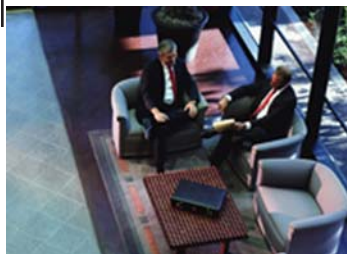




Tallahassee Society of Association Executives

We are the industry.

For more information, visit:
www.tallysae.org



Capture the attention of executives in Tallahassee's \$241 million association management industry.

Headquartered in Tallahassee, Florida, and representing more than 800 members, the Tallahassee Society of Association Executives (TSAE) represents the \$241 million association management industry in Tallahassee.

TSAE's **2009-2010 Membership Directory** is your opportunity to connect and network with our members. TSAE members turn to the directory as a trusted source of industry information and use it extensively for planning meetings, trade shows, conventions and seminars throughout the year. Don't miss your opportunity to target key members of Tallahassee's association market—contact your Naylor representative today!

TARGET KEY DECISION MAKERS.

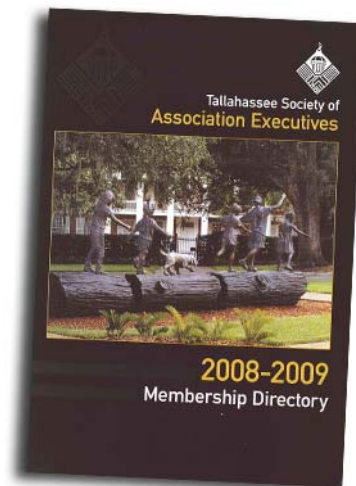
The **2009-2010 Directory** reaches 100% of TSAE members. Distribution includes association executives; meeting and trade show planners; directors of communications, finance, development, administration, membership and human resources; managers of publications, marketing and operations and other key directors of Tallahassee-based state trade associations.

DELIVER YOUR MESSAGE TO THE MARKET THAT MATTERS.

Our members include individuals from professional and trade associations, association management companies, and charitable and other non-profit organizations. Advertise in TSAE's official publication to ensure these associations are aware of the products or services your company offers.

OUR OFFICIAL PUBLICATIONS SERVE AS MARKETING TOOLS FOR YOUR BUSINESS.

Placing your ad in our membership directory puts you in front of key decision makers within the association executive industry. Members know they can select suppliers from TSAE's official publication with confidence. Reach the professionals who use the products and services you offer.



Advertising in the 2009-2010 Membership Directory...

MAXIMIZES EXPOSURE: Special placement within the publication ensures high visibility and relevancy for your ad. Your message can be strategically placed for maximum impact. Call your Naylor representative for a list of available positions.

ENHANCES VISIBILITY: All advertisers receive a free custom listing in our **Index of Advertisers**. Your company will be listed under the category of your choice along with the page number of your ad.

STRENGTHENS YOUR RELATIONSHIP: Show support for TSAE by advertising in our publication. Your advertisement supports the association, which is also an investment in your firm and your industry.

CONTACT:

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(800) 369-6220 Ext. 3446
Fax: (352) 331-3525
spauquette@naylor.com



www.naylor.com





T • S • A • E

TALLAHASSEE
SOCIETY OF
ASSOCIATION
EXECUTIVES

Dear Colleague:

The Tallahassee Society of Association Executives invites your participation in a special publication that serves Tallahassee Executives year round. Our *2009-2010 Membership Directory* lists 100% of our membership and serves as a valuable tool for members to locate products and services vital to their needs.

Our publications will be published and circulated to nearly 400 association executives and staff members involved in administration, communications, meeting planning, finance, development, membership, technology, human resources, publications management, marketing and operations. Your appearance will target and present your message to those purchasers and decision makers in one of the largest markets for association management products and services in Florida. In addition, our more than 400 supplier members also receive our publications and your services may be of interest and benefit to this member group as well.

We have appointed Naylor, LLC as publisher of our directory, recognizing their 40 years of experience with trade association publications. We are confident that the professionals at Naylor will provide us with a top-quality publication that will enhance our growing reputation of our organization as our area's "Association of Choice." When a representative from Naylor contacts you, please consider allocating part of your advertising dollars to our publications.

On behalf of Tallahassee Society of Association Executives, we thank you in advance for making it possible to have the magazine and directory through your generous advertising support.

Sincerely,

Frances M. Gilbert, CAE
Executive Director



Print Advertising Specs (Roster – 5.75" x 8.5")

The Publication

2009-2010 Membership Directory: a 5.75" x 8.5", spiral-bound directory published annually with die-cut tabs for easy reference. The directory is used throughout the year as a reference tool and buyers' guide.

Premium advertising positions and editorial adjacencies awarded on a first-come, first-served basis. All space reservations require a completed insertion order received on or before the sales close date. Invoices issued upon publication.

The Publisher

Naylor, LLC, the national leader in professional communications services for associations, serving nearly 500 leading organizations from 85 different industries across North America, is the official publisher of the *2009-2010 Membership Directory*.

Roster Ad Dimensions

Size	Width	Height
DPS Bleed	11.75"	8.75"
DPS Trim	11.5"	8.5"
DPS Live Area	10.75"	7.5"
Full Page Bleed	6"	8.75"
Full Page Trim	5.75"	8.5"
Full Page Live Area	5"	7.5"
2/3 Hz.	5"	4.916"
1/2 Hz.	5"	3.666"
1/2 Vt.	2.333"	7.5"
1/3 Hz.	5"	2.333"
1/3 Vt.	2.333"	4.916"
1/4 Hz.	5"	1.666"
1/4 Vt.	2.333"	3.666"
1/6 Hz.	2.333"	2.333"
1/8 Hz.	2.333"	1.666"

Note: Text placed outside the live area within any full page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted.

IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.

All color artwork must be in CMYK mode; black and white artwork must be in either Greyscale or Bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift.

All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and click on "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

Production Services

Naylor provides professional ad assembly and layout to non-agency clients at no charge to the client.

