

USAE

2025 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



BUILT TO HOST

AVAILABILITY GRID

NEW ORLEANS DESTINATION AVAILABILITY GRID 2023

Month	May	Jun	Jul	Aug
May 1	Green	Green	Green	Green
May 2	Green	Green	Green	Green
May 3	Green	Green	Green	Green
May 4	Green	Green	Green	Green
May 5	Green	Green	Green	Green
May 6	Green	Green	Green	Green
May 7	Green	Green	Green	Green
May 8	Green	Green	Green	Green
May 9	Green	Green	Green	Green
May 10	Green	Green	Green	Green
May 11	Green	Green	Green	Green
May 12	Green	Green	Green	Green
May 13	Green	Green	Green	Green
May 14	Green	Green	Green	Green
May 15	Green	Green	Green	Green
May 16	Green	Green	Green	Green
May 17	Green	Green	Green	Green
May 18	Green	Green	Green	Green
May 19	Green	Green	Green	Green
May 20	Green	Green	Green	Green
May 21	Green	Green	Green	Green
May 22	Green	Green	Green	Green
May 23	Green	Green	Green	Green
May 24	Green	Green	Green	Green
May 25	Green	Green	Green	Green
May 26	Green	Green	Green	Green
May 27	Green	Green	Green	Green
May 28	Green	Green	Green	Green
May 29	Green	Green	Green	Green
May 30	Green	Green	Green	Green
May 31	Green	Green	Green	Green
Jun 1	Green	Green	Green	Green
Jun 2	Green	Green	Green	Green
Jun 3	Green	Green	Green	Green
Jun 4	Green	Green	Green	Green
Jun 5	Green	Green	Green	Green
Jun 6	Green	Green	Green	Green
Jun 7	Green	Green	Green	Green
Jun 8	Green	Green	Green	Green
Jun 9	Green	Green	Green	Green
Jun 10	Green	Green	Green	Green
Jun 11	Green	Green	Green	Green
Jun 12	Green	Green	Green	Green
Jun 13	Green	Green	Green	Green
Jun 14	Green	Green	Green	Green
Jun 15	Green	Green	Green	Green
Jun 16	Green	Green	Green	Green
Jun 17	Green	Green	Green	Green
Jun 18	Green	Green	Green	Green
Jun 19	Green	Green	Green	Green
Jun 20	Green	Green	Green	Green
Jun 21	Green	Green	Green	Green
Jun 22	Green	Green	Green	Green
Jun 23	Green	Green	Green	Green
Jun 24	Green	Green	Green	Green
Jun 25	Green	Green	Green	Green
Jun 26	Green	Green	Green	Green
Jun 27	Green	Green	Green	Green
Jun 28	Green	Green	Green	Green
Jun 29	Green	Green	Green	Green
Jun 30	Green	Green	Green	Green
Jul 1	Green	Green	Green	Green
Jul 2	Green	Green	Green	Green
Jul 3	Green	Green	Green	Green
Jul 4	Green	Green	Green	Green
Jul 5	Green	Green	Green	Green
Jul 6	Green	Green	Green	Green
Jul 7	Green	Green	Green	Green
Jul 8	Green	Green	Green	Green
Jul 9	Green	Green	Green	Green
Jul 10	Green	Green	Green	Green
Jul 11	Green	Green	Green	Green
Jul 12	Green	Green	Green	Green
Jul 13	Green	Green	Green	Green
Jul 14	Green	Green	Green	Green
Jul 15	Green	Green	Green	Green
Jul 16	Green	Green	Green	Green
Jul 17	Green	Green	Green	Green
Jul 18	Green	Green	Green	Green
Jul 19	Green	Green	Green	Green
Jul 20	Green	Green	Green	Green
Jul 21	Green	Green	Green	Green
Jul 22	Green	Green	Green	Green
Jul 23	Green	Green	Green	Green
Jul 24	Green	Green	Green	Green
Jul 25	Green	Green	Green	Green
Jul 26	Green	Green	Green	Green
Jul 27	Green	Green	Green	Green
Jul 28	Green	Green	Green	Green
Jul 29	Green	Green	Green	Green
Jul 30	Green	Green	Green	Green
Jul 31	Green	Green	Green	Green
Aug 1	Green	Green	Green	Green
Aug 2	Green	Green	Green	Green
Aug 3	Green	Green	Green	Green
Aug 4	Green	Green	Green	Green
Aug 5	Green	Green	Green	Green
Aug 6	Green	Green	Green	Green
Aug 7	Green	Green	Green	Green
Aug 8	Green	Green	Green	Green
Aug 9	Green	Green	Green	Green
Aug 10	Green	Green	Green	Green
Aug 11	Green	Green	Green	Green
Aug 12	Green	Green	Green	Green
Aug 13	Green	Green	Green	Green
Aug 14	Green	Green	Green	Green
Aug 15	Green	Green	Green	Green
Aug 16	Green	Green	Green	Green
Aug 17	Green	Green	Green	Green
Aug 18	Green	Green	Green	Green
Aug 19	Green	Green	Green	Green
Aug 20	Green	Green	Green	Green
Aug 21	Green	Green	Green	Green
Aug 22	Green	Green	Green	Green
Aug 23	Green	Green	Green	Green
Aug 24	Green	Green	Green	Green
Aug 25	Green	Green	Green	Green
Aug 26	Green	Green	Green	Green
Aug 27	Green	Green	Green	Green
Aug 28	Green	Green	Green	Green
Aug 29	Green	Green	Green	Green
Aug 30	Green	Green	Green	Green
Aug 31	Green	Green	Green	Green

www.neworleans.com/availabilitygrid

BUILT TO HOST

NewOrleans.com/Meetings

USAe-MAIL

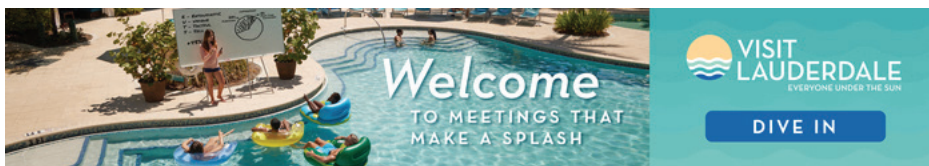
eNewsletter Specifications

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

USAe-MAIL is published every Tuesday and Thursday. 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.

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.

Webinar Specifications

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

Accepted formats: JPG, PNG or GIF format



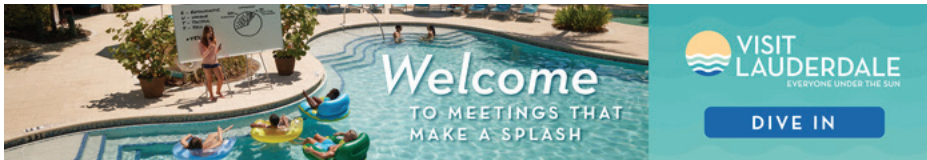
For Actual size see specs listed above

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.

Digital Ads in *USAE* Weekly Edition

Full Page Digital ad:

Dimensions: 8.75" x 11.75"

NOTE: WE STRONGLY RECOMMEND USING 12PT TYPE OR LARGER FOR E-ADS.

File formats accepted: PDF, GIF or JPG

Link-to URL (if different from the URL featured in the ad)

File Size: No specific limit

For Pricing Contact: USAE Sales Reps

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