
THE WEEKLY COMMUNITY
NEWSPAPER OF
ASSOCIATIONS, CVBS
AND HOTELS

USAE

***Prestige of Print;
Efficiency of “E”***

**2021
Print
*Media Kit***

Table of Contents

Advertising Overview.....	Page 3
Mission Statement and Value Promise	Page 4
Circulation Including Show Issues.....	Page 5
Fact Sheet.....	Page 8
<i>USAE</i> is Green	Page 10
An Editorial: Official Show Dailies vs. <i>USAE</i>	Page 11
On-Line Advertising; “E” Sponsorship Opportunities.....	Page 12
Star Sponsorships.....	Page 13
Key Reasons Issues.....	Page 14
<i>USAE</i> Extra.....	Page 17
Other Print Advertising Opportunities.....	Page 18
Collateral Clearance/Overstock.....	Page 20
Value Added Merchandising.....	Page 21
Bonus Rewards.....	Page 23
Contact Us.....	Page 24

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Advertising Overview

Maximize your media plan through *USAE*; the only weekly association publication offering the *prestige of print* and the *efficiency of 'e.'*

Delivering marketing messages to association executives, *USAE* offers clients the multi-platform approach to content their customers want, when they want it, and how they they'd like to see it: whether in print or on laptop, tablet, I-phone or both.

Let *USAE's* team customize *your* media strategy – within *your* budget – to create the right media mix to deliver you or your client's message.

USAE Mission Statement

**Original Reporting:
Essential, Insightful, Enlightening**

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 its reporting USAE strives, above all, to be accurate, fair and, if possible, first with the news. Regarding the associations about which we write; news of Events Industry Council member organizations is a priority followed by news about other national trade and professional associations. News of DMOs, 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 profession’s highest ethical standards.

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

If at any time a subscriber or advertiser believes he or she has not received full value from their advertising and/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 Including Show Issues

Every Monday 2,500 premium paid subscribers receive *USAE* in print via U.S. Mail.

As well, over 58,000 opted-in industry executives receive the First News Monday “e” “turn-the-page” version of *USAE* compatible with laptop, tablet or I-phone.

Show Daily Circulation: *USAE* print show dailies are delivered on-site at the major association industry events 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
Professional Convention Management Assn			
Preview Edition	1x	N/A	60,500
Show Daily	2x	3,000	66,500
Meeting Professionals International			
WEC Preview	1x	N/A	60,500
WE C Show Daily	2x	3,500	66,500
Destinations International			
Destinations Showcase DC Preview	1x	N/A	60,500
Destinations Showcase DC On-Site	1x	2,500	63,500
ASAE Annual Meeting			
Preview	1x	N/A	60,500
Show Daily	2x	4,000	64,500
IAEE Expo! Expo! Show Daily	2x	3,000	66,500
Association Forum			
Holiday Showcase Preview	1x	N/A	60,500
Holiday Showcase On-Site	1x	2,500	63,000
IMEX America Preview	1x	N/A	60,500
IMEX America On-Site	1x	1,500	62,000
IMEX Frankfurt Preview	1x	N/A	60,500

Note: Due to the Covid-19 pandemic, 2020 print show dailies were not distributed at ASAE, MPI-WEC, IMEX America, IAEE Expo! Expo! or Association Forum Holiday Showcase. It is USAE's intention to resume publishing on-site at these various events during 2021.

Also, please note the above circulation figures are intentionally conservative to ensure we meet our current goals to maintain our stated circulation of 60,500 print and ‘e’ readers. Paid subscribers, by their choice, also receive *USAE*'s digital editions to be sure they are actively up-to-date. The fact *USAE* is also distributed to delegates and attendees at so many industry-events also elevates our circulation numbers. The publisher will happily provide printing records and circulation data and additional information for inspection on request.

Circulation by Region

Total Circulation: **60,500**

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%**

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 70# No. 2 enamel-coated stock which provides the highest quality advertising and photo reproduction.

Our print circulation is approximately 2,500. Additionally, all editions are e-mailed each Monday in a 'turn the page' format to an exclusive industry list of over 58,000 association executives and corporate and independent meeting planners.

USAE publishes daily editions at EVERY major association industry convention and trade show. These include ASAE Annual Meeting, MPI-WEC, PCMA Convening Leaders, IMEX America, Destinations Showcase, IAEE Expo! Expo!, Destinations International and Association Forum Holiday Showcase. 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 e-mailed to our 58,000 industry list and our 2,500 paid subscriber list.

Additionally, *USAE* publishes promotional editions for such major association events as PCMA Convening Leaders, ASAE Annual Meeting, MPI-WEC, IMEX Frankfurt, IMEX America, Association Forum Holiday Showcase and Destinations International Destinations Showcase.

Beyond advertising, *USAE* offers exclusive value-added services not available in other publications. Our most important is the opportunity to run up to 950-word advertorials and photos in EACH show daily issue in which advertising appears. All advertorials appear in the 'e' 'turn the page' version of *USAE*.

Additionally, our other 'e' media – First News Monday, twice-weekly *USAE-MAIL*, Webinar Calendar Wednesday, Breaking News Extras, E-Blasts and RE-Blasts – all go to our over 58,000 industry e-list and provide additional outlets for synergy with our flagship print publication.

USAE Rewards further enhance advertiser value. Rewards print and 'e' ads range from 25% to 100% of an advertiser's buy depending upon their total spend during a 12-month period.

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USAE

USAE Is Green

USAE is Green.

99% green, in fact!

58,000 'e' impressions are delivered four times per week via First News Monday, USAE-MAIL Tuesday/Thursday and Webinar Calendar Wednesday. (That's 232,000 total 'e' impressions.)

Only one percent of our total weekly circulation – about 2,500 copies every Monday 52 weeks a year – is print on paper; paper which, of course, is 100% recyclable. (And even *that* content is provided all our 'e' readers.)

However that one percent – those 2,500 weekly issues – allows us to be true to our original value promise – to deliver association community news, **in print**, to paid subscribers. And, also importantly, allows us to hand-deliver that news – including your messaging – on-site daily during major industry conventions such as ASAE, PCMA, Destinations Showcase, MPI-WEC, IAEE Expo! Expo!, IMEX America and Holiday Showcase.

So whether your needs are for “e-only” or our premium “print + 'e' model”, there is a USAE program that will match your – and our – commitment to Go Green.

Respectfully, An Editorial

“Official” Show Dailies vs. USAE

Several organizations in the meetings industry publish “official” show dailies. Respectfully, the difference between these and *USAE* is the difference between “The Emperor's New Clothes” and a hand-tailored suit.

Consider *USAE*'s:

- **Independence/Content:** *USAE* is independently published. For over 38-years, it has covered *all* the industry news of the day. “Official” dailies have NO independence and no independent news content.
- **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 and a complimentary subscription. NO “official” daily publisher can say “Yes” for even one of these guarantees.
- **Circulation:** Only *USAE* provides both postal and emailing of its show dailies to 2,500 paid subscribers plus 58,000 in the industry as well as its on-site circulation.
- **Reader Perception:** The value of “official-ness” is questionable at best. And only a fraction of association buyer-members ever attend any convention.
- **Unofficial'ness:** Readers know we publish *all* the news. Not just puff. Readers trust *USAE*; trust that extends to our advertisers.

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

And this is good news for you as an advertiser.

Bottom Line: Advertising in *USAE* is a better value than any of its “official” competitors.

On-Line Advertising; E-Sponsorship Opportunities

USAE-MAIL

Reaching over 58,000 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.” Four-to-five ads each issue.

USAE-MAIL Photo of the Week

A long-time feature of *USAE-MAIL*. One sponsorship per issue.

USAE First News Monday

The Monday First News Sponsorship introduces each week’s turn-the-page e-issue of *USAE*.

USAE Webinar Calendar Wednesday

The Webinar Calendar, published every Wednesday and sent to 58,000 via e-mail, is available for an exclusive sponsorship each week.

YOUR “E” Blast to the USAE-MAIL List

Use our 58,000+ *USAE-MAIL* list to send *your* exclusive message. Available any day of the week.

“Rich Media”

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

Breaking News Extra

Sponsor ‘breaking news’ when *USAE* puts out an ‘e’ extra edition. Only one sponsor for an entire year.

“Star Sponsor” Package

2021 Total Net Cost: \$15,350.00

Issues are print and e-mailed to our 58,000+ 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 “Star Sponsors” receive all of the following:

Two full-page four-color ads; Back Cover and Page 2: *Value \$14,550.00*

Front-Page Billboard on Page 1: *Value \$6,850.00*

Exclusive sponsorship of your week’s “First News Monday” edition: *Value \$2,950.00*

A 750-1,000 word ‘e’ feature article including two four-color photos: *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 for your exclusive use: *Value: \$1,000.00*

Your BRC, if available, inserted at no additional charge: *Value \$1,825.00*

Total Investment: \$15,150.00

Total Gross Value: \$30,175.00

Note: Other ads may run in the issue in which your ads appear.

“Key Reasons” Issues

USAE has a 38-year history delivering effective communications to the meetings industry.

Based on our research, we have learned the needs of these important buyers.

We understand there are always **Five to Eight “Key Reasons”** on which planners and their organizations base their decisions to book *your* destination, convention center and hotels for their important meetings, conventions and trade shows.

- **Location & Accessibility:** including air and ground transportation;
- **Convention/Exhibition Facilities:** total function space, facility quality and flow;
- **Hotels:** committable guest-rooms; quality and proximity to your convention facilities;
- **Dining:** on and off-site options;
- **Recreation:** tours and attractions;
- **Sales and Service Team:** your team’s attention to meeting planner needs;
- **Pricing Flexibility**
- **Planner/Participant Experiences:** customer satisfaction including awards.

USAE now offers an integrated and cost-effective solution to convey *your* “Key Reasons:”

- ✓ **Full-page 4/c spread:** Two full four-color pages convey your meeting message.
 - Left page dedicated to the five-to-eight key reasons to book your venue;
 - Right page featuring your full page four-color ad;
 - Issue mailed to our 2,500 paid subscribers, e-mailed to our 58,000 database.
- ✓ **E-blast reaching our 58,000 database**

Issue Dates

February 1, 2021

September 27, 2021

Cost/Issue: \$6,500 net (This is an \$11,350 discount off rate card pricing.)

“Key Reasons” Issues Fine Print

Issue Dates/Deadlines

February 1, 2021 edition deadline January 22, 2021

September 27, 2021 edition deadline September 17, 2021

Advertising Specs

Full page live area is 8¾" x 11¾". For bleeds add ¼" all around. For additional specs refer to *USAE* rate card. Send all ad art to advertising representative with a copy to rheller@usae-e-mail.com.

Advertorial Content/ Specs

The supplied sample page gives a general sense of the number of words for your individual answers. However, the number of key reasons why planners should book your venue and the specific words to describe them are entirely up to you. All files should be provided as word docs.

Advertorial Layout/Design

You can supply full page advertorial layout using a live area of 8¾" x 11¾" or *USAE* staff will layout and design your advertorial page using photos and word docs supplied by you.

Advertorial Photos

If you wish us to design we recommend at least two photos. Each should be a minimum of 500kb in size and accompanied by a caption supplied as a word doc.

Complimentary E-Blast

Each ad buy includes one complimentary e-blast. Your e-blast can run on any Monday or Friday in 2021. Date(s) will be mutually agreed and assigned first-come, first-serve. Please refer to *USAE*'s e-media kit for specs, deadlines, and production details.

Placement Within Print Issue

Your advertising/advertorial two-page spread will run in the sequence in which insertion orders are received.

Further Questions

Contact sales representative or *USAE* at 301/654-1808.

USAE*Extra!*

Your E-Blast in Print

USAE Extra! Is not only a special issue of *USAE*, it is *YOUR SPECIAL ISSUE*.

Published in print on any Wednesday of your choice, your *USAE Extra!* contains *ONLY* news and information about your DMO, hotel company or resort.

You know USAE; the ONLY nationally circulated weekly trade newspaper covering news for associations, CVBs, meetings marketing executives, and hotel sales executives. Now its readership – both print and ‘e’ – can be exclusively yours.

Content: 100% of the content of your *USAE Extra!* comes from you.

Advertisements may be included as part of the special issue's 8-or-more-pages of content. Simply provide all editorial and advertising content in PDF format. (If needed, *USAE* will provide layout and design support at nominal additional cost.)

Distribution: Each special edition will be distributed by *USAE* as follows:

- 2,500 print copies will be mailed to *USAE's* premium paid subscribers.
- 58,000+ digital editions will be emailed to *USAE's* opted-in email subscribers.
- 1,000 print copies shipped to you for promotional purposes.

Cost: \$22,450 net for 8-pages, utilizing premium 70 lb coated stock.

Schedule your Special Edition on any Wednesday. (And, if published within three weeks prior to major industry shows – PCMA Convening Leaders, MPI-WEC, ASAE Annual Meeting, IMEX America, IAEE Expo! Expo! or Association Forum Holiday Showcase – extra copies of your special edition will be distributed at the show.)

Details: Call your *USAE* sales representative or our office: 301-654-1808.

Other Print Advertising Opportunities

USAE offers a robust suite of high visibility, high impact special print advertising opportunities, all of which are reproduced in the corresponding “e” issue. All specs are found in our 2021 Rate Card. All pricing is gross.

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 \$7,800 includes printing. Only one bellyband or flag is available per week.

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 \$7,800 includes printing. Only one flag or bellyband is available per week.

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 \$11,150 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 is \$6,950.

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 \$6,950 includes printing.

Inserts

Inserts can be of any reasonable size and number of pages. Inserts are *not* stapled into the paper. Rate of \$6,300 does *not* include printing but does include inserting costs.

Back Cover Foldout

A three-page Back Cover foldout can be provided in any regular or special issue. Pricing is per request and includes printing.

Gatefolds

Centerspread gatefolds can be either three, four or six-pages. Pricing is per request and includes printing.

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.

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.?

If you would like to put your “remainders” in the hands of association executives and meeting planners, *USAE*’s “Collateral Clearance” may be the answer.

USAE can insert your collateral in **any** print or ‘e’ issue of your choice; mailing it as an 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, 2,500 copies per week; 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

\$6,300 gross

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Value Added Merchandising

- Up to 950-word news releases including two four-color photos in e-issue in which your ad appears; value \$1,500 each.
- Your ad in every issue is available on-line 24/7 at usaenews.com
- If a DMO with a Washington, DC-area office, complimentary Year's Listing in "Call Us CVBs"; value \$3,900
- Complimentary subscriptions to *USAE*; value \$175.00 ea.
- Bonus Rewards. See page 21.

Bonus Rewards

To say “thank you” to our valued clients, *USAE* offers Bonus Rewards. Put simply, the more ads you purchase, the more print or “E” bonus advertising rewards you will receive.

Details

Based on your total ad buy, *USAE* will run any or all of the following as Bonus Rewards:

- Selected print issues as P-1 Billboards
- “E”-only ads in *USAE* First News Monday, *USAE*-MAIL or *USAE* Webinar Calendar issues.

Ranges

If your buy is:

- GREATER THAN \$60,000; your Rewards ratio is 1:1 of your ad buy
- Between \$35,000 and \$59,999; Rewards ratio is .75
- Between \$25,000 and \$34,999; Rewards ratio is .50
- Between \$13,000 and \$24,999; Rewards ratio is .25

Bonus Reward Values:

- Print “Page 1 “Billboard”; \$6,750
- Various “E”-ads:
 - *USAE*-MAIL \$500
 - First News Monday Sponsorship \$3,000;
 - Webinar Calendar Sponsorship \$3,000;
 - E-Issue Only, Full Page \$5,200.

Rules

There are only two rules:

- All Bonus Rewards run in print or “E” issues of *USAE*’s choosing.
- Advertorials are not included.

Specs

- **Page 1 Billboards:** Provide ad art which is ‘evergreen’ and which can be used without prior clearance. *USAE* Rate Card has size specs.
- **“E” ads:** Provide ad art which can be used without prior clearance. *USAE*’s ‘e’ media kit has all ‘e’ ad specs.

Contact Us

Publisher, CustomNEWS, Inc.

Ross E. Heller

Phone: 301-654-1808

Email: rheller@usae-e-mail.com

Northeast and Eastern Canada

John McNamara

Territory: U.S. 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; jmcnamara@usae-e-mail.com

Mid-Atlantic, Southeast and Caribbean

Jim DiChiara & Susan Doloboff

Territory: 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: Jim: 404-713-9334; Susan: 404-713-9335

Email: jimd@usae-e-mail.com & sdoloboff@usae-e-mail.com

Midwest and California

Michael Stack

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

Phone: 847-367-7120

Email: michaeldstack@aol.com

Upper Midwest

David Faust

Territory: Minnesota, North Dakota and South Dakota

Phone: 320-251-6112

Email: dfaust@cn-usae.com

Nevada, Europe, Middle East, Asia-Pacific

George Roman

Territory: Nevada, Europe, Middle East, Asia

Phone: 702-515-7247

Email: George@GeorgeRomanMedia.com

West and Western Canada

Dolores Ridout:

U.S. West: Alaska, Arizona, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Texas, Utah, Washington and Wyoming

Western Canada: Alberta, British Columbia, Manitoba and Saskatchewan

Mexico: All states

Phone: 281-762-9546 and **Fax:** 281-762-9587

Email: ridout3@airmail.net

Representative at Large

James A. Heller

Phone: 703-898-3528

Email: jheller@usae-e-mail.com