



OHIO SOCIETY OF
ASSOCIATION
PROFESSIONALS

Ohio Society of Association Professionals

Fostering an environment of collaboration and professionalism that strengthens and enriches association professionals' development.

2022 Partnership Opportunities



OSAP is the best place for Ohio-based association professionals, industry peers and business affiliates 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:

National Ground Water Association
National Association of Manufacturers
The National Exchange Club
The American Ceramic Society
The Ohio Society of CPA's
Snow and Ice Management Association
Ohio Chamber of Commerce
Ohio State Medical Association
Ohio Restaurant Association
Ohio REALTORS
Ohio Foot and Ankle Medical Association
County Engineers Society of Ohio



2022 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 Executive News.	Full-page, full-color ad in all four issues of Executive News.	Half-page, full-color ad in all four issues of Executive News.	Sixth-page, full-color ad in all four issues of Executive News.
	Exclusive sponsor of six issues of E-News Brief and a 12 month banner on www.osae.org.	Exclusive sponsor of four issues of E-News Brief and a 12 month banner (760 x 170 pixels; JPG or PNG) on www.osae.org. Limited to six companies.	Exclusive sponsor of two issues of E-News Brief and a six month banner (760 x 170 pixels; JPG or PNG) on www.osae.org.	Six month banner on www.osae.org.
NETWORKING	Platinum Sponsor Ribbon on your registration badge at all OSAE events throughout the year.	Gold Sponsor Ribbon on your registration badge at all OSAE events throughout the year.	Silver Sponsor Ribbon on your registration badge at all OSAE events throughout the year.	Bronze Sponsor Ribbon on your registration badge at all OSAE events throughout the year.
	Podium announcement and recognition at all Quarterly Luncheon events throughout the year.	Podium announcement and recognition at all Quarterly Luncheon events throughout the year.	Podium announcement and recognition at all Quarterly 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.



Online Options

INDUSTRY BRIEF (E-Newsletters)



E-News Briefs are sent to OSAP membership twice each month. These newsletters, which have an average open rate of **38.5 percent** and are the association professional include concise messages on event information, industry trends and member opportunities.

Exclusive sponsorship of the E-News

Briefs 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 E-News Briefs: \$745.00 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.



OSAE.org



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

time-sensitive offers or events while reaching new markets and building brand recognition. Over 1.5K monthly visitors!

OSAE.org offers two digital advertising options

Banner

- Run-of-site
- Rotates every 15 seconds
- 760 x 170 pixels; JPG or PNG
- \$999.50/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 E-blast



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

\$745.00/e-blast

In 2020, promotional eblasts on average had a 40% open rate!

OSAP Signature Events

Quarterly Luncheon Sponsorship

Q1 virtual • Q2 - Q4 in person

OSAE luncheons offer a key opportunity for networking. Approximately 120 members generally attend each luncheon, which is preceded by 30-minute networking reception. After lunch, a speaker covers a variety of topics of interest to association executives and affiliate members.

Q1, Q2, Q3 and Q4 = \$750 as the exclusive sponsor
Holiday Luncheon Exclusive Sponsor
(200+ attendees) = \$1,000



Shane Yates Leadership Forum

The Shane Yates Q4 Luncheon Meeting will immediately follow the sessions at 11:30 a.m. The cost to exhibit is **\$275 for OSAE members** and **\$340 for OSAE non-members**.

Exhibitor/sponsor registration fee includes:

- One 6' skirted table
- Registration for two (2) for the quarterly meeting and luncheon
- Recognition in the event materials and website

OSAP Rates and Specs



PRINT RATES (all ads are 4-color)

	1X	3X	4X
Full page	\$1,509.00	\$1,429.00	\$1,349.00*
1/2 page	\$959.00	\$934.00	\$879.00
1/3 page	\$769.00	\$739.00	\$719.00
1/6 page	\$634.00	\$604.00	\$579.00

Members receive a 10% discount to above rates.

*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 Deadline	Ad Deadline
Spring	Jan. 29	Feb. 5
Summer (Annual Conference Issue)	Apr. 23	Apr. 30
Fall	Aug. 13	Aug. 20
Winter	Oct. 15	Oct. 22

INDUSTRY ADVOCATE DIRECT MAIL OPPORTUNITIES

Guarantee your products and services receive exposure by including a flyer, brochure or postcard in the bag in which Executive News is mailed.

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"

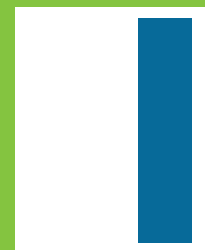
FULL-PAGE BLEED SPECIFICATIONS

	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