



The Ohio Society of Association Professionals
Strengthening association leaders and advancing the communities they serve

2026 Partnership Opportunities



OSAP is the leading organization for Ohio-based association professionals, industry peers and business partners to form meaningful connections and lasting relationships with their peers.

Why Market Your Products and Services to OSAP Members?

OSAP offers you the opportunity to get in front of decision makers both virtually and at events throughout the year.

OSAP members represent Ohio's more than \$50 million association management industry and come from all levels of association management, including:

- Executive directors
- Associate directors
- Managers
- Meeting planners
- Communication experts

OSAP members make the purchasing decisions on products and services, including:

- Meetings/Conventions/Trade Shows
- HR & Payroll
- Advertising/Promotion/Publication
- IT & Digital Services
- Lobbying/Government Relations
- Legal
- Accounting

OSAP members represent associations ranging in size from hundreds to hundreds of thousands.

63.5% are state associations

25.4% are international/
national associations

11.1% are regional/local

Association members include:

Ohio Aggregates & Industrial Minerals Association
Ohio Poultry Association
ISSA - The Worldwide Cleaning Industry Association
Builders Exchange of Central Ohio
Glass Manufacturing Industry Council
The American Ceramic Society
The Ohio Society of CPAs
Akron Bar Association
The Ohio Funeral Directors Association
The Ohio Trucking Association
Ohio AgriBusiness Association
Ohio Education Association
Ohio Hospital Association
Mid-Ohio Food Collective
Ohio Society of Professional Engineers



2026 OSAP Partnership Opportunities

Year-round Branding

	Platinum	Gold	Silver	Bronze
	\$9,500 Exclusive	\$7,750 Limit 3 companies	\$5,250 Limit 5 companies	\$2,750
ADVERTISING	Full-page, full-color ad in all four issues of <i>Industry Advocate</i> .	Full-page, full-color ad in all four issues of <i>Industry Advocate</i> .	Half-page, full-color ad in all four issues of <i>Industry Advocate</i> .	Sixth-page, full-color ad in all four issues of <i>Industry Advocate</i> .
	Exclusive sponsor of six issues of Industry Brief and a 12-month banner on www.ohiosap.org .	Exclusive sponsor of four issues of Industry Brief and a 12-month banner (760 x 170 pixels; JPG or PNG) on www.ohiosap.org . Limited to six companies.	Exclusive sponsor of two issues of Industry Briefs and a six-month banner (760 x 170 pixels; JPG or PNG) on www.ohiosap.org .	A six-month banner (760 x 170 pixels; JPG or PNG) on www.ohiosap.org .
NETWORKING	Platinum Sponsor Ribbon on your registration badge at all OSAP events throughout the year.	Gold Sponsor Ribbon on your registration badge at all OSAP events throughout the year.	Silver Sponsor Ribbon on your registration badge at all OSAP events throughout the year.	Bronze Sponsor Ribbon on your registration badge at all OSAP events throughout the year.
	Podium announcement and recognition at all luncheon events throughout the year.	Podium announcement and recognition at all luncheon events throughout the year.	Podium announcement and recognition at all luncheon events throughout the year.	Your logo and reference, as the Bronze Sponsor, placed on all print, digital and event signage throughout the year.
	Social media post 4x during the year	Social media post 2x during the year	Social media post 1x during the year	
AL LA CARTE	\$1,000 credit toward any advertising or sponsorship, including the annual conference.	\$750 credit toward any advertising or sponsorship, including the annual conference.	\$500 credit toward any advertising or sponsorship, including the annual conference.	

Packages can be customized to meet your marketing goals. Contact OSAP at osap@ohiosap.org.



Online Options

OSAP *INDUSTRY BRIEF* NEWSLETTER



The *OSAP Industry Brief* is distributed to OSAP membership twice per month. These newsletters, which have an average open rate of **39 percent**, target the association professional and include concise messages on event information, industry trends and member opportunities.

The *Industry Brief* provides the opportunity to share promotions and other information about your company and connect with OSAP members.

These advertising opportunities include customized information in the e-newsletter body, as well as the edition's banner ad, with links to your company's website page of your choice.

Member rates and specifications:

- Sponsorship of *OSAP Industry Brief*:
\$750.00 per edition
- Blurb consisting of 200-250 words, with link to website or more extensive document
- Banner ad: 600 x 150 px; static images only; JPG or PNG
- While OSAP reserves the right to black-out various editions, every effort will be made to honor the date selected for the ad and customized information.



OhioSAP.org



OSAP members visit OhioSAP.org to obtain up-to-date association news, information and upcoming industry events. Advertising here allows you to direct clients to your website and promote time-sensitive

offers or events while reaching new markets and building brand recognition. *More than 1.5K monthly visitors!*

OhioSAP.org offers two digital advertising options:

Banner

- Run-of-site
- Rotates every 15 seconds
- 760 x 170 pixels; JPG or PNG
- **\$1,000/annual**

Carousel

- On the homepage and above the fold
- Only three spots available for advertisers
- 700 x 380 pixels; JPG or PNG
- **\$2,495/annual**

Dedicated emails



Exclusive email that reaches all of OSAP's executives and meeting planners. Email includes a logo, image, and 100 words with contact information.

\$745.00/email

OSAP emails had an average open rate of 66% in 2025!

Podcast Sponsorship

OSAP OBSERVATIONS PODCAST

The *OSAP OBSERVATIONS* podcast offers exclusive company exposure through a very limited and unique advertising sponsorship. Advertisers receive all the following:



pre-roll



Company mention in the first 10 seconds of the podcast.

Example: "Welcome to episode X of OSAP Observations. This episode is **sponsored by Company A.**"

mid-roll



30 second spot reserved in the middle of the episode to promote your company or program. Audio is provided by advertiser, or professionally recorded by our production team at no additional cost.

Spec: 80 words or less | Voiceover or host-read

post-roll



Company mention in the last 10 seconds of the podcast.

Example: "Again, we'd like to **thank our sponsor**, Company A, for their support of today's podcast. Be sure to visit them at URL for more information."

social media exposure

Company's logo and name is included in social media episode promotions.

One advertiser per podcast episode (\$750)

****Special discounts available if you purchase more than 1 podcast.***

OSAP Signature Events

Luncheon & Education Sponsorships

OSAP luncheons offer a key opportunity for networking. Approximately 50-65 members generally attend each luncheon, which is preceded by a 30-minute networking reception. After lunch, a speaker covers a variety of topics of interest to association professionals and affiliate members.

Exclusive luncheon or education sponsor (\$1,100)



OSAP POP-UP EVENTS

Showcase your company, property or CVB by sponsoring an OSAP pop-up event anywhere in Ohio.

The benefits include:

- Logo with a link to your website included on event web page and all email blasts related to the event.
- Social media coverage.
- Post event attendee list in Excel format (no email addresses included).

Cost: \$500 administrative fee.

The sponsor provides complimentary beverages and/or appetizers of their choice, the venue location and parking (parking does not have to be free).

OSAP Rates and Specs

Industry Advocate Magazine



OSAP is proud to partner with Burgie Media Fusion on producing the Industry Advocate. Contact Leslie Klenk to place an ad: leslie@burgiemediafusion.com.

PRINT RATES (all ads are 4-color)

	1X	3X	4X
Full Page	\$1,590.00	\$1,429.00	\$1,349.00
1/2 page	\$989.00	\$959.00	\$900.00
1/3 page	\$769.00	\$739.00	\$719.00
1/6 page	\$634.00	\$604.00	\$579.00

*The purchase of full-page ads in all four issues includes 12 months of website advertising with rotating horizontal banner ad: 760 x 170 px; static images only; JPG or PNG. Limited to six companies.

PRODUCTION SCHEDULE

ISSUE	Commitment	Ad Deadline
Spring (Print & Digital)	March 1	March 22
Summer (Digital)	May 3	May 24
Fall (Print & Digital)	Oct. 1	Oct. 8
Winter (Digital)	Dec. 1	Dec. 15

INDUSTRY ADVOCATE DIRECT MAIL OPPORTUNITIES

Guarantee your products and services receive exposure by including a flyer, brochure or postcard poly-bagged with the Industry Advocate.

SURFACES	Print Distribution
1-Page (2 surfaces)	\$1,499.00
2-Page (4 surfaces)**	\$1,899.00
Postcard	\$1,499.00

*Advertisers placing a display ad and direct mail piece in same publication will receive a 15% discount, to be applied to the ad of lesser value.

**3-Pages/6-surfaces or more available; quotes supplied upon request.

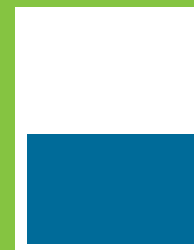
MATERIAL SPECIFICATIONS DIMENSIONS

	Width	Height
Full-page	7.5"	10"
Half-page Horizontal	7.5"	4-7/8"
Third-page Vertical	2.375"	10"
Third-page Horizontal	7.5"	3.25"
Sixth-page Vertical	2.375"	5.25"
Outside back cover	8"	7.25"

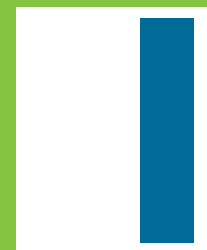
FULL-PAGE BLEED SPECIFICATIONS

	Width	Height
Trim size*	8.5"	11"
Bleed size*	8.75"	11.25"

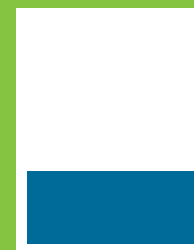
*Keep all live matter 1/4" from trim.



Half Page Horizontal



Third Page Vertical



Third Page Horizontal



Sixth Page Vertical