The complete contents of every issue of *USAE* is available on-line to paid subscribers.

This includes not just the text and photos of our news articles but also low-res. images of every advertisement.

So when your ad runs in print *USAE* it is also available 24/7 to our readers on-line.

We feel this service is invaluable given the amount of travel done by our readers. On the road they are still able to download *USAE* and read it at their leisure.

Please note: password protected access to these files is available ONLY to *USAE*'s paid subscribers and its advertisers.

## *Value Added*

### **Complimentary Year's Listing in "Call Us CVBs"; value \$2,900**

With so many convention and visitors bureaus having representation in the Washington, DC, New York and Chicago markets, *USAE* has long published a detailed list of these CVBs.

This list runs every other week and is also published in every show daily and special issue. In all, it runs 37 times a year.

The listing is also available on-line at [usaenews.com](http://usaenews.com). Included in the information published is the CVB's name; its DC, Chicago and/or New York address, key regional staff names, phone and fax numbers and e-mail addresses.

Because staff and address changes are inevitable, clients simply need to notify their *USAE* sales representative by e-mail or calling 800/627-8723 and we will modify their listing in the next published issue.

## *Value Added*

### **Complimentary Year's Listing in "Call Us Hotels"; value \$2,900**

With so hotel companies having representation in the Washington, DC, New York and Chicago markets, *USAE* has long published a detailed list of these hotel companies regional offices.

This list runs every other week and is also published in every show daily and special issue. In all, it runs 37 times a year.

The listing is also available on-line at [usaenews.com](http://usaenews.com). Included in the information published is the hotel company's name; its DC, Chicago and/or New York address, key regional staff names, phone and fax numbers and e-mail addresses.

Because staff and address changes are inevitable, clients simply need to notify their *USAE* sales representative by e-mail or calling 800/627-8723 and we will modify their listing in the next published issue.



## *Value Added*

### **Unlimited use of *USAE* Print Classified Ads; value \$50/column inch/week**

CVBs, hotel properties and association service providers all seek to hire the best staff when they have position vacancies.

*USAE*'s Print Classified Ads can help.

All advertisers are allowed unlimited use of this page to help fill their vacant staff positions.

Contact our Classified Advertising Department to place your ad.



## *Value Added*

**Unlimited use of USAENEWS.com “Hot Dates” service; value \$2,500/yr.**

Inevitably CVBs and individual hotel properties have “hot dates” they would like to fill.

usaenews.com’s “Hot Dates” service is a resource to meet this need.

Available on the web 24/7, CVBs and hotels can update their opportunities at any time. Logging on is simple and there is no complicated software to purchase or download.

For details contact your *USA E* sales representative at 800/627-8723.



## *Value Added*

### **Complimentary subscriptions to *USAE*; value \$135.00 ea.**

Need we say more. Just tell your sales representative those names you'd like on your complimentary subscription list and they will start receiving the paper with the next issue.

Of course this "comp" also includes a log-in and password to view the full contents of *USAE* on-line 24/7.



## *Value Added*

### **Availability to run additional black and white ads**

The purchase of ads in certain show daily or special issues of *USAE* allow advertisers the right to purchase additional “bonus” ads in regular issues for only \$675 — the cost of four-color only.

Our knowledgeable sales representatives can guide you to a package of advertisements which gives you the most bonus ads for your budget. They are only a phone call away at 800/627-8723.



## *One-Sheet*

### *3/11/07 "Classic Resorts" Issue*

*USAE* is pleased to offer a select group of advertisers its newest special edition, the "Classic Resorts" Issue.

If the association meetings market is a major focus and your resort's emphasis is on luxury, impeccable service and timeless hospitality, your property likely considers itself "classic."

*USAE*'s "Classic Resorts" Issue will help tell your story to the association meetings market in a publication that is a "must read" every week.

Here are some of the special Value-Added *USAE* is offering in the "Classic Resorts" issue:

#### **Four-Color Is Free**

In the "Classic Resorts" issue of *USAE* we waive the cost of four-color – a \$750 savings.

#### **Enhanced Advertorial**

Your resort can tell its entire story with a guaranteed 1,000-word advertorial and two four-color photos.

#### **5,000 Bonus Circulation**

The issue will be mailed March 14 to *USAE*'s 2,000 paid subscribers plus a bonus customer list of 5,000 association executives and meeting planners of whom 3,000 are holders of ASAE's prestigious CAE certification.

#### **Mail To Your Clients**

Supply us the names and addresses of up to 200 clients; we'll mail them a copy of this issue at our expense.

#### **Premium Positions Available At No Extra Charge**

All premium positions are available first-come, first-serve. Call today!

#### **Deadlines**

Deadline for insertion orders and ad art is February 22, 2007.

#### **100 Copies Supplied To You**

100 copies of this issue will be sent to you for your local PR or client use.

## *One-Sheet*

### *9/30/07 “First Class Venue – 2<sup>nd</sup> or 3<sup>rd</sup> Tier City” Issue*

USAE is pleased to again offer its “First Class Venue” Issue.

Notwithstanding your city competing in the ever-more crowded 2nd or 3rd tier category, you likely consider your town and its convention center a first class venue for meetings of all sizes.

With the association market an important segment of your meetings business, this USAE’s special edition will help tell your story. For association execs and meeting planners, USAE is a “must read” every week.

Here are some of the special Value-Addeds USAE is offering in this issue:

#### **Four-Color Is Free**

In the 200u “First Class Venue” issue of USAE we are waiving the cost of four-color – a \$750 savings.

#### **Enhanced Advertorial**

Your city and its convention center can tell its entire story with a guaranteed 1,000-word advertorial and two four-color photos.

#### **5,000 Bonus Circulation**

The issue will be mailed March 14 to USAE’s 2,000 paid subscribers plus a bonus customer list of 5,000 association executives and meeting planners of whom 3,000 are holders of ASAE’s prestigious CAE certification.

#### **Mail To Your Clients**

Supply us the names and addresses of up to 200 clients; we’ll mail them a copy of this issue at our expense.

#### **Premium Positions Available At No Extra Charge**

All premium positions are available first-come, first-serve. Call today!

#### **Deadlines**

Deadline for insertion orders and ad art is September 12, 2007.

#### **100 Copies Supplied To You**

100 copies of this issue will be sent to you for your local PR or client use.

## **USAE's *CMP Special Supplements***

*USAE's* CMP Special Supplements are published semi-annually. They are dedicated to the advanced needs of those planners who have achieved the designation of *Certified Meeting Professionals (CMP)* through the program administered by the *Convention Industry Council (CIC.)*

### **Background on the CMP Program**

According to the Convention Industry Council, **the CMP designation is the foremost certification program of today's meetings, conventions and exhibitions industry.** The designation **recognizes those who have achieved the industry's highest standard of professionalism.** The requirements for certification are **based on professional experience and an academic examination.** **The elite CMP community now numbers over 10,000** with representatives from every sector of the industry – from corporations and associations to governmental and institutional organizations.

While the supplements will be developed and written by *USAE* staff, they will contain news and information specifically targeted to holders of the CMP designation. *USAE* will work closely with CIC to insure the editorial content is relevant and on-target to the exclusive information needs of CMP designees.

### **Circulation:**

Each *USAE* CMP Supplement edition will be mailed to the 10,000+ US and Canadian holders of the CMP designation as well as to *USAE's* 2,000 paid subscribers.

### **Issue Dates/Deadlines:**

#### **2006**

November 14, 2006

Deadline: 10/10/06

#### **2007**

May 1, 2007

Deadline: 4/3/07

November 13, 2007

Deadline: 10/16/07

### **Premium Positioning:**

The CMP Supplement will be in addition to our regular issue...therefore premium positioning in the supplement, ie. Back Cover, Page 2, etc. will be available.

***Make sure to include these issues in your 2006-2007 advertising plans. For rates, merchandising and value-added opportunities, to reserve space or any other questions:*** Contact your *USAE* sales representative or call *USAE* at 301/951-1881.

## *One Sheet 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 7,000 copies.

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

**Price:** \$3,995.00 NET

**Details:** Contact your *USAE* rep or call our office at 800/627-8723

## *Value Added*

### **All Bonus Issues Mailed to 3,000 ASAE CAE's**

All issues of *USAE* having 5,000 bonus circulation (See Editorial Calendar for specific dates) are mailed to the 3,000 members of the American Society of Association Executives (ASAE) who hold the prestigious and coveted CAE designation. Approximately 56 percent of all CAEs are chief executive officers.

These CAE-holding association executives are in the top tier of their field, having worked in the association community for many years and having passed a rigorous academic examination.

According to ASAE the Certified Association Executive (CAE) program is designed to elevate professional standards, enhance individual performance, and designate association professionals who demonstrate the knowledge essential to the practice of association management. Founded in 1960, the CAE program stands as a mark of excellence and has evolved to reflect what it takes to manage an association in today's challenging climate.

ASAE notes that getting the CAE isn't simply a one time thing, but an ongoing commitment to professional growth. Professionals holding the designation pledge to continually advance their knowledge and achieve higher levels of excellence in association management. CAEs must also actively advance, support and promote association membership and the association profession as a whole.

Beginning in fall 2003, the CAE program undertook a comprehensive study to identify the knowledge essential for today's professionals to succeed in association management. The findings of this study were used to structure the CAE examination beginning in May 2005. ASAE says that 21.5 percent of all eligible ASAE members hold the CAE designation.

(After mailing bonus issues to all CAEs, the remaining 2,000 bonus readers come from *USAE*'s database of qualified association executives.)

For additional information, contact your *USAE* sales representative via e-mail or by calling 800/627-8723.



## ***USAE*** Media Kit

Everything including the Kitchen Sink