

*USAE*

# 2024 e-Media Kit

## Making Impressions and Creating Connections

More than 59,000+ publication subscribers  
Thousands of possible leads

More solutions to meet your needs | Print and digital publications  
Website opportunities | eNewsletter options | Digital Close Up

### *USAE*-Mail

**450,000+** impressions monthly

### Webinar Calendar

**46,000** weekly impressions

### First News

**46,000** weekly impressions

### Website

Weekly impressions **20,000+**



some stats may vary and are subject to change

# Media specs

## E-Blast

Your unique message delivered to an email subscriber database of 59,000+. Communicate directly with your target audience of industry decision makers with a dedicated email that brings your message to prospects' inboxes.

**Impressions:** USAE guarantees 47,000+ impressions with each e-Blast.

**Inventory Limitation:** To guarantee client exclusivity, USAe-Blasts are one per day.

**List Composition:** Our list includes some 59,000+ opt-in association planner names including national, state and regional association accounts. Key contacts include top association executive decision-makers, top meeting planners and professional tradeshow planners, association management firms and government meeting buyers: (SGMP).

E-blast materials may be sent as either an HTML document with linked image files (JPG/GIF) or as 600 wide x 1000 tall at 144DPI jpeg or png. The width of the email should be NO LARGER than 600px. Images must be RGB and should not exceed 2MB. Please provide a subject line of 100 characters or less. Punctuation not recommended.

Space reservations and copy are due not less than five calendar days prior to the date of sending. If ad content is delayed beyond the due date, copy that appeared in a prior e-blast will be used.



Plan your meeting in New Orleans and expect experienced, dedicated hospitality professionals with a customer focused perspective. The integrated sales, services and marketing approach at New Orleans & Company has transformed how a destination partners with meeting and event strategists.

The convention services team is your trusted local resource for site planning, purposeful community events, transportation and so much more. The group marketing team offers customizable marketing tools to assist in generating excitement around your event to drive attendance.

The New Orleans & Company team aligns with the customer, not only to realize but to exceed meeting goals. When you work with New Orleans & Company, you gain an invaluable partnership, not to mention a suite of complimentary planning and marketing tools.

[Learn More About our Complimentary Group Marketing Tools](#)

For more information, call the New Orleans & Company Convention Sales Team at 877.393.5836 or visit [NewOrleans.com/Meetings](http://NewOrleans.com/Meetings)



**BUILT TO HOST**

[www.neworleans.com/availabilitygrid](http://www.neworleans.com/availabilitygrid)

**BUILT TO HOST**

[NewOrleans.com/Meetings](http://NewOrleans.com/Meetings)

## USAe-MAIL

**USAe-MAIL** is published every Tuesday and Thursday, and features breaking industry news. Rate includes banner, link and up to 50-words of text.

**List Composition:** Our audience is 100% opted-in association executives, corporate and independent meeting planners and other industry executives from the CVB and hospitality sector. In total we have over 59,000+ unique registrants.

**Impressions:** USAe-MAIL guarantees over 522,000 impressions per month.

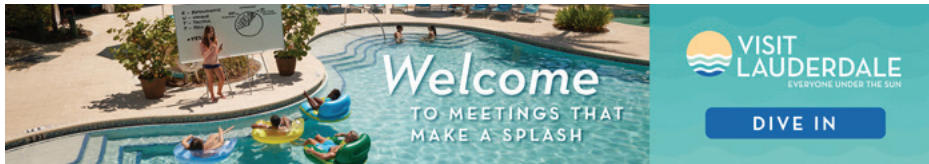
### eNewsletter Specifications

USAe-MAIL and First News Monday

▶ Leaderboard: 700 x 120 pixels, 72 dpi, 30K

Accepted formats: JPG, PNG or GIF format

1st position image only all other positions may include up to 50 word description



For Actual size see specs listed above

**Deadline:** Space reservations and copy are due not less than five calendar days prior to the date of issue. If ad content is delayed beyond the due date, copy that appeared in the preceding insertion will be used.

Our **Webinar Calendar** contains chronological listings and links to upcoming association industry and meeting-related webinars. Sponsorship of the Webinar Calendar is **exclusive**.

### Webinar Specifications

▶ Leaderboard: 640 x 100 pixels, 72 dpi, 30K

Accepted formats: JPG, PNG or GIF format



For Actual size see specs listed above

USAe Webinar Calendar is published every Wednesday. Rate includes banner, link and up to 50-words of text.

## Website

### Website

▶ Leaderboard and Industry movers: 720 x 120 pixels, 72 dpi, 30K  
Accepted formats: JPG, PNG or GIF format



For Actual size see specs listed above

### Website

▶ Leaderboard: 970 x 90 pixels, 72 dpi, 30K  
Accepted formats: JPG, PNG or GIF format



For Actual size see specs listed above

### Website

▶ Top story, Around Associations, Hotels, CVBs: 600 x 400 pixels, 72 dpi, 30K  
Accepted formats: JPG, PNG or GIF format



For Actual size see specs listed above



## USAE MEDIA SPECS

### Website

- ▶ Adjacent to current issue: 400 x 3-400 pixels, 72 dpi, 30K
- Accepted formats: JPG, PNG or GIF format



For Actual size see specs listed above

### Video Spots

- ▶ Please provide url where your video is hosted, or provide videos in MP4 video format. The bitrate must be between 300kb/s and 700kb/s. The maximum file size is 100MB.

## For Pricing Contact:

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THE WEEKLY COMMUNITY  
NEWS OF ASSOCIATIONS, CVBs  
AND HOTELS

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