



FSAE
FLORIDA SOCIETY OF ASSOCIATION EXECUTIVES, INC.

FSAE 2025 MEDIA KIT

Welcome to the FSAE Media Kit, your ultimate guide to promoting venues and services for hosting a multitude of exceptional meetings and events. As the sole Society of Association Executives in Florida, our influential professionals drive all aspects of meetings and programs. From CVBs to unique properties, our advertorial calendar showcases the possibilities to help you book your next association meeting.

FL ASSOCIATION SPENDING



MEETINGS - \$1.65 BILLION
on hotel rooms, meals, dinners, parties, meeting room rentals, etc.



BUSINESS SERVICES - \$91 MILLION
on consultants, PR, insurance, accounting services & more



TECHNOLOGY - \$32 MILLION
for technology solutions & services

Position your business for growth in the association market. Partnering with FSAE helps you reach your target audience, increase brand visibility and achieve greater success.

“Advertising with **FSAE** has provided us with unparalleled access to a highly engaged community of association professionals. This partnership has not only expanded our brand’s visibility but also allowed us to connect meaningfully with qualified planners.”

Taylor Eckard

Senior Marketing Manager
Wyndham Grand Clearwater Beach



ABOUT FSAE

“FSAE is a trusted resource. Your advertising and marketing spend in FSAE reaches decision makers that have benefited from selecting hotels and services from FSAE Associate Members.”

- Gail S. Siminovsky, CAE
Past Chair, FSAE



Florida has the **SECOND LARGEST STATE SOCIETY** in the country with individual memberships. The majority of our members are decision makers for their organizations.



ASSOCIATION MEETING ATTENDEES OUTNUMBER the total attendance of all Florida State University, University of Florida, University of Miami, Jacksonville Jaguars, Miami Dolphins, and Tampa Bay Bucs home games combined.



IT'S NOT JUST MEETINGS - Of the \$3.7 billion Florida associations spend on products and services annually, over **\$147 MILLION** is spent on **consultants, technology, public relations, insurance and accounting**.



FSAE MEMBERS SUPPORT EACH OTHER
An estimated **72.8%** of FSAE member conferences are booked with our associates, spending approximately **\$443 MILLION** with our Associate Supplier Members and Advertisers.

“As a long-time member of FSAE, I look to their magazine and other resources to select vendors. It’s important for me to do business with those who support my association. I’ve never been disappointed with my results.”

- Stephanie M. Thomas, CAE, CMP
Sr. Director of Events
Florida Chamber of Commerce

Build relationships with member organizations, and they can consistently bring business to you year after year.

PRINT OPPORTUNITIES

SOURCE MAGAZINE | RESOURCE DIRECTORY & BUYERS GUIDE



Source ads earn advertorial space in the special section which includes an advertorial of 125 words and a color photo at no additional cost. You are also automatically listed in our "Buyer's Guide" in SOURCE and online for a full year with a 3x or more insertion order.

Advertorial Articles can Accompany Your Ad!

Enhance your ad with a compelling advertorial article in Source which highlights your message and attracts more attention from our members.

Full Page: 400 words with large image or 525 with small image

Half-Page: 200 words with small image

SOURCE MAGAZINE provides invaluable best practices, leading-edge insights, and timely tips across all facets of association management. Continuously ranked among the top member benefits by our Executive Members, it offers a platform to remain visible to your target audience. Advertise in the publication they eagerly *"make time to read"* and ensure your presence stays prominent.

Source Publication Calendar

January/February:

HR & Workplace Issues

- Guide to CVBs, Conference & Convention Centers
- Conference Hotels
- New & Renovated Properties
- Bonus: Digital issue YouTube feature, direct link to your website, email distribution to members and online hosting for easy reference

Deadlines: December 5 & 20, 2024

March/April:

Financial & Legal Issues

- Meetings in Central Florida
- Best Golf Meeting Spots
- Unique Attractions for Meetings
- Bonus: Digital issue YouTube feature, direct link to your website, email distribution to members and online hosting for easy reference

Deadlines: February 5 & 20

May/June:

Technology

- Beach Meetings
- Annual Meetings & Conventions
- Affordable Meetings
- Bonus: Digital issue YouTube feature, direct link to your website, email distribution to members and online hosting for easy reference

Deadlines: April 5 & 20

July/August:

Leadership & Managing Transitions

- Meetings in South Florida
- Executive Retreats & Board Meetings
- Conference Attendee Showcase*
- Bonus: Digital issue YouTube feature, direct link to your website, email distribution to members and online hosting for easy reference

Deadlines: June 5 & 20

*CONFERENCE ATTENDEE SHOWCASE:

Stay in front of the FSAE members from Conference with your color photo and 200 words of copy - \$515

September/October:

Conference Recap Issue
Membership & Marketing

- Meetings in North Florida
- Luxury Resorts & Spas
- Bonus: Digital issue YouTube feature, direct link to your website, email distribution to members and online hosting for easy reference

Deadlines: August 5 & 20

November/December:

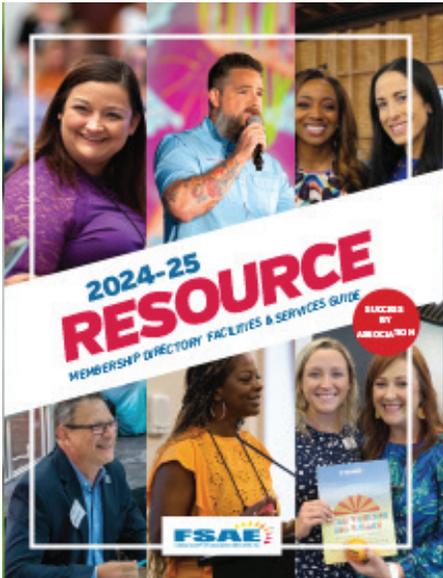
Year in Review, Education & Events

- Meeting Planners Guide with photos of key contacts
- Bonus: Digital issue YouTube feature, direct link to your website, email distribution to members and online hosting for easy reference

Deadlines: October 5 & 20

PRINT OPPORTUNITIES

SOURCE MAGAZINE | RESOURCE DIRECTORY & BUYERS GUIDE



FSAE's Annual **ASSOCIATION RESOURCE MEMBERSHIP DIRECTORY** is an essential tool for meeting planners and a go-to desk reference. This comprehensive guide highlights member properties, destinations, and services across Florida. Each listing and ad provides detailed contact information and descriptions of industry suppliers, making it an invaluable resource.

Utilized by state associations and meeting planners, the DIRECTORY assists in sourcing services, meeting venues, destinations, and contact details. It's designed to be referenced throughout the year, ensuring high visibility for listed facilities and services.

Deadlines for inclusion are March 18 and March 28, with directories mailed to members in July. RESOURCE is built to remain on desks all year, serving as an indispensable tool for association executives.

The front section, "Buyer's Guide," offers comprehensive, region-specific listings of facilities and services available to association executives across Florida. Facilities are listed first, followed by services.

As a bonus, RESOURCE advertisers receive a FREE listing in the Buyer's Guide, followed by important association and member information.

NORTH FLORIDA

PONTE VEDRA

SAWRASS MARRIOTT GOLF RESORT & SPA

1000 TPC Blvd.
Ponte Vedra Beach, FL 32082
904-285-7777
SawgrassMarrriott.com
Key Contact: Patricia Conrade,
Director of Group Sales
E-mail: Patricia.Conrade@marrriott.com

Accommodations: Our resort accommodations are carefully designed to enhance your visit to Ponte Vedra Beach. Unpack in a thoughtfully appointed hotel room featuring views of the grounds, natural waterways or the iconic Stadium Course at TPC® Sawgrass.

Meeting Facilities: Our stylish event venues are complemented by innovative facilities and inspiring surroundings. With 90,000+ square feet of flexible (and recently renovated) indoor and outdoor event space, this get-away location can accommodate whatever is on your agenda.

Support Systems: Our banquet and catering professionals are highly regarded among their peers and are committed to making your event one you'll remember forever. Your vision will become a stunning reality under the guidance of our award-winning Event Specialists.

Recreation: Our 25,000 square foot Spa, four pools and tranquil grounds offer choices for relaxing and unwinding. Privileged access to iconic golf at the TPC® Sawgrass and to our private Cabana Beach Club with seasonal beach/sport rentals and dining overlooking the Atlantic are each a quick, complimentary shuttle ride away.



SEE OUR AD PAGE 9

TALLAHASSEE

HOTEL DUVAL, AUTOGRAPH COLLECTION

415 N. Monroe Street
Tallahassee, FL 32301
850-224-6000
HotelDuval.com

Key Contact: Brett Kolmetz, Director of Sales, Marketing & Events
E-mail: brett.kolmetz@marrriott.com

Accommodations: Hotel Duval stands as the gateway to the Tallahassee of the past, present, and future—an icon of hospitality whose walls have witnessed some of the city's most defining events. Immerse yourself in the next chapter of its famed legacy or begin writing a story. Since its opening in 1951 for the biennial session of the Florida Legislature, Hotel Duval has remained inextricably intertwined with Tallahassee's culture.

Pairing modern furnishings with upscale touches and understated color palettes, Hotel Duval's collection of 117 rooms and suites serve as a respite from a day spent exploring and engaging with Tallahassee.

Meeting Facilities: With over seven decades of history serving as the central address for prominent affairs, landmark occasions, and monumental gatherings, Hotel Duval has mastered the art of the meeting. Nearly 7,000 square feet of flexible meeting space is available including our rooftop Horizon Ballroom at 2,700 sq ft accommodating up to 250 guests.



PLEASURE DOING BUSINESS

South Walton meetings always feel more personal. Truly unique venues and accommodations blend effortlessly with incredible dining, nightlife, and natural beauty, making teambuilding a pleasure. Discover all the amenities and start planning at MeetInSouthWalton.com.

SOUTH WALTON FLORIDA

MIDAMAR BEACH • SEASCAP • SANDESTIN • DUNE ALLEN • GULF PLACE • SANTA ROSA BEACH • BLUE MOUNTAIN BEACH
GRAYTON BEACH • WATERCOLOR • SEASIDE • SEACROVE • WATERSOUND • SEACREST • ALYS BEACH • ROSEMARY BEACH • INLET BEACH

ONLINE OPPORTUNITIES

EMAIL BLASTS | EMAIL BANNERS & ADS | WEBSITE BANNERS

EXCLUSIVE SOLO EMAIL BLAST

\$1,125 per blast

Specs: 700w x (no height limit)
SPECIAL DELIVERY! FSAE sends your exclusive email on behalf of an advertiser to the FSAE executives and meeting planners. Please provide images and HTML file. Samples available.



NEW ASSOCIATION PULSE

Weekly Exclusive Opportunities

New weekly newsletter featuring industry insights.

Rates sold by the month

Banner Ad: \$995 per month

Specs: 600w x 150h - Includes Feature Article with 50 words text and additional image

Spotlight Ad: \$700 each (2 available)

Specs: 250 x 250



250 x 250

250 x 250

PREMIUM WEBSITE SLIDERS

Reach our executives who regularly go to fsae.org for meeting and services information.

Home Page: \$815 per month with a three month minimum

Event Page Sider - \$595 per month

Double your exposure with both locations for \$1,095!

Upcoming Events is consistently visited all year long!

Specs: 960w x 240h for all sliders



EXCLUSIVE LOGIN PAGE AD

Login Page Ad: \$895

The login page is the second-highest visited page on fsae.org and we are now offering an exclusive ad in this premium location

Specs: 250w x 250h



SOURCE DIGITAL EDITION BLAST & AD

Email Sponsor AND Online Ad

\$450 per issue or the entire year for \$2,000 - DigitalSource sent 6 times per year

Email Includes image of 300w x 200h + 50 words copy in DigitalSource email blast and full page ad in

online digital edition opposite cover page (sample above)



Digital Ad Options:

- Add a **YouTube Video** to your print ad: \$100

- Insert a digital ad with video: \$200

Contact Sue to see a sample of the Digital Edition!

FSAE-ENEWS ADS

Monthly Exclusive Opportunities - two month minimum:

Top Banner Ad: \$495 per month

Specs: 600w x 100h - HIGH IMPACT VISIBILITY!

Featured Destination: \$665 per month

Specs: 580w x 375h - Feature your company with a linked video or single photo and 50 words of text that links to your website.



DESTINATION UPDATES

\$515 per month

Monthly email to FSAE members highlighting availability for your property or destination. Limited to 3 listings, Update includes photo, copy and link to your website. Update also displayed on the FSAE website.

Specs: 235w x 175h photo, 75 word copy in email and 150 word copy on website



For more information on any of these opportunities, contact Sue Damon:
SueDamon@comcast.net | 850.926.3318

All Online Prices Listed are Net



"PICK THREE" BUNDLE:

Choose the three times this year you'd like to run **ALL** of these great options



3 ADS IN SOURCE MAGAZINE

- Full-color, right hand page ad
- First 20% of magazine
- Full or half page ad available*



3 SOLO BLAST EMAILS

Run an exclusive email blast in 3 months of your choosing



3 HOME PAGE SLIDERS

Rotating home page slider to run for 3 months of your choosing

PLUS - Free YouTube video in Digital Edition with 3x buy - or Digital Edition Sponsor with 4x buy



All new Bundle media buys include one (1) complimentary ad posted on FSAE's Facebook page

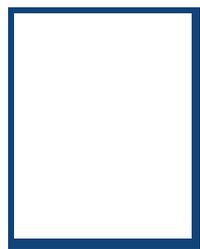
BUNDLE COST: \$12,210 net - a \$1,485 savings!

*Half Page Source Ad Total Bundle: \$9,880 - a \$1,590 savings

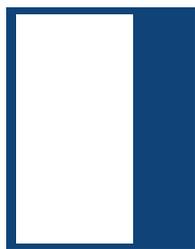
Add Resource to your bundle for more savings:

\$3,295 full page ad | \$2,685 half page ad

PRINT AD SIZES



Full Page*
7 1/2" x 10"



2/3 Vertical
4 7/8" x 10"



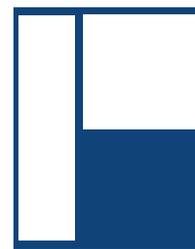
1/2 Vertical
3 5/8" x 10"



1/2 Horizontal
7 1/2" x 4 7/8"



1/2 Island
4 7/8" x 7"

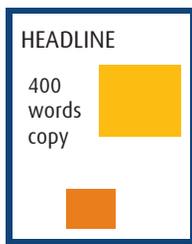


1/3 Island
4 7/8" x 4 7/8"

1/3 Vertical
2 3/8" x 10"

*See Fine Print for Bleed info

ADVERTORIAL ARTICLES



Large image size:
8.25" x 2.25"
OR
3.75" x 3.75"

Small image size:
2" x 2"

Full Page Options

Half Page

PRINT RATES

SOURCE MAGAZINE

The BI-MONTHLY publication of FSAE

Frequency

SOURCE magazine is published 6 times a year: Jan/Feb, Mar/Apr, May/June, July/Aug, Sept/Oct, Nov/Dec, and hits the membership at the beginning of the second issue month.

Advertorial Opportunities

All four-color ads earn advertorial space in the special section of that issue. At no additional cost, your editorial of 125 words and a color photo will be placed in SOURCE. You are automatically listed in our "Buyer's Guide" in SOURCE and on web page for a full year with a 3x or more insertion order.

NEW - Full or half-page advertorial articles can run opposite your ad and include 400 words with large image or 525 words with small image. Half page advertorials include 200 words with small image.

PLUS - Free YouTube video in Digital Source with 3x buy - or Digital Source Sponsor with 4x buy. All new Source advertisers receive recognition on FSAE Facebook page.

SOURCE Deadlines

Insertion Order Deadline: 5th of the month prior to publication (Jan/Feb due Dec. 5)

Materials Deadline: 20th of the month prior to publication (Jan/Feb due Dec. 20)

Special Section Deadline: Due on materials due date, no exceptions.

ADVERTISING RATES

Gross Rates - Four Color Ads

	1X	3X	6X
Full Page	\$2610	\$2330	\$2060
2/3 Page	\$2315	\$2225	\$1925
1/2 Page	\$2180	\$1950	\$1735
1/3 Page	\$1955	\$1800	\$1560

Ask about insert and belly band opportunities

Full Page Advertorial & Ad	1X - \$4,800
Half-Page Advertorial & Ad	1X - \$3,500
Double Page Spread	1X - \$4530
Outside Front Cover and Inside Front	\$5995
1/2 Page Spread	\$3985
Premium Placement	add 15%
Page Bleeds	add 20%

RESOURCE DIRECTORY

The ANNUAL Facilities & Services Guide/Membership Directory publication of FSAE

Frequency

RESOURCE is published once a year and is mailed to members in July. RESOURCE features comprehensive listing information for the association executive.

The Association RESOURCE

RESOURCE is designed to be used by members all year long and kept on the desk as an easy reference. It is an indispensable daily tool for the association executive. The front section of RESOURCE, "Buyer's Guide" contains in-depth listings by region, of facilities and services available to association executives throughout Florida. Facilities are listed first, followed by services.

The opportunity to have your facility or service listed in the Buyer's Guide is provided at **NO CHARGE** to our RESOURCE advertisers. The Buyers Guide is followed by important association and member information.

RESOURCE Deadlines

Insertion Order Deadline: March 18

Materials Deadline: March 29

ADVERTISING RATES*

Gross Rates - Four Color Ads

Gross Rates - Four Color Ads		Covers & Tabs	
Full Page	\$3390	Back Cover	\$4005
2/3 Page	\$2900	Inside Front	\$3795
1/2 Page	\$2765	Inside Back	\$3605
1/3 Page	\$2420	Tab Front	\$3710
Double-page spread	\$6665	Tab Back	\$3950

150 Word Listings are NO CHARGE with any display ad contract. Display advertisements will receive one complimentary listing.

Listing Only* (Not commissionable)

150 word listing.	\$350 (FSAE Member)
	\$400 (Non Members)

*One free listing accompanies each ad insertion.

To Advertise or for More Information Contact Sue Damon - SueDamon@comcast.net | 850.926.3318

Send all materials to SueDamon@comcast.net

FINE PRINT

PRODUCTION MATERIALS: FSAE publications are direct-to-plate. Please furnish your ad as a PDF file (high resolution/CMYK/flattened/embed all fonts). If you choose to send a TIFF or EPS file, it must be accompanied by all graphics and fonts (both screen and printer versions). Ads must be complete. You may email your ad to SueDamon@comcast.net. You may also send by YouSendIt.

DEADLINES: All ad materials must be received by material deadline. When new materials are not received by the closing date, the publisher will repeat the latest ad of similar size. If there was no previous insertion, the client is liable for the cost of contracted space not used, and the unused space will be allocated at the discretion of the publisher.

PRODUCTION INFORMATION:

Binding: Saddle stitched; Printing Process: Sheet-fed offset
Inserts: Pricing and availability on request;

***Bleeds:** Trim size is 8.375 x 10.875. Allow 1/8" beyond all margins for bleeds beyond the trim size. Example: full page ad with bleeds would be 8.625 x 11.15". An ad without bleeds would be 7-1/2" x 10" leaving a white border around it.

PLACEMENT: Placement cannot be guaranteed unless the position is a paid position. All efforts will be made to place your ad in a requested position. In RESOURCE, however, ads are often placed within or close to the region of the state corresponding to property location and both left and right pages are utilized for ads.

ISSUANCE: Source published 6 times a year and mailed the first week of the second issue-month. Resource published annually and mails in late June.

DISTRIBUTION: SOURCE and RESOURCE are distributed to over 1,100 association executives, meeting planners, and related organizations.

POLICIES: Advertising must be inserted within one year of the first insertion to earn frequency discount rates. If the number of insertions is not specified on order or contract, each insertion will be billed at the one-time rate until a frequency rate is earned. Advertising ordered at a frequency discount rate that is not earned within one year from the first insertion will be billed at the earned rate ("short rated").

The advertiser, as well as the agency, is responsible for the payment of all advertising to the publisher. The advertiser is responsible for ads not paid for by their agency. Mixed sizes of ads in campaign are acceptable. No cash rebates will be made.

AGENCY COMMISSIONS: Commissions are paid to recognized advertising agencies only. Maximum agency commission allowed is 15% on color print advertising only. Production charges are not commissionable. Listings in RESOURCE are not commissionable. Electronic advertising is not commissionable.

COPY ACCEPTANCE: FSAE and SOURCE reserve the right to reject any advertising considered by management to be objectionable as to wording or appearance. FSAE and SOURCE also reserve the right to place the word "advertisement" on any ad which it may believe to resemble editorial material.

CANCELLATIONS: No cancellations accepted after space closing date for print ads. Electronic advertising must occur at least six weeks prior to running.

TERMS: All payments are due 30 days after date of invoice. Past due invoices are subject to a 1/2 percent per month service charge. Advertiser agrees to pay all charges and balances that it or its authorized agent incurs to FSAE for the publication of Advertiser's content. Advertiser acknowledges that all balances are due and payable to FSAE within 30 days of the invoice date and may be paid by check. In the event that FSAE commences any collections efforts against Advertiser based on Advertiser's failure to pay any charges and balances owed, Advertiser agrees and understands that it will be responsible for, and pay to FSAE, any and all costs of collection incurred by FSAE, whether or not a lawsuit is filed, including but not limited to attorney's fees, court costs and any other expenses reasonably incurred, in addition to the principal balance owed and interest at the rate above noted. Advertiser acknowledges that this is a contractual relationship with and obligation to pay FSAE, arising in Leon County, Florida, and it submits itself to the venue and jurisdiction of the Leon County court.

ADVERTISING RESPONSIBILITY: All advertisements are accepted and published upon the representation that the advertiser and agency, if one, is/are authorized to publish the entire contents and subject matter thereof.

In consideration of the publisher's acceptance of such advertisements for publication, the advertiser and agency, if one, will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism and/or copyright infringement.

Publisher is not responsible for any errors in key numbers. Any required modification of copy submitted as camera ready will be charged to the advertiser.