

# *USA***e**

*Original Reporting:  
Essential, Insightful, Enlightening*

## **2017**

*Media Kit*



## Media Kit

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# **USAe**

## **Preface**

In addition to weekly print *USAE*, its “e” clone *USAe* is emailed every Monday to over **44,000** opted-in association meeting planners and association executive decision-makers.

**With this circulation *USAe* is *the most cost-effective way to reach key association meeting, tradeshow and convention planners as well as top association executives.***

Of *USAe*’s circulation, over half are in the mid-Atlantic region (DC-MD-VA) – the primary market for the national association meetings segment – and 95% of these contacts are C-Level or meeting planners. Our second largest audience is located in the very important Midwest region, and over 10% based in the critical Northeast/tri-state area.

With *USAe*, you reach the top meeting, convention and trade show buyers in the industry.

### **Plus . . . Print and “e” Show Dailies Expand Your Reach to Key Show Attendees**

In addition to weekly *USAE*, we publish special show daily editions distributed **on-site** at every major association industry event including: ASAE’s Annual Meeting, “Springtime in the Park,” MPI WEC, PCMA, IAEE Expo! Expo!, HSMIA MEET, IBTM Americas and RCMA. **“Turn-the-Page” copies are emailed to all 44,000 executives.**

### **Now . . . Expanded “E-Media” Opportunities for Advertisers**

Reaching 44,000 opted-in industry executives, *USAe* offers excellent cost-effective “e-media” promotional opportunities for advertisers to deliver their message. Included are:

- Twice-weekly *USAe*-MAIL, sent every Tuesday and Thursday (8-times per month) reaching 44,000 key contacts each week.
- Dedicated and targeted E-Blasts including our Standard Solution reaching the 44,000 key association contacts or our Enhanced E-Blasts reaching over 65,000 key meeting contacts.
- Weekly Turn-the-Page Exclusive Sponsorship offering exclusivity and reaching 44,000 contacts.
- Weekly Webinar Calendar Sponsorship offering exclusivity and reaching 44,000 key contacts.

On the following pages are full details on Circulation, *USAe*-MAIL, Enhanced and Standard *E*-blasts, Turn-the-Page Exclusive Sponsorships, Webinar Calendar Sponsorships, Rich Media and contact information on *USAE* advertising representatives.



## ***Circulation by Issue***

**Every Monday** over 44,000 industry executives receive the digital “turn-the-page” edition of *USAe*.

**Show Daily Circulation:** *USAe* print show dailies – also sent as turn-the-page editions to our entire circulation of 44,000 – 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.

<b>Event</b>	<b># Days</b>	<b>Daily Circulation</b>	<b>Total Circulation</b>
PCMA Show Daily	2x	3,000	50,000
DMAI Destinations Showcase One-Site	1x	2,500	46,500
ASAE Springtime Show Daily On-Site	1x	2,500	46,500
IBTM America On-Site	1x	2,000	46,000
MPI WEC Show Daily	2x	3,500	51,000
ASAE Show Daily	2x	4,000	52,000
IAEE Show Daily	2x	3,000	50,000
Assn Forum Showcase On-site	1x	2,500	46,500

## ***Circulation by Region***

**Total Circulation: 44,000**

Of *USAe*’s circulation, over half are in the mid-Atlantic region (DC-MD-VA) – the primary market for the national association meetings segment – and 95% of these contacts are C-Level or meeting planners. Our second largest audience is located in the very important Midwest region, and over 10% based in the critical Northeast/tri-state area.

With *USAe*, you reach the top meeting, convention and trade show buyers in the industry.



## ***USAe Digital-Only Advertising***

*USAe* includes in its weekly digital edition additional unique content not found in print *USAe*.

Digital *USAe* is distributed every Monday to our 'e' circulation of over 44,000 association executives and corporate meeting planners.

Now CVBs, hotels and others have the opportunity to advertise only in the digital edition!

(Of course, when you advertise in the print edition, your ad automatically runs in the digital edition.)

Every digital-only ad will be:

- Full Page;
- 4/color;
- Enabled with a link to your site;

**Bottom Line:** Your message will reach a large and engaged audience of pre-qualified prospects.

**Your Investment:** \$1,475 net per insertion/issue. Frequency discounts are available.

**Details:** Call you *USAe* rep or 800/627-8723 or email [rheller@usae-e-mail.com](mailto:rheller@usae-e-mail.com)



## **USAe Enhanced Digital Advertising**

Digital ads in “e” *USAE* can be enhanced to include:

- Video;
- Infinite pages;
- Interactivity;
- Forms; and
- Web windows.

Every digital ad in “e” *USAE* will be:

- Full Page;
- 4/color;
- Enabled with a link to your site;

**Bottom Line:** Your message will reach a large and engaged audience of pre-qualified prospects.

**Your Investment:** \$575 net per enhanced ad. Frequency discounts are available.

**Details:** Call you *USAE* rep or 800/627-8723 or email [rheller@usae-e-mail.com](mailto:rheller@usae-e-mail.com)

# USA<sup>e</sup>

## USA<sup>e</sup>-MAIL

USA<sup>e</sup>-MAIL, our bi-weekly e-newsletter is published every Tuesday and Thursday and contains important industry news in short-read format.

**List Composition:** Our audience is 100% association executives, corporate and independent meeting planners as well as other industry executives from the CVB and hospitality sector. In total we have over 42,000 unique registrants.

**Metrics:** USA<sup>e</sup>-MAIL has approximately 352,000 impressions per month.

**Ad Specifications:** Ads can be static GIF or JPG 72-100 dpi, max width 700 pixels x max depth 120 pixels. 120K maximum file size. Body copy, if sent, is limited to 50-words. (NOTE: This is NOT applicable for 1st position ads in USA<sup>e</sup>-MAIL.) Animation: We cannot support animation of any kind. Link: Can include built-in link but should be provided separately as well. Text tag: We support text tags.

**Deadline:** Space reservations and copy are due not less than five calendar days prior to the date of issue. If ad content is delayed beyond the due date, copy that appeared in the preceding insertion will be used.

Location In Email	No. Issues Per Mo.	Sent Per Month	1 Month Net Rate	3 Month Net Rate	6 Month Net Rate
First ad on pg	8	352,000	\$3,765	\$3,500	\$3,235
Second ad on pg.	8	352,000	\$3,500	\$3,350	\$3,060
Third ad on pg.	8	352,000	\$3,350	\$3,175	\$3,000
Fourth ad on pg	8	352,000	\$3,175	\$3,000	\$2,700
Photo of Week Sponsorship	8	352,000	\$4,115	\$3,825	\$3,500

**Base Rate CPM:** \$99/M

*Note: Ads are sold in month-long increments but the issues in which they appear can be spread out over time.*

**Result Metrics:** Advertisers will receive a report generated monthly providing the following information:

Circulation, Total Received, Unique Opens, Open Rate, Total Opens, Total Clicks and Unique Clicks.

For all Unique Clicks, USA<sup>e</sup> will provide email addresses for advertiser follow-up.



## ***Enhanced E-Blasts***

*Now it is possible to target over 65,000 opted-in contacts involved in event planning by utilizing USAe's enhanced email database solution. Deliver your message to key decision-makers involved with planning and recommending meetings, tradeshow and other special events at hotels, resorts, convention centers and other venues interested in learning about your facility or service.*

**Inventory Limitation:** To guarantee client exclusivity, the maximum number of USAe-Blasts in any week is limited to three.

### **USAe Enhanced Meeting Database: 72,355 contacts**

Database includes meeting buyers from corporations, associations, government, other third-party travel intermediaries.

- **Associations: 34,000 contacts**  
Reach key contacts from state, regional and national associations, societies, federations and other related organizations involved in planning meetings, conventions and tradeshow.
- **Corporate: 28,529 contacts**  
Reach buyers involved with booking events from Health, Insurance, Hi-Tech, Consumer products, Pharmaceutical, Manufacturing, Financial, Brokerage, etc...
- **3rd Party Planners: 1,200 contacts**  
Target key intermediary contacts at Helms Briscoe, Conferon, Conference Direct, primary & secondary incentive accounts and independent planners

#### **Other Planners:**

- **Government: 2,266 contacts**  
Reach planners from SGMP and independent planners that book government meetings
- **SMERF: 6,360 contacts**  
Reach buyers from social, military, educational, religious and fraternal organizations.

**Reach:** USAE reaches approximately 59,000 executives with each e-Blast.



## Detailed Ad Specifications:

- File size:
  - a. Optimum: 100K
  - b. Maximum: 300K
- Images should not exceed 600 pixels in width.
- Please include images along with your HTML file.
- Only use hrefs when coding your HTML email.

Please note: We do not accept 3rd party tracking at this time.

We strongly recommend you provide a means for subscribers to view this broadcast in a browser if it's not rendering properly in their email client. In order to do so:

1. If you will host the image on your site, please provide a link to the hosted image
2. If not, please include the following text in your HTML creative: Email not displaying correctly? View it in your browser. In this case, we will create the link to the image on our server.

When submitting your creative, please include:

- Subject line without punctuation or dashes
- Email address(es) for staff that should receive the draft
- Email address(es) for staff that should be on the distribution list for the e-broadcast

We will format the e-blast and send you a proof to approve prior to actual distribution. Please bear in mind we need to build in time for those processes.

We will provide metrics three-to-four business days following your e-blast. Stats are saved for 90 days.

**Deadline:** Space reservations and copy are due not less than five calendar days prior to the date of sending. If ad content is delayed beyond the due date, copy that appeared in a prior e-blast will be used.

**Merchandise Value-Added:** Here are special Merchandise Value-Added offered only to Enhanced e-Blast clients:

- For each enhanced e-blast purchased, one 400-500 word advertorial including 4-color photo and caption in a "show daily" issue of your choice; value \$1,500.
- If at least three enhanced e-blasts are purchased, one half-page island 4-color ad in any *USAE* issue of your choice. Your ad is also included in the "turn the page" version of *USAE* emailed that week to over 44,000 subscribers; value \$6,000.00
- Complimentary subscription to print *USAE*; value \$150.00:

**Result Metrics:** Advertisers will receive a report providing the following information:

Circulation, Total Received, Unique Opens, Open Rate, Total Opens, Total Clicks and Unique Clicks.

For all Unique Clicks, *USAe* will provide email addresses for advertiser follow-up.



## **Standard USAe-Blasts & USAe-RE-Blasts**

*Sponsor a solo dedicated USAe-blast that we distribute to our opt-in circulation on your behalf.*

*And, enhance your messaging with a USAe-RE-Blast” to all your ‘unique opens’ – your most likely respondents. A Re-Blast will generate frequency for your message, create additional awareness for your brand, and generate incremental clickthroughs.*

*The average number of Unique Opens for USAe-Blasts is about 9.0%. For RE-Blasts the average number of Unique Opens is about 60%*

**Frequency:** Standard USAe-Blasts and RE-Blasts can go out on any date(s) of your choosing.

**Inventory Limitation:** To guarantee client exclusivity, the maximum number of USAe-Blasts and/or RE-Blasts in any week is limited to three.

**List Composition:** Our list includes some 44,000 opt-in association planner names including national, state and regional association accounts. Key contacts include top association executive decision-makers, top meeting planners and professional tradeshow planners, association management firms and government meeting buyers: (SGMP).

### **Net Rate/ E-Blast/ 12-Month Period**

<b>1 E-Blast</b>	<b>3 E-Blasts</b>	<b>6+ E-Blasts</b>
\$4,650	\$4,425	\$4,150

### **Net Rate/ RE-Blast/ 12-Month Period**

<b>1 Re-Blast</b>	<b>3 Re-Blasts</b>	<b>6+ Re-Blasts</b>
\$175/M; \$975 min.	\$165/M; \$925 min	\$155/M; \$875 min.

## Detailed Ad Specifications:

- File size:
  - c. Optimum: 100K
  - d. Maximum: 300K
- Images should not exceed 600 pixels in width.
- Please include images along with your HTML file.
- Only use hrefs when coding your HTML email.

Please note: We do not accept 3rd party tracking at this time.

We strongly recommend you provide a means for subscribers to view this broadcast in a browser if it's not rendering properly in their email client. In order to do so:

3. If you will host the image on your site, please provide a link to the hosted image
4. If not, please include the following text in your HTML creative: Email not displaying correctly? View it in your browser. In this case, we will create the link to the image on our server.

When submitting your creative, please include:

- Subject line without punctuation or dashes
- Email address(es) for staff that should receive the draft
- Email address(es) for staff that should be on the distribution list for the e-broadcast

We will format the e-blast and send you a proof to approve prior to actual distribution. Please bear in mind we need to build in time for those processes.

We will provide metrics three-to-four business days following your e-blast. Stats are saved for 90 days.

**Impressions:** *USAE* guarantees over 44,000 impressions with each e-Blast.

**Deadline:** Space reservations and copy are due not less than five calendar days prior to the date of sending. If ad content is delayed beyond the due date, copy that appeared in a prior e-blast will be used.

**Merchandise Value-Added:** Here are special Merchandise Value-Added offered only to E-Blast and RE-Blast clients:

- For each E-blast purchased, one 400-500 word advertorial including 4-color photo and caption in a "show daily" issue of your choice; value \$1,500.
- If at least three e-blasts are purchased, one half-page island 4-color ad in any *USAE* issue of your choice. Your ad is also included in the "turn the page" version of *USAE* emailed that week to over 44,000 subscribers; value \$6,000.00
- Complimentary subscription to print *USAE*; value \$150.00:

**Result Metrics:** Advertisers will receive a report generated monthly providing the following information:

Circulation, Total Received, Unique Opens, Open Rate, Total Opens, Total Clicks and Unique Clicks.

For all Unique Clicks, *USAe* will provide email addresses for advertiser follow-up.



## ***Turn-The-Page Exclusive Sponsorship***

You will be positioned as the exclusive sponsor of the email containing a link to the digital turn-the-page edition of *USAe* which is emailed to our print circulation and subscribers to our digital edition.

This email is sent each Monday to 44,000 association and non-association meeting planners as well as other industry executives.

**List Composition:** Our audience is 100% association executives as well as corporate and independent meeting planners and other industry executives.

**Metrics:** *USAe* Turn-the-Page issues reach over 44,000 recipients per week.

**Ad Specifications:** Ads can be static GIF or JPG 72-100 dpi, max width 700 pixels x max depth 120 pixels. 120K maximum file size. Body copy, if sent, is limited to 50-words. Animation: We cannot support animation of any kind. Link: Can include built-in link but should be provided separately as well. Text tag: We support text tags.

**Deadline:** Space reservations and copy are due not less than five calendar days prior to the date of issue. If ad content is delayed beyond the due date, copy that appeared in the preceding insertion will be used.

<b>1x Net Rate</b>	<b>3x Net Rate</b>	<b>6x Net Rate</b>
\$2,850.00	\$2,500.00	\$2,150.00

**Result Metrics:** Advertisers will receive a report generated monthly providing the following information:

Circulation, Total Received, Unique Opens, Open Rate, Total Opens, Total Clicks and Unique Clicks.

For all Unique Clicks, *USAe* will provide email addresses for advertiser follow-up.



## ***Webinar Calendar Sponsorship***

The *USAe* Webinar Calendar is published every Wednesday and contains chronological listings and links to association industry and meetings-related webinars. Sponsorship of the Webinar Calendar is exclusive and features your ad at the top of the page.

**List Composition:** Our audience is 100% association executives, corporate and independent meeting planners as well as other industry executives from the CVB and hospitality sector. In total we have over 44,000 unique registrants.

<b>1 Month Gross Rate</b>	<b>3 Month Gross Rate</b>	<b>6 Month Gross Rate</b>
\$2,850.00	\$2,500.00	\$2,150.00

**Metrics:** *USAe* Webinar Calendar is received by nearly 152,000 recipients per month.

**Ad Specifications:** Ads can be static GIF or JPG 72-100 dpi, max width 700 pixels x max depth 120 pixels. 120K maximum file size. Body copy, if sent, is limited to 50-words. Animation: We cannot support animation of any kind. Link: Can include built-in link but should be provided separately as well. Text tag: We support text tags.

**Deadline:** Space reservations and copy are due not less than five calendar days prior to the date of issue. If ad content is delayed beyond the due date, copy that appeared in the preceding insertion will be used.

**Result Metrics:** Advertisers will receive a report generated monthly providing the following information:

Circulation, Total Received, Unique Opens, Open Rate, Total Opens, Total Clicks and Unique Clicks.

For all Unique Clicks, *USAe* will provide email addresses for advertiser follow-up.

# USAe

## Rich Media

**Description:** Rich Media ads are images that link to your advertising videos. They can appear on Page 1 of USAe’s “turn-the-page” weekly edition or in any of our other ‘e’ media opportunities.

Only one Rich Media ad video appears each week, providing exclusivity.

**Frequency:** Rich Media e-ads run weekly.

**List Composition:** Our list of “turn-the-page” recipients includes approximately 44,000 association executives, meeting planners and other industry executives.

### Gross Rates / 12-Month Period

1x	3x	6x
\$4,650	\$4,400	\$3,995

### Ad Specifications:

You have three options for your USAe Rich Media ad.

**Option 1: Ad Box with video link:** Supply your ad (3.875 x 5.0625 and at least 300dpi), plus the link to your video. On page 1 your ad will run in the lower left corner with a translucent Play button (arrow) which will link to your video;

**Option 2: Still Shot with video link:** Supply a still shot from your video as well as the link. The video box on page 1 will show the still shot with a translucent Play button which will link to your video. (A sample of this kind of Rich Media ad is shown on the page opposite.)

**Option 3: Still Shot with logo and video link:** Same as Option 2 but you may also supply a logo file.

We do not accept third party tracking. We will provide metrics three-to-four business days following your e-blast. Stats are saved for 90 days.

**Impressions:** USAE guarantees over 44,000 impressions for each Rich Media ad.

**Deadline:** Space reservations and copy are due not less than ten calendar days prior to the date of issue.



**Merchandise Value-Added:** Here are special Merchandise Value-Added offered only to Rich Media e-ad clients:

- For each Rich Media ad purchased, one 400-500 word advertorial including color 4-color photo and caption in a “show daily” issue of your choice; value \$1,500.
- If at least three Rich Media ads are purchased, one half-page island 4-color ad in any print *USAE* issue of your choice. Value \$4,530.
- Complimentary subscription to print *USAE*; value \$150.00:

# **USAe**

## ***The Fine Print***

### **Publication**

**USAe-MAIL** Published every Tuesday and Thursday.

**Webinar Calendar** Published every Wednesday.

**USAe Splash Page** Published every Monday

**USAe-Enhanced or Standard e-Blasts** Run on any date of an advertiser's choosing.

**Rich Media** Runs in any "e" issue of advertiser's choosing

### **Deadlines**

Space reservations and copy are due not less than five calendar days prior to the date of issue. If ad content is delayed beyond the due date, copy that appeared in the preceding insertion will be used.

### **Ad Specifications**

**USAe-MAIL:** Ads can be static GIF or JPG 72-100 dpi, max width 700 pixels x max depth 120 pixels. 120K maximum file size. Body copy, if sent, is limited to 50-words. (NOTE: This is NOT applicable for 1st position ads in USAe-MAIL.) Animation: We cannot support animation of any kind. Link: Can include built-in link but should be provided separately as well. Text tag: We support text tags.

**Webinar Calendar Sponsor: Ad Specifications:** Ads can be static GIF or JPG 72-100 dpi, max width 700 pixels x max depth 120 pixels. 120K maximum file size. Body copy, if sent, is limited to 50-words. Animation: We cannot support animation of any kind. Link: Can include built-in link but should be provided separately as well. Text tag: We support text tags.

**Turn-the-Page Exclusive Sponsor: Ad Specifications:** Ads can be static GIF or JPG 72-100 dpi, max width 700 pixels x max depth 120 pixels. 120K maximum file size. Body copy, if sent, is limited to 50-words. Animation: We cannot support animation of any kind. Link: Can include built-in link but should be provided separately as well. Text tag: We support text tags.

### **E-Blasts:**

File size:

- e. Optimum: 100K
- f. Maximum: 300K
- Images should not exceed 600 pixels in width.
- Please include images along with your HTML file.
- Only use hrefs when coding your HTML email.

Please note: We do not accept 3rd party tracking at this time.

We strongly recommend you provide a means for subscribers to view this broadcast in a browser if it's not rendering properly in their email client. In order to do so:

5. If you will host the image on your site, please provide a link to the hosted image
6. If not, please include the following text in your HTML creative: Email not displaying correctly? View it in your browser. In this case, we will create the link to the image on our server.

When submitting your creative, please include:

- Subject line without punctuation or dashes
- Email address(es) for staff that should receive the draft
- Email address(es) for staff that should be on the distribution list for the e-broadcast

We will format the e-blast and send you a proof to approve prior to actual distribution. Please bear in mind we need to build in time for those processes.

We will provide metrics three-to-four business days following your e-blast. Stats are saved for 90 days.

### **Frequency Levels/Discounts**

Frequency level applies for 12 months from date of first insertion. Frequency discounts are only per the published rate card.

### **Cancellations**

Advertiser or agency may cancel the insertion order without penalty by providing notice to *USA E* at least 30 days prior to first insertion date. Cancellations are not accepted within 30 days of insertion date.

### **Payment Terms**

Invoices will be rendered on publication of the first ad. Terms are 2% 10 days, net 30 days. Checks, Amex, Visa, MasterCard, Discover accepted for payment.

### **Ad Copy:**

When ad copy is not received by closing date, copy run in the previous issue will be inserted. The publisher assumes no liability if, for any reason, it becomes necessary to omit an ad.

### **Responsibilities:**

Advertisers assume liability for all content (including text, representation and illustrations) of advertisements published and also assume responsibility for any claims arising therefrom against the publisher. The publisher reserves the right to reject any advertising copy or cancel any advertising.



## ***CAN-SPAM Disclaimer***

The “click-through” email addresses of individuals responding to your *USAE* e-blast provided by *USAE*'s E-Metrics Plus are sent as a courtesy.

It is a violation of the federal CAN-SPAM Act to send unsolicited emails to individuals who have not opted-in to receive email since recipients of email must give Affirmative Consent to the sender.

Accordingly, by accepting these *USAE*'s E-Metrics Plus email addresses you agree to *only* contact individuals associated with these email addresses by telephone or other means until these individuals explicitly and affirmatively grant you permission to contact them by email.



## **Contact Us**

### ***Northeast and Eastern Canada***

**John McNamara**

**Northeast:** Delaware, New York, New Jersey, Pennsylvania, Connecticut, Massachusetts, Rhode Island, Vermont, Maine

**Eastern Canada:** Ontario, Quebec, New Brunswick, Newfoundland, Nova Scotia and Prince Edward Island.

**Phone:** 732-525-2618

**Email:** [johnjmcnamara@optonline.net](mailto:johnjmcnamara@optonline.net)

### ***Mid-Atlantic, Southeast and Caribbean***

**Jim DiChiara & Susan Doloboff**

Washington, DC, Maryland, Virginia, North Carolina, West Virginia, Florida, Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, Oklahoma, South Carolina, Tennessee; Caribbean: All islands and nations

**Phone:** 470-242-5505

**Email:** [jimd@usae-email.com](mailto:jimd@usae-email.com) & [sdoloboff@usae-email.com](mailto:sdoloboff@usae-email.com)

### ***Midwest and California***

**Michael Stack**

**Territory:** Illinois, Indiana, Iowa, Kansas, Michigan, Missouri, Nebraska, Ohio, Wisconsin and California

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**Email:** [michaeldstack@aol.com](mailto:michaeldstack@aol.com)

### ***Upper Midwest***

**David Faust**

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**Phone:** 320-251-6112

**Email:** [dfaust@cn-usae.com](mailto:dfaust@cn-usae.com)

***West and Western Canada***

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Mexico: All states

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