

# CONNECTING THE DOTS

FROM



TO



**HELPING BUSINESSES REACH  
AMERICA'S ASSOCIATIONS**

**CEO UPDATE**

THE SOURCE FOR ASSOCIATION NEWS AND EXECUTIVE CAREERS

INTEGRATED MARKETING WITH  
*CEO UPDATE*



*“CEO Update’s editorial perspective syncs perfectly with today’s leadership issues. The relevant and timely stories I can share with my staff are an unexpected value add. I enjoy keeping abreast of trends in staffing and reading about other interesting people in the association community.”*

**Kevin R. Keller, CAE**  
Chief Executive Officer, Certified Financial  
Planner Board of Standards, Inc.

**T**op executives read *CEO Update* to stay current with their career, their networks and the news they need to succeed in the changing association arena.

Every two weeks, *CEO Update* lands on the desks of more than 1,700 leaders of the nation’s most influential trade and professional associations. One-third pass the print copy along to colleagues, multiplying its reach to 4,500-plus readers.

*CEO Update* subscribers are mostly director-level and above. They are industry leaders who make budget decisions and can have a positive impact on your business. *CEO Update* is the only career, networking and news publication tailored to these top-level executives. For more than 20 years, we’ve addressed the needs of these powerful individuals and, in return, have earned a strong reputation and loyal subscriber base.

“I have recently renewed my subscription to *CEO Update* as I see great value in your publication. Reading *CEO Update* helps me understand what’s currently going on in the association and nonprofit world and keeps me up to date on benchmarking studies and best practices. Thank you for publishing such a valuable resource.”

**John Dyess,**  
Development Director,  
Public Justice Foundation

*CEO Update* is the choice of top association executives because it is the only national publication providing in-depth coverage of news, trends and career opportunities in the association arena.

By advertising with *CEO Update*, you have premium access to decision makers who control millions of dollars in revenue and manage organizations with thousands, sometimes millions, of members.

It is our goal to give you the right access to this audience that matches your marketing needs and budgets. Together we can design a marketing plan customized to your strategic approach in reaching association executives. Our integrated marketing concept of “In Print, Online and In Person” is designed to increase your return on investment by achieving results.

## Meet *CEO Update* Readers

**1,725** executive-level paid subscribers

**8,000** unique visitors to the CEOUpdate.com web site per month

**50,000** executives receive our weekly e-update between print issues

**95%** are employed by organizations with >\$1 million annual budgets

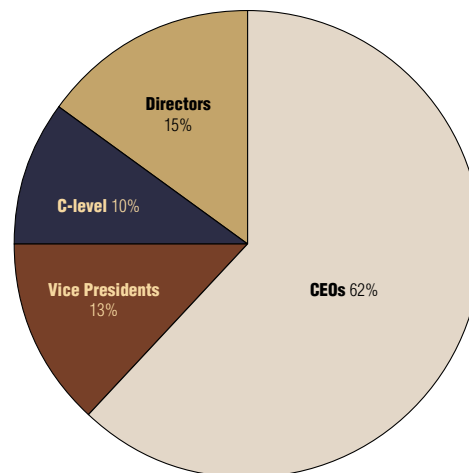
**85%** are vice president-level and above

**84%** spend more than 15 minutes and **42%** spend more than 30 minutes with each edition they read

**73%** are located in the Washington, D.C. metro area

**66%** of the prestigious U.S. Chamber of Commerce Association Committee of 100 are readers

### By Job Level



## Inside *CEO Update*

The must-read, national resource for association executives

- Exclusive trend analysis and information on people, events and issues that shape the association landscape
- In-depth interviews with veteran association executives
- Insight into the people behind the news and career development advice tailored to association leaders
- Breaking news on the latest hires, mergers and management shake-ups at the nation's high-profile industry groups
- Coverage of legal and tax changes that affect associations and executives, such as lobbying reform, contracts and retirement planning



"I find *CEO Update* to be an extremely important tool and resource in helping to manage our trade association. The articles help us track association trends, marketing concepts, and see how the leaders of the trade are reacting to the changing business environment. I strongly recommend *CEO Update* and don't miss the opportunity to read each issue."

**Bruce Aldrich, CAE**  
Former Senior Operations Officer,  
PMA The Worldwide Community of  
Imaging Associations

## 2012 Editorial Calendar (Subject to change)

Jan 13	Advocacy outlook for 2012
Jan 27	Government relations
Feb 10	Meetings/Destinations
Feb 24	Managing your association career
Mar 9	Fly-ins
Mar 23	Managing the association
Apr 6	<b>INSIDE COMPENSATION I:</b> Large association CEOs
Apr 20	The global CEO
May 4	<b>SPECIAL REPORT</b> Top lobbyists, Top association PACs
May 18	<b>INSIDE COMPENSATION II:</b> 100 lobbyist salaries
June 1	Executive contracts & negotiations
June 15	Recruiting/Human resources Focus on Chicago associations
June 29	<b>INSIDE COMPENSATION III:</b> Top-paid senior staff
July 13	Technology trends
July 27	Advance ASAE meeting
Aug 10 & 24	Double issue <b>INSIDE COMPENSATION IV:</b> Mid size association CEOs
Sept 7	Membership
Sept 21	<b>SPECIAL REPORT</b> Top association CEOs
Oct 5	Branding, Image
Oct 19	Politics
Nov 2	Non-dues revenue and affinity programs
Nov 16	<b>SPECIAL REPORT</b> The association workplace
Nov 30	<b>SPECIAL REPORT</b> The association community; K Street Cares
Dec. 14 & 28	Double issue: Association year in review; Quotes of the year

“*CEO Update* is a must-read each month. I used to think of it as an executive job listing publication, but it has really grown to be so much more in recent years. I get good insights on profiles of CEO peers as well as a quick read on trends and issues facing the association community.”

**Peter J. Moran, CEO**  
Society of American Florists

## Advertising and Event Sponsorship Opportunities

Maximize your budget and multiply your reach

### Print Advertising

#### **CEO Update**

The bi-weekly print publication is a comprehensive resource for more than 1,700 association executives.

### Online Advertising

#### **www.ceoupdate.com**

An extension of the print publication, and updated regularly, ceoupdate.com brings the latest news, career development tools, research, surveys, interviews and critical developments that impact the association community.

#### **www.associationintel.com**

Association Intelligence is a powerful, real-time tool for navigating the association landscape. More than just a leadership directory, AssociationIntelligence provides up-to-date data on today's most influential associations and their leaders—past and present—including financial data, recruiting history and executive salaries.

### Weekly Email Updates

The weekly *CEO Update* email is sent to 50,000 association executives to engage the readership between print issues. It previews upcoming features and releases breaking news and industry statistics.

### Mailing Lists

*CEO Update* and Association Intelligence can provide marketers both physical and email addresses of more than 16,000 association executives. This list can be filtered based on your needs to provide a targeted list of individuals.

## In-Person Event Sponsorship Hosted by Leading Authorities

#### **Monthly Events**

Each month, Leading Authorities brings together 100-300 association executives on the issues that matter most to them. Sponsorships of these events are customized to meet your marketing needs. Please contact Elizabeth Johnson to discuss your specific objectives.

“I have been a subscriber to CEO Update for years. It started as my source on finding jobs in the association area. It is now an important source of information on running my association. Whether it is for intelligence on government affairs, human resources, or finances, my CEO Update is my first read.”

**Tom Dobbins,**  
**Chief Staff Executive**  
American Composite  
Manufacturers Association

## Package Options

### Introductory Package

6x Full Page – Receive 2 months of free online advertising  
6x Half Page – Receive 1 month of free online advertising

### Experienced Advertiser Package

12x Full Page – \$15,600  
12x Half Page – \$9,600

Both Introductory and Experienced Advertiser Packages receive a free premium subscription to *CEO Update*, including expanded salary report, access to online database of articles and unlimited access to Association Intelligence.

### Across The Board Package

Purchase a mailing list and print advertising and we'll round out your efforts across all media with free online advertising to run simultaneously with your print ads.

### Online Only Package

Place 4x advertisements in *CEO Update's* weekly emails and receive one month of free online advertising.

### Job Announcements Page

Job placement firms now have the option to announce their achievements in a special section of *CEO Update*. Quarter-page and half-page placements available. Our pre-designed ad allows for easy insertion of your hire's name and association into the latest *CEO Update*. Purchase credits for placements in advance.

6x Quarter page: \$3,000  
6x Half page: \$4,800

12x Quarter page: \$4,800  
12x Half page: \$7,800

## Print Ad Specs

- Ads must be in black & white
- Must include all fonts or convert to outlines
- Submit via email
- Electronic media accepted: EPS, PDF, JPEG, TIF
- PhotoShop images must be grayscale 300 DPI
- InDesign files accepted
- No bleeds accepted
- Full Page (7 3/4" x 9 3/4")
- Half Page (7 3/4" x 4 3/4")
- Back Cover (7 3/4" x 6 3/4")
- Quarter Page (3 3/4" x 4 3/4")

## Deadlines

- Space reservations due 10 days before desired insertion date.
- Artwork work due 7 days before insertion date.

## Print Ad Rates (All rates listed as net)

### Full Page:

1x	\$1,900
3x	\$1,700
6x	\$1,500
12x	\$1,300
24x	\$1,200

### Premium Pages:

Cover 2 (Inside Front Cover)	
Cover 3 (Inside Back Cover)	
Cover 4 (Back Cover)	
1x	\$2,100
3x	\$1,900
6x	\$1,700
12x	\$1,600
24x	\$1,400

### Half Page:

1x	\$1,100
3x	\$1,000
6x	\$900
12x	\$800
24x	\$700

## Print Advertising Date Request

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> January 13, 2012  | <input type="checkbox"/> May 4, 2012     | <input type="checkbox"/> September 7, 2012  |
| <input type="checkbox"/> January 27, 2012  | <input type="checkbox"/> May 18, 2012    | <input type="checkbox"/> September 21, 2012 |
| <input type="checkbox"/> February 10, 2012 | <input type="checkbox"/> June 1, 2012    | <input type="checkbox"/> October 5, 2012    |
| <input type="checkbox"/> February 24, 2012 | <input type="checkbox"/> June 15, 2012   | <input type="checkbox"/> October 19, 2012   |
| <input type="checkbox"/> March 9, 2012     | <input type="checkbox"/> June 29, 2012   | <input type="checkbox"/> November 2, 2012   |
| <input type="checkbox"/> March 23, 2012    | <input type="checkbox"/> July 13, 2012   | <input type="checkbox"/> November 16, 2012  |
| <input type="checkbox"/> April 6, 2012     | <input type="checkbox"/> July 27, 2012   | <input type="checkbox"/> November 30, 2012  |
| <input type="checkbox"/> April 20, 2012    | <input type="checkbox"/> August 10, 2012 | <input type="checkbox"/> December 14, 2012  |

## Frequency

- 1x     3x     6x     12x     24x

## Size

- Full Page     Half Page

## Job Announcement Rates

### Half Page:

6x	\$4,800
12x	\$7,800

### Quarter Page:

6x	\$3,000
12x	\$4,800

## Online Ad Rates (All rates listed as net)

- [www.ceupdate.com](http://www.ceupdate.com)  
Box ad (180 x 150 pixels) is \$300 per month
- [www.associationintel.com](http://www.associationintel.com)  
Box ad (180 x 150 pixels) is \$300 per month
- **CEO Update's Weekly Email**  
Box ad (125 x 125 pixels) is \$600 per month (includes 4 email updates)

## Online Advertising Date Request (circle)

### [www.ceupdate.com](http://www.ceupdate.com)

January	February	March	April	May	June
July	August	September	October	November	December

### [www.associationintel.com](http://www.associationintel.com)

January	February	March	April	May	June
July	August	September	October	November	December

### CEO Update's Weekly Email

January	February	March	April	May	June
July	August	September	October	November	December

## Total Cost \_\_\_\_\_

Signature below will reserve your advertising space in *CEO Update*. In addition, you agree to the terms and conditions of this Insertion Order and of the Advertising Agreement attached hereto and made a part hereof. Please fax a signed copy to 202-783-0301 or email to [johnson@ceupdate.com](mailto:johnson@ceupdate.com).

## Accepted by \_\_\_\_\_

## Billing Information

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Email \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_

- ①  Pay in full     Pay individual  
 ②  Invoice me     Charge my credit card  
 ③  Visa     MasterCard     American Express

Credit card number \_\_\_\_\_

Expiration date \_\_\_\_\_

Name on credit card \_\_\_\_\_

Signature \_\_\_\_\_

\*For individual payments, credit cards will be charged 10 days prior to the print date

THIS ADVERTISING AGREEMENT (the "Agreement") is made between **CEO Update** ("Publication") and the "**Advertiser.**"

In consideration of the mutual promises and covenants contained in this Agreement, the parties hereto agree as follows:

**1. Advertising.** Publication shall use its diligent efforts to provide advertising specified in Insertion Order. Any advertising submitted by Advertiser must be in form and substance acceptable to the Publication.

**2. Payment.** Advertiser shall pay the fee set forth in Insertion Order to Publication, due and payable 10 days prior to the insertion date.

**3. Cancellations.** Cancellations must be in writing and received 10 days before the insertion date.

**4. Indemnity.** Advertiser represents and warrants to Publication, and Third Parties (if any), that Advertiser holds all necessary rights to permit the use of the advertisement by Publication for the purpose of this Agreement; and that the use, reproduction, distribution, transmission or display of advertisement, any data regarding users, and any material to which users can link, or any products or services made available to users, through the advertisement will not (a) violate any criminal laws or any rights of any third parties or (b) contain any material that is unlawful or otherwise objectionable, including without limitation any material that encourages conduct that would constitute a criminal offense, give rise to civil liability, or otherwise violate any applicable law. Advertiser agrees to indemnify, defend and hold Publication harmless from and against any and all liability, loss, damages, claims or causes of action, including reasonable legal fees and expenses, arising out of or related to (i) breach of any of the foregoing representations and warranties, or (ii) any third-party claim arising from use of or access to the advertisement under this Agreement or any material to which users can link, or any products or services made available to users, through the advertisement under this Agreement.

**5. Limitation of Liability.** In the event that Publication fails to publish an advertisement in accordance with the schedule provided in the Advertising Agreement, or in the event that Publication fails to deliver the full time period or minimum number of impressions (if specified) of the Advertising Agreement, or in the event of any other failure, technical or otherwise of such advertisement to appear as provided in the Advertising Agreement, the sole liability of Publication and exclusive remedy of Advertiser shall be limited to placement of the advertisement at a later time in a comparable position until the total advertising time or number of impressions is delivered. In no event shall Publication be liable for any act or omission, or any event directly or indirectly resulting from any act or omission, of Third Parties (if any). In no event shall Publication be liable under this agreement for any consequential, special, lost profits, lost sales, indirect or other damages whether based on contract, tort or otherwise. Publication's aggregate liability under this agreement for any claims is limited to the amount received by Publication from Advertiser for the Advertising Agreement.

**6. Confidentiality.** "Confidential Information" shall mean (i) the terms of this Advertising Agreement and any Publication statistics that shall be deemed Publication Confidential Information; and/or (ii) any information designated in writing, or identified orally at time of disclosure, by the disclosing party as "confidential" or "proprietary." During the term of this Agreement, and for a period of two years following this term, neither party will use or disclose any Confidential Information of the other party except as specifically contemplated

herein. The foregoing restriction does not apply to information that: (i) has been independently developed by the receiving party without access to the other party's Confidential Information; (ii) has become publicly known through no breach by the receiving party; (iii) has been rightfully received from a third party authorized to make such disclosure; (iv) has been approved for release in writing by the disclosing party; or (v) is required to be disclosed by a competent legal or governmental authority.

**7. Termination; Effect of Termination.** In the event of a material breach by Advertiser, Publication may terminate this Agreement immediately without notice or cure period, without liability to Publication. In the event of any termination, Advertiser shall remain liable for any amount due under this Advertising Agreement and such obligation to pay shall survive any termination of this Agreement. If the parties contemplate any provision to survive any termination or expiration of this Agreement, such provision shall survive such termination or expiration. At the request of the disclosing party, the receiving party shall return all of the disclosing party's Confidential Information to the disclosing party.

**8. No Assignment or Resale of Ad Space.** Advertiser may not resell, assign, or transfer any of its rights hereunder. Any attempt by Advertiser to resell, assign or transfer such rights shall result in immediate and automatic termination of this Agreement, without liability to Publication.

**9. Counterparts and Facsimile Signatures.** This Agreement may be executed in multiple counterparts, each of which shall be deemed to be an original, but all of which together shall constitute a single instrument. Facsimile signatures are acceptable and deemed original signatures.

**10. Intellectual Property Rights.** Neither party will acquire any ownership interest in each other's intellectual property. Advertisements remain the property of the Advertiser. Publication shall have the right to place Advertiser's logo, tradename and trademark on any advertising from Advertiser and to otherwise use such items in connection with the purposes of this Agreement.

**11. Force Majeure.** Neither Publication nor Advertiser shall be liable to the other for any failure or delay in its performance due to any cause beyond its control, including acts of war, acts of God, earthquake, riot, sabotage, labor shortage or dispute, Internet interruption, government acts, or any other condition affecting production or delivery in any manner beyond the control of Publication.

**12. Miscellaneous.** This Agreement constitutes and contains the entire agreement between the parties with respect to the subject matter hereof and supersedes any prior or contemporaneous oral or written agreements. Each party acknowledges and agrees that the other has not made any representations, warranties or agreements of any kind, except as expressly set forth herein. This Agreement may not be modified or amended, except by an instrument in writing signed by duly authorized officers of both of the parties hereto.

This Agreement will be deemed entered into in the District of Columbia and will be governed by and interpreted in accordance with the laws of the District of Columbia. In the event collection action is undertaken because of non-payment, Advertiser agrees to pay collection and/or attorney fees, interest, as well as court costs incurred to effect collection. The provisions of this Agreement relating to payment of any fees or other amounts owed, indemnification, representations and warranties, confidentiality, limitations of liability and intellectual property shall survive any termination or expiration of this Agreement. The terms of this Agreement are the confidential information of Publication.

**IF 17,000 OF THE MOST PRESTIGIOUS**



# **ASSOCIATION EXECUTIVES**

were eagerly awaiting word about your offer,  
wouldn't you tell them?

**NOW YOU CAN!**

**Association Executives & CEOs from AssociationIntelligence** - the mail and email list that spans thousands of associations and represents hundreds of fields of interest. Make your pitch to the most influential associations, nonprofits and their leaders – past and present.

17,702 Postal Addresses @ \$210/M\*

16,899 Email Addresses @ \$400/M

**AssociationIntelligence**  
powered by CEO UPDATE

M = 1,000. Other fees apply.

For more information, visit

[www.InfocusMarketing.com/Datacard/AI-CEO](http://www.InfocusMarketing.com/Datacard/AI-CEO)

Call INFOCUS today for more details:

**INFOCUS** 800.708.5478

MARKETING sales@infocusmarketing.com | www.InfocusMarketing.com

Email & Postal List Acquisition | Print Production | Mailing Services | List Management | Design & Copywriting