

## *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](http://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 is made available on the internet at USAENEWS.Com with notification to 27,000 in the meetings industry via USAE-MAIL.

**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
On-Site	3x	3,000	11,000
Meeting Professionals Int'l			
PEC On-Site	2x	2,500	7,000
WEC Preview			2,000
WEC On-Site	3x	3,500	12,500
RCMA On-Site	2x	2,500	7,000
NYSAE We Love NY Day On-Site			2,000
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
On-Site	3x	4,000	14,000
Springtime Preview			2,000
Springtime On-Site		2,500	4,500
Springtime Wrap-Up			2,000
IAEE	2x	3,000	8,000
Association Forum Holiday Showcase			
Preview			2,000

## USAE

### Circulation & Distribution (cont)

<b>Event &amp; Special Issues</b>	<b># Days</b>	<b>Daily Circulation</b>	<b>Total Circulation</b>
Assn Forum Showcase On-site		2,500	4,500
CESSE		1,000	3,000
ITME On-Site		3,000	8,000
Classic Resorts & Hotels			2,000
<i>CMP Today</i> Issues May & Nov		12,000	24,000
Going Green: Eco Friendly Destinations			2,000
Gaming Venues & destinations			2,000
Golf Resorts & Hotels			2,000
Viva Mexico			2,000
2 <sup>nd</sup> Tier City: First Class Venue			2,000
Canada's Call			2,000
New & Renovated Hotels & Resorts			2,000

\_\_\_\_\_  
Attest

\_\_\_\_\_  
Date

## *At-Show Distribution Details*

At **PCMA** we have temps giving out papers at shuttle bus pickup locations and the convention center drop off point

At both **MPI** shows we are giving out papers at shuttle bus stops and the convention center shuttle bus drop off location.

At **RCMA** we are doing room drops

At **Destinations Showcase** we are in the tote bags

At **Springtime** we have temps giving the papers out at all the various entrances to the Washington Convention Center

At **ASAE** we have temps giving out papers at shuttle bus pickup locations and the convention center bus and taxi drop off points

At **Affordable Meetings** National (in DC) we have room drops and also temps at the convention center

At **ITME** we have temps at the shuttle bus pickup locations

At **IAEE** we have room drops

At **Holiday Showcase** we are in the tote bags

## 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, 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 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 an additional 2,000 copies are distributed to attendees via official "tote" bags

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* and our much-viewed web page [USAENEWS.COM](http://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 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 posts the dailies on the web.
- **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 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 25,000 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."

**NEW!**

### **YOUR "E" Blast Using USAe-MAIL List**

Use our 25,000+ USAe-MAIL list to send *your* message.

**NEW!**

### **USAe-MAIL Show Dailies:**

Show briefs to 25,000 industry readers each day from selected shows.

**NEW!**

### **USAE Photo Gallery On-Line:**

Free Downloadable Real Time Pictures from many industry events.

**NEW!**

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

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

**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*

2009 Total Gross 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*

Belly band around issue:

*Value: \$6,900.00*

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*

### **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***

## USAE 2010 Meetings Industry Calendar

### Circulation:

USAE's 2010 Meetings Industry Calendar will be published January 2, 2010 and will be advanced mailed with our November 10, 2009 issue. Sealed in a polybag, the calendar will be mailed to USAE's 2,000 paid subscribers as well as 12,000+ holders of CIC's CMP designation.

### Editorial Content:

The calendar will include *all* 2010 events from over 25 meetings industry organizations as well as January 2011 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.
- Event Listings

Full-page 4/c 10 7/8" wide x 8 3/8" tall:	\$6,100.00
2" tall strip on bottom of inside back cover 10 7/8" wide x 2" tall:	\$6,800.00
Half-page back cover 10 7/8" wide x 4 3/16" tall:	\$4,900.00
Event Listings including logo:	\$1,575.00
All prices are gross	

### Deadlines

For existing advertisers to renew for 2010: March 1, 2009

Insertion Orders: October 23, 2009

Materials: October 23, 2009

### Merchandising Value-Added

One event listing date; 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. The calendar will also be created as a CD-Rom that will be included with the print version. The calendar can also contain one event listing of your choice, a value of \$1,575.00

### Additional Information

Contact your USAE advertising representative or USAE at 800/627-8723.

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

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

Organization \_\_\_\_\_

## *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:** \$4,700

## *Complete List of Value Added Merchandising*

- 300-500 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
- 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 \$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
- Unlimited use of [USAENEWS.com](http://USAENEWS.com) "Hot Dates" service; value \$3,100/yr.
- Complimentary subscriptions to *USAE*; value \$135.00 ea.
- Availability to run additional black and white ads
- Advertiser discount on Show Daily inserts
- All bonus issues mailed to 3,000 CAEs
- Complimentary sponsorships of Photo Gallery On-Line