

FSAE GOOD TO KNOW

REACH

1,500

NATIONAL AND STATE ASSOCIATION EXECUTIVES

EVERY WEEK

MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

A

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**FSAE Good to Know**  
FSAE's Weekly News Digest

**Aeronet** website strategy design & technology for organizations and associations

**Reacting matters as much as planning**  
Management Issues Share

Any fool can produce a plan. The genius is in seeing how new events open up new possibilities for the old plan, or even entirely new plans that weren't possible when the old plan was written. Unplanned opportunities may be your best chance of creating a great strategy, so you need to be constantly looking for them. Evidence supports the idea that the most successful entrepreneurs and leaders are fantastic at noticing opportunities. And the greatest opportunities come from reactors to unplanned events. [MORE](#)

C

How can young women develop a leadership style?

**How can young women develop a leadership style?**  
The Wall Street Journal Share

Young women may face unique challenges in asserting and developing a leadership style. Some struggle with managing others while maintaining a "good girl" image. They don't want to be ignored, but they don't want to be seen as too pushy, either. It's a delicate balance to find a style that's effective and feels like a good fit. [MORE](#)

C1

MULTIVIEW

**Are you an uninspiring leader?**  
Acronym Share

Lance Secretan, Ph.D. and author of *The Spark, The Flame, and the Torch*, says that inspirational leadership has three main components: serving others, helping people grow, and making the world a better place. But before you can create an inspirational organization, you need to start with yourself. [MORE](#)

**Bouncing back**  
Wired 4 Leadership Share

In every defeat and in every failure are the seeds of greatness. It is less about what happens to you as a leader than what you do with what happens that matters. Great leaders are resilient and know how to adjust quickly in the face of adversity. Preparing for both success and failure helps your ability as a leader to bounce back quickly and to bring order to difficult circumstances. [MORE](#)

**Miami-Dade woman wins international business award**  
Miami Herald Share

The woman at the helm of Miami-Dade's Teach for America program has been honored with an international award for women in business. Rebecca Fishman Lipsey, 29, was named best executive of a government or non-profit organization at the seventh annual Stevie Awards for Women in Business. The international awards program honors women executives, entrepreneurs and the organizations they run. [MORE](#)

E

**IMIS 10** Advanced Solutions International  
The #1 association software provider provides a complete association solution in one database. This unique combination of membership, website, e-commerce, and email marketing management eliminates costly integration and enables real-time business intelligence. [MORE](#)

D

PRODUCT SHOWCASES

**Projection Presentation Technology**

Projection Presentation Technology offers total presentation management solutions for conventions, meetings and professional events. Projection services include: audio visual equipment, computers, custom stage design, production management for General Sessions, digital signage, webcasting services, simultaneous interpretation and much more. [More info](#)

**Membership Renewal Processing**

FDRMost provides integrated business services, including forms management, direct mail printing and processing, in-house composition, package design and fulfillment, and digital printing, including variable data and its Web-to-Print Solution. Our wide array of offerings helps us meet your office needs better. Call today to see how FDRMost Graphics can best serve you. [More info](#)

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Everybody needs some "help" sometimes...such as:  
Adding value to membership;  
Engaging meeting attendees;  
Raising non-dues revenues;  
Growing market share;  
Effective issue advocacy;  
Building web traffic;  
Making your brand work harder;  
Upgrading member learning;  
Managing technology.

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**Good to Know** Recent Issues

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Shawn Simpatin, Content Editor, 469.420.2600. Contribute news  
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B

Does your agency really understand association?  
We do.  
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associationdirect

F

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to 2,000 national and state association executives (one 90 day cycle)



Leaderboard  
**\$2500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2000/\$1500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$2000**

Image Dimensions  
**120x600**  
**120x300**

File Format  
**JPEG, GIF**

Max File Size  
**40k**  
**40k**



Product Showcase  
**\$1500**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad  
**\$1500**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et. [More](#)

Traditional Text Ad  
**\$500**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

## CONTACT US

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THE FSAE GOOD TO KNOW, POWERED BY  
MULTIBRIEFS, PROVIDES WEEKLY NEWS AND  
INFORMATION TO NATIONAL AND STATE  
ASSOCIATION EXECUTIVES BASED IN FLORIDA.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Time** and the leading industry publications. Delivered to the inboxes of executives who manage trade and professional associations, individual membership societies, charitable organizations and other not-for-profit organizations, the FSAE Good to Know keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

FSAE GOOD TO KNOW  
IS A PROFESSIONAL RESOURCE FOR



# TOP TEN REASONS TO ADVERTISE IN FSAE GOOD TO KNOW:



## CREDIBLE SOURCE

For over 50 years, our members have turned to the association as the informational authority of the industry. Advertising in FSAE Good to Know solidifies your place among weekly information provided to FSAE members.



## TARGETED DISTRIBUTION

Advertising in FSAE Good to Know allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to FSAE Good to Know have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, FSAE Good to Know ensures your ad will be seen every week by our 2,000 subscribers.



## AFFORDABLE

Advertising in FSAE Good to Know is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of FSAE Good to Know has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in FSAE Good to Know.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.