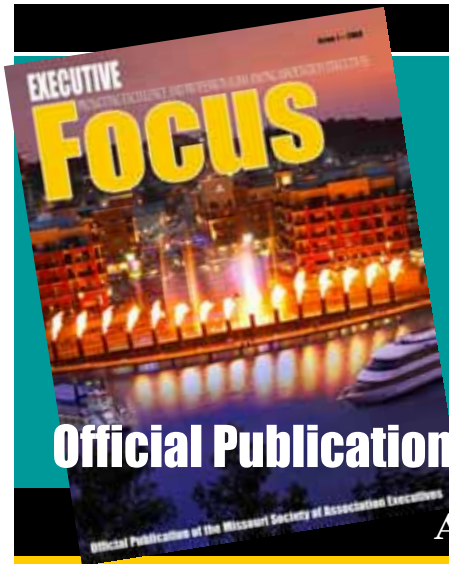


EXECUTIVE
FOCUS



Official Publication of the Missouri Society of Association Executives

ADVERTISING INFORMATION & RATES 2010

About Us

The Executive Focus is the official publication of the Missouri Society of Association Executives (MSAE) and is delivered quarterly, free of charge to our members and prospective members.

Each issue is also posted on our website at www.msae.net to reach additional consumers all across the country.

Executive Focus is the most frequently read magazine by members of the MSAE, surpassing other trade publications. Our members report that the *Executive Focus* is the one trade journal they read first.

Ad Specs

You may submit your own ad or, for a fee, one can be created for you. Ads should be submitted in electronic format and may be provided on CD or may be uploaded to our FTP site at <http://msae.net/adupload/>. The ad must be a press quality PDF file or a high resolution (300 DPI or greater) jpg, gif, png or pub.

With our new rate structure there are no hidden fees so you may change your ad whenever you like.

Deadlines

Issue	Delivery Date	Submission Deadline
Vol. I	March	February 15, 2010
Vol. II	June	May 15, 2010
Vol. III	September	August 15, 2010
Vol. IV	December	November 15, 2010

2010 Advertising Rates

Size	Dimensions	1x Rate	4x Rate	Total Annually*
Full page	8.25 x 10.75	\$600/issue	\$533	\$2160
Half page	7.25 x 4.25 horizontal 3.5 x 8.25 vertical	\$400/issue	\$349	\$1400
Quarter page	3.25 x 4.25	\$200/issue	\$166	\$680
Business Card	3.25 x 1.75	\$100/issue	\$85	\$340
Inside Front or Back Cover	8.5x11 (allow .125 for bleed all sides)	\$650/issue	\$583	\$2360
Back Cover	8.5x11 (allow .125 for bleed all sides)	\$700/issue	\$616	\$2480
Classified Ads	.50 per word, \$15 minimum charge Ads will post on the website and in the next available issue of the journal.			

*Advertiser must sign a contract for 4 ads of the same size and prepay the total amount to receive the discount



MSAE EXECUTIVE FOCUS

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INSERTION ORDER

Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone _____ Email _____

One Time Insertion		
	Size	1x Rate
<input type="checkbox"/>	Full page	\$600/issue
<input type="checkbox"/>	Half page	\$400/issue
<input type="checkbox"/>	Quarter page	\$200/issue
<input type="checkbox"/>	Business Card	\$100/issue
<input type="checkbox"/>	Inside Front or Back Cover (if available)	\$650/issue
<input type="checkbox"/>	Back Cover (if available)	\$700/issue
<input type="checkbox"/>	Classified Ad	. 50 per word, \$15 minimum charge

Or save with an annual contract!



Four Time Insertion		
	Size	Total Annually*
<input type="checkbox"/>	Full page	\$2160
<input type="checkbox"/>	Half page	\$1400
<input type="checkbox"/>	Quarter page	\$680
<input type="checkbox"/>	Business Card	\$340
<input type="checkbox"/>	Inside Front or Back Cover (if available)	\$2360
<input type="checkbox"/>	Back Cover (if available)	\$2480
*Advertiser must sign a contract for 6 ads of the same size and prepay the total amount to receive the discount		

Contract and Copy Regulations

- All advertising, conditions or copy instructions are subject to the publisher's approval.
- Payment must accompany insertion order. Ads received or scheduled without payment will not run.
- If fewer than four insertions are used in a four month contract, advertiser will be short-rated at the end of the term.
- When change of copy is not received by the closing date, the ad run in the most recent previous edition will be inserted.
- The advertiser agrees to hold publisher blameless from all claims, damages and expenses arising out of any advertising accepted. No make-goods will be made available.
- Publisher reserves right to hold advertiser and/or its agency jointly and separately liable for such moneys as are due and payable to the publisher.

Insertion Issue:

- March June September December

Payment must accompany insertion order.

- Check enclosed
 Credit Card Payment Option: Mastercard Visa Discover

Credit Card #: _____

Signature: _____

Exp. Date: _____

Signature of person authorized to enter into this contract



Send insertion order, ad and payment to: MSAE

722 East Capitol Ave., Jefferson City, MO 65101

Phone: 573-659.8898 Fax: 573-635.7823

For more information email: sboeckman@msae.net