

# *USAe*

*Original Reporting:  
Essential, Insightful, Enlightening*

**2021**  
*E-Media Kit*

# USA*e*

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

## ***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: print, laptop, tablet or I-phone.

Let *USAe*’s team help customize *your* media strategy – within *your* budget – to create the right media mix to deliver your client’s message.



## 2021 E-Media Kit

### Table of Contents

Services Summary.....	Page 4
<i>USAE-MAIL</i> .....	Page 5
Standard <i>E</i> -Blast and RE-Blasts.....	Page 7
First News Monday Exclusive Sponsorship.....	Page 10
Webinar Calendar Wednesday Sponsorship.....	Page 12
Pets Pix Exclusive Sponsorship.....	Page 13
Breaking News Extra Sponsorship.....	Page 15
<i>USAe</i> -Digital Only Advertising.....	Page 16
Rich Media Opportunities.....	Page 18
Enhance Your Digital Advertising.....	Page 20
Circulation.....	Page 21
The Fine Print.....	Page 22
CAN SPAM Disclaimer.....	Page 24
Contact Us.....	Page 25

# *USAe*

## *Services Summary*

In addition to *USAE*, our premier weekly print publication, its “e” twin – *USAe* – is emailed every Monday to over **58,000+** 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 opted-in subscribers, 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 either C-Level or meeting planners. Our second largest audience is located in the important Midwest region, and over 10% are based in the critical Northeast/tri-state area.

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

### ***USAE Show Dailies Expand Your Reach***

In addition to weekly print and ‘e’ *USAE*, we publish special print show daily editions distributed on-site at *every* major association industry event including: ASAE Annual Meeting, MPI WEC, IMEX America, PCMA Convening Leaders, IAEE Expo! Expo!, Association Forum Holiday Showcase and Destinations International Destinations Showcase. Each of these special print editions has an ‘e’ counterpart sent to our 58,000+ list.

### ***USAe’s-E-Media Opportunities***

*USAe* offers seven cost-effective “e-media” opportunities for your messaging. All reach our entire 58,000+ list of opt-in industry executives.

- Twice-weekly *USAE-MAIL*, sent every Tuesday and Thursday
- Dedicated and targeted *USAE-Blasts*
- Dedicated and targeted *USAE RE-Blasts*
- First News Monday Sponsorship
- Weekly Webinar Calendar Wednesday Sponsorship
- Pets Pix Exclusive Sponsorship
- Breaking News Extra Sponsorship
- *USAe* Digital Only advertising



USAE-MAIL is published every Tuesday and Thursday and contains important industry news in short-read format.

**List Composition**

Our audience is 100% opted-in association executives, corporate and independent meeting planners as well as other industry executives from the CVB and hospitality sector. In total we have over 58,000+ unique registrants.

**Metrics**

USAE-MAIL has approximately 522,000 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 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.

**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.

**Banner Bundles**

USAE-MAIL advertising is packaged in “bundles” of 8 ads.

Your 8, 16, 24 or more ads can be spread out over any issues in a 12-month period.

**Pricing**

Location In Email	No. Issues Per Mo.	Sent Per Month	1 Flight 8 insertions Net Rate	3 Flights 24 insertions Net Rate	6 Flights 48 insertions Net Rate
First ad on pg	9	522,000	\$4,450	\$4,175	\$3,835
Second ad on pg.	9	522,000	\$4,200	\$3,875	\$3,610
Third ad on pg.	9	522,000	\$4,050	\$3,800	\$3,350
Fourth ad on pg	9	522,000	\$3,875	\$3,575	\$3,225

Photo of Week					
Sponsorship	9	522,000	\$4,615	\$4,325	\$4,175

**Base 1x CPM Rate**  
**\$83.96/M**

**Important Note**

*While ads are sold in bundles of eight; the issues in which they appear can be spread over 12 consecutive months.*

**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**

## **USAE-Blasts**

### **&**

## **USAE-RE-Blasts**

Sponsor a solo dedicated *USAE-Blast* that we distribute to our entire 58,000+ 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 click-throughs.

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**

*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 five.

#### **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 58,000+ unique registrants.

#### **Pricing**

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

<b>1 E-Blast</b>	<b>3 E-Blasts</b>	<b>6+ E-Blasts</b>
\$4,950	\$4,675	\$4,375

#### **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; \$925 min.

**Ad Specifications**

The maximum file size 300k. Images should not exceed 600 pixels in width. If we are hosting, please include images along with your HTML file. If you are hosting no need to send image files. Please include a subject line without punctuation or dashes. 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 58,000+ impressions with each e-Blast.

**Deadlines**

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.

**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.

**Sample E-Blast**

See example below.



## *Sample USAE-Blast*



**YOU'LL WANT  
TO BE HERE**



### **ATLANTA: AMERICA'S DESTINATION CITY**

Charismatic, in-town neighborhoods surround the convention and entertainment district downtown. It's in these unique areas where attendees can easily explore the authenticity of Atlanta.

[WATCH THE VIDEO](#)



## ***First News Monday Sponsorship***

Sponsor *USAe* First News Monday and be the *only* ad that accompanies the email link to the Monday digital turn-the-page edition of *USAe*. First News Monday is sent to our premier print circulation and 58,000+ association and non-association planner opted-in digital subscribers.

### **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 58,000+ unique registrants.

### **Metrics**

*USAe* First News Monday is received by more than 290,000 opted-in subscribers 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.

### **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.

### **Pricing**

<b>1x</b>	<b>3x</b>	<b>6x</b>
<b>Net Rate</b>	<b>Net Rate</b>	<b>Net Rate</b>
\$3,150.00	\$2,775.00	\$2,375.00

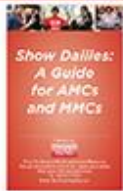
### **Result Metrics**

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.

**See sample below.**

# Sample *USAE First News Monday Sponsorship*

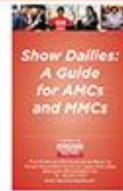
# USAE



## Do You Offer Show Daily Publishing Services?

Are you an AMC or MMC being asked about show dailies by your clients?  
Are you seeking a print vehicle to complement your mobile app?  
Need new ideas for sponsorships or sources of non-dues revenue?

Visit [cnshowdailies.com/amcs-mmcs-guide](http://cnshowdailies.com/amcs-mmcs-guide) for your complimentary download.



Monday, May 21, 2018



[Click here to view this week's e-issue of USAE.](#)

Powered by  
**MagTitan™**  
Beyond Words

**SUBSCRIBE to USAE**

[www.usaenews.com](http://www.usaenews.com)

4824 Edgemoor Lane  
Bethesda, MD 20814

©2018 USAE All rights reserved.



## ***Webinar Calendar Wednesday Sponsorship***

Sponsorship of the Webinar Calendar is exclusive and features your ad at the top of the page.

The *USAE* Webinar Calendar is published every Wednesday and contains chronological listings and links to association industry and meetings-related webinars.

### **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 58,000+ opted-in subscribers.

[Click HERE for sample](#)

### **Pricing**

<b>1x Net Rate</b>	<b>3x Net Rate</b>	<b>6x Net Rate</b>
\$3,150.00	\$2,775.00	\$2,375.00

**Metrics** *USAE* Webinar Calendar is received by more than 290,000 opted-in 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.

### **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.

### **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's Pets Pix Sponsorship***

Sponsor *USAE's* Pets Pix and be the *only* ad that accompanies this popular weekly feature in the First News Monday print and digital turn-the-page edition of *USAE*.

First News Monday is sent to our premier print circulation and 58,000+ association and non-association planner opted-in digital subscribers.

### **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 58,000+ unique registrants.

### **Metrics**

*USAE* First News Monday is received by more than 290,000 opted-in subscribers per month.

### **Ad Specifications**

Ads can be static GIF or JPG 100-200 dpi. If a logo, can include up to 50 words of text. If a banner, should be 600 x 100-200 pixels with type not smaller than 12 point. 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.

### **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.

### **Pricing**

Sponsorships are sold in flights of four. One flight is 4 insertions. Your banner may run in consecutive issues or in any issues of your choice.

<b>1 Flight</b> (4 insertions) \$2,475 total net	<b>3 Flights</b> (12 insertions) \$6,825 total net	<b>6 Flights</b> (24 insertions) \$12,450 total net
--	--	---

### **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.



## Sample *USAE Pets Pix* Feature

### *USAE's* Pets Pix

sponsored by Visit Houston



Here is a picture of my pet goat, Sven. Sent in by Tia Froehle, CTC, AWE,  
Tourism Sales Manager, Visit Anchorage

Publication of your pet's photo is a special benefit of being a *USAE* paid subscriber.  
[Become a paid subscriber](#); then [email](#) us a favorite photo of your pet – dog, cat, bird, lizard, whatever.  
We'll try and run it in a future "e" issue of *USAE*.

Note: The advertiser provides the banner. *USAE* provides the pet photo from our subscribers.  
Alternatively, the advertiser can provide both the banner and the pet photo.  
The pet photo in each issue must be different.



## ***Breaking News Extra Sponsorship***

**Sponsor** every USAE-MAIL “Breaking News Extra” ‘e-blast’ for a 12 month period.

**How Many “E” Ads Will Run?** We will guarantee at least one. Over the past 12 months there were six “E-Extras.” But whether it’s one, 6, or 10, your organization will be the sole sponsor of every single one.

### **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 58,000+ opted-in subscribers.

### **Special Value Added**

Regardless of how many “Breaking News” E-ads run, USAE will also give your organization a full-page 4/c ‘e’ ad – value \$1,575 – in any four issues in which you are currently not scheduled.

### **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.

### **Rate**

\$7,500 net for 12 month period. Billing on receipt of insertion order and ad art.

### **Ad Art/Deadline**

Due to ‘breaking news’ nature of this opportunity, ‘E’ ad art and link must be ‘evergreen.’

### **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.

### **Fine Print:**

*Should breaking news in any way negatively impact your organization, USAE pledges NOT to use your sponsoring ad in that issue.*



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

Digital *USAe* is distributed every Monday in an easy-to-read turn-the-page format to our 'e' circulation of over 58,000+ opted-in association executives and corporate meeting planners.

### **Content**

Digital *USAe* includes all the content of print *USAe* **plus** additional unique content as well as client advertorials.

### **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 58,000+ opted-in subscribers.

### **Advertising Opportunities**

When you advertise in print *USAe* your ad automatically runs in Digital *USAe*.

HOWEVER you can also separately advertise in Digital *USAe*-Only!

Every Digital *USAe*-Only ad can contain:

- Up to three 4/c pages;
- Animations;
- Interactivity; and be
- Enabled with a link to your site.

[Click HERE for sample](#)

### **Ad Specs**

Each page 7" wide x 9-3/4" tall; no bleed. (Also supply art 330 pixels wide x 550 pixels deep so we can convert for "mobile only" version.)

### **1x Rate**

\$1,575 net per insertion includes up to three static, animated and/or interactive pages.

### **"3X" Special Pricing**

Run your ads in three issues for a total price of \$4,075 net. (Additional frequency discounts are available.)

### **Bottom Line**

Your E-only ad reaches a large, engaged audience of pre-qualified prospects.



**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.

# USA<sup>e</sup>

## Rich Media

### Description

Rich Media ads are images that link to your advertising videos. They can appear on Page 1 of USAE's First News 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 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 58,000+ opted-in subscribers.

### Pricing

#### Gross Rates / 12-Month Period

1x	3x	6x
\$4,950	\$4,650	\$4,225

### 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 58,000+ impressions for each Rich Media ad.

**Deadlines**

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, one up-to 950-word advertorial including color 4-color photo and caption in the 'e' edition of 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 \$5,255.
- Complimentary subscription to print *USAE*; value \$175.00:



## ***Enhance Your 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**

Ad cost plus \$675 net per enhanced ad. Frequency discounts are available.



## *Circulation by Issue*

**Every Monday** over 58,000+ industry executives receive the digital “e” edition of *USAE*, First News Monday.

### **Show Daily Circulation**

*USAE* print show dailies – also sent as an ‘e’ edition to our entire circulation of 58,000+ – 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.

## *Circulation by Region*

**Total Circulation (Including Print and “E”):**                    **60,500+**

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**

## ***The Fine Print***

### **Publication**

**USAe First News Monday** Published every Monday.

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

**USAe Webinar Calendar Wednesday** Published every Wednesday.

**USAe-E-Blasts and RE-Blasts:** Sent on any date of an advertiser's choosing.

**USAe Pets Pix:** Published every Monday.

**USAe Breaking News Extra** Published on any day as news warrants.

**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**

**First News Monday:** 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.

**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:** 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.

**Pets Pix:** Ads can be static GIF or JPG 100-200 dpi. If a logo, can include up to 50 words of text. If a banner, should be 600 x 100-200 pixels with type not smaller than 12 point. 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.

**Breaking News Extra:** 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; RE-Blasts:** The maximum file size 300k. Images should not exceed 600 pixels in width. If we are hosting, please include images along with your HTML file. If you are hosting no need to send image files. Please include a subject line without punctuation or dashes. 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.

**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 *USAE* 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 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.



# USA<sup>e</sup>

## Contact Us

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

**John McNamara**

**Territory:** 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); [jmcnamara@usae-e-mail.com](mailto: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:** 404-713-9334

**Email:** [jimd@usae-e-mail.com](mailto:jimd@usae-e-mail.com) & [sdoloboff@usae-e-mail.com](mailto: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](mailto:michaeldstack@aol.com)

### ***Upper Midwest***

**David Faust**

**Territory:** Minnesota, North Dakota and South Dakota

**Phone:** 320-251-6112

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

### ***Nevada***

**George Roman**

**Territory:** Nevada

**Phone:** 702-515-7247

**Email:** [George@GeorgeRomanMedia.com](mailto:George@GeorgeRomanMedia.com)

### ***West and Western Canada***

**Dolores Ridout:**

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](mailto:ridout3@airmail.net)

***Representative at Large***

**James A. Heller**

**Phone: 703-898-3528**

**Email: [jheller@usae-e-mail.com](mailto:jheller@usae-e-mail.com)**

***Publisher***

**Ross E. Heller**

***CustomNEWS, Inc***

**Phone: 301-654-1808**

**Email: [rheller@usae-e-mail.com](mailto:rheller@usae-e-mail.com)**