

GUIDE TO MIDWEST CVB SATELLITE OFFICES

NOVEMBER / DECEMBER 2018

Your advertorial content is included!

RATES (GROSS)

FULL PAGE

4-Color \$11,860

B&W \$8,630

HALF PAGE HORIZONTAL

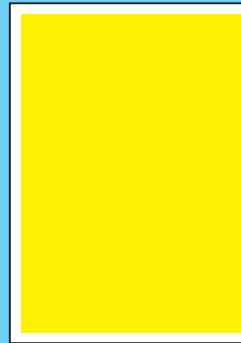
4-Color \$8,785

B&W \$5,390

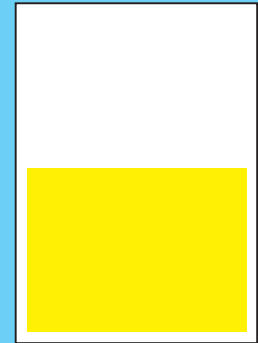
DEADLINES

SPACE: OCTOBER 9, 2018

MATERIALS: OCTOBER 16, 2018



Full Page



1/2 Horizontal

SEE NEXT PAGE FOR ADVERTORIAL SPECS



TO RESERVE YOUR OPPORTUNITY, PLEASE CONTACT YOUR ACCOUNT MANAGER, EMAIL INDUSTRYPARTNERRELATIONS@ASAECENTER.ORG, OR CALL 202-626-2889.

Guide to Midwest CVB Satellite Offices

The November/December 2018 Guide to Midwest CVB Satellite Offices includes a comprehensive list of all Midwest-area CVB satellite offices with contact information—giving destinations a chance to highlight the major changes taking place in their cities.

As an advertiser in this special supplement, your destination will receive a full page or half page of advertorial, a photo of your Midwest office representative and relevant contact information. This guide will be mailed as a supplement to the November/December issue of *Associations Now* magazine—extending your message to ASAE's full membership!



Your message will be delivered to every ASAE member.



FULL PAGE

Summary of **5 Sections** for Submission:

- 1. Answers to 6 questions for a total of 500 words
- 2. 1 destination photo
- 3. 7 table facts
- 4. Photo(s) of Midwest sales rep(s)
- 5. Contact information for Midwest office and representative

SECTION 1

6 QUESTIONS – 50-60 WORD ANSWERS FOR EACH (40-50 WORDS EACH FOR HALF PAGE)

+ **What distinguishes your destination?**

The purpose of this question is to market your destination stripped of specs or other responses below.

+ **What type of food is unique to your area?**

Feel free to discuss any type of cuisine that is unique to your area or a favorite dish of the destination and why.

+ **If delegates or attendees had a half day of free time, what would you recommend?**

Feel free to expand on golf locations, shopping, historical sites, other outdoor activities, museums, spas, or anything else you think they might enjoy or may not know is available to them.

+ **What is a unique way your destination has accommodated a meeting or convention?**

Tell us about a fun or unique way your destination, either via the CVB or the property, has planned an association meeting or convention.

+ **What is a unique venue that is offered that planners may not be aware of?**

Tell us about a venue or several locations that will really make the planners' reception or meeting come to life that they may not know about.

+ **How can your CVB help?**

Tell us about something unique that your bureau offers to planners.

SECTION 2

1 DESTINATION PHOTO:

- + If necessary, please identify shot and credits that should be given.
- + Preferably photos that are NOT in the adjacent ad.
- + Please email a TIF or PSD file no smaller than 4" x 5.5" at 300 dpi or higher resolution; the photo space is vertical.

(Note: Destination photos will be cropped/sized at publisher's discretion.)

SECTION 3

7 TABLE FACTS:

- + Please respond to the questions below with **numbers only**.
- + **Answer ONLY 7 questions** total from below or enter in what we did not ask that you would like us to.
- + Information here should **NOT** duplicate the above copy.
- + Example of table fact: *Ballroom square footage: 10,000*

Some possibilities for convention center specs:

- + Convention center total square footage
- + Exhibit space square footage
- + Meeting space square footage
- + Number of meeting/breakout rooms
- + General session/theater seating
- + Ballroom square footage/seating
- + Number of hotel rooms within one mile of convention center

Some possibilities for hotel/resort specs:

- + Number of rooms/suites
- + Number of committable rooms
- + Number of meeting rooms
- + Ballroom square footage/seating
- + Minutes from airport

Some possibilities for destination examples:

- + Number of golf courses
- + Number of committable rooms within the destination

SECTION 4

PHOTO(S) OF THE PRIMARY CVB REPRESENTATIVE(S):

- + Please email a 300 dpi or higher resolution PSD or TIF.
- + Please indicate full name and email of individual. These photos should be of the person(s) representing your CVB in the Midwest area.
- + Please indicate if we are to reuse previously submitted photos or if new ones will be sent.

SECTION 5

CONTACT INFORMATION:

- + Contact person and title
- + Bureau name
- + Midwest area address
- + Phone / email / website

HALF PAGE

Summary of **4 Sections** for Submission:

- 1. Answers to 6 questions for a total of 350 words (40-50 words per question)
- 2. 4 Table Facts
- 3. Photo(s) of Midwest sales rep(s)
- 4. Contact information of Midwest office and representative

SEE FULL PAGE SPECS FOR SECTION DESCRIPTIONS

AD MATERIAL SUBMISSION:

Please upload all display ad and advertorial materials to the following FTP site:

<http://upload.asaecenter.org>

username: anupload

password: @nfiles

Must send high resolution color proof to match.

NOTE: We do not accept ads via email.

NOTE: We reserve the right to edit your submission for size and according to the ASAE style guide.



Full Page



1/2 Horizontal