

*USAE*

# 2026 Digital Media Kit

## Making Impressions and Creating Connections

More than 40,000+ publication subscribers  
Thousands of possible leads

More solutions to meet your needs

Print and digital publications | Website opportunities | Newsletter options

### *USAE* Print and Digital Issues

**40,000** weekly impressions

### *USAE* Newsletter

**300,000+** impressions monthly

### First News Monday

**40,000** weekly impressions



some stats may vary and are subject to change

# Media specs

## e-Blast

Your unique message delivered to an email subscriber database of 40,000+. Communicate directly with your target audience of industry decision makers with a dedicated email that brings your message to prospects' inboxes.

**Impressions:** USAE guarantees 40,000 impressions with each e-Blast.

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

**List Composition:** Our list includes some 40,000+ 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/PNG) 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**

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# USAE Newsletter

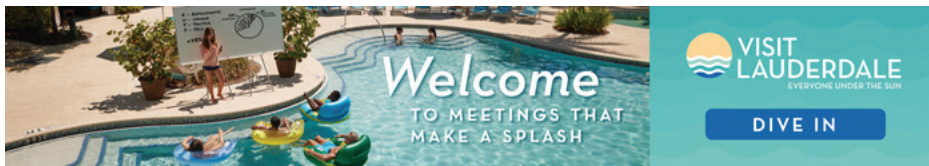
## Newsletter Specifications

USAE Newsletter and First News Monday

❖ Leaderboard: 700 x 120 pixels, 144 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 Newsletter 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 40,000+ unique registrants.

Impressions: USAe-MAIL guarantees over 300,000 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, 144 dpi, 30K

Accepted formats: JPG, PNG or GIF format



For Actual size see specs listed above

USAE Webinar Calendar is published every Tuesday and Thursday as a part of our Newsletter with sponsorship opportunity. Rate includes banner, link and up to 50-words of text.

## Website

### Website

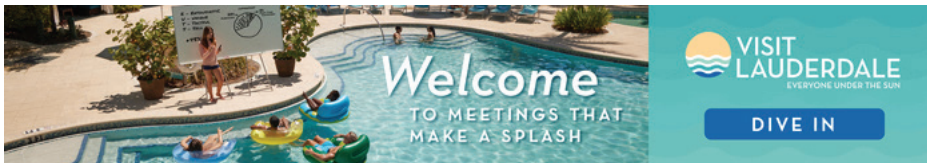
- ❖ Leaderboard: 970 x 90 pixels, 144 dpi, 30K
- Accepted formats: JPG, PNG or GIF format



For Actual size see specs listed above

### Website

- ❖ Banner next to Industry movers or under Trending now: 600 x 100-140 pixels, 144 dpi, 30K
- Accepted formats: JPG, PNG or GIF format



For Actual size see specs listed above

### Website

- ❖ Adjacent to featured story, Video image placement 600 x max 400 pixels, 144 dpi, 30K
- Accepted formats: JPG, PNG or GIF format

### Video Spots

- ❖ Please provide url where your video is hosted.



For Actual size see specs listed above

## USAE MEDIA SPECS

### Website

❖ Adjacent to current issue: 600 x 300 pixels, 144 dpi, 30K  
Accepted formats: JPG, PNG or GIF format



For Actual size see specs listed above

### Pop-Up

❖ Adjacent to current issue: 600 x 400 pixels, 144 dpi, 30K  
Accepted formats: JPG, PNG



For Actual size see specs listed above

## Digital Ads in *USAE* Weekly Edition

### Full Page Digital ad:

Dimensions: 8.5" x 11.75"

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

File formats accepted: PDF, GIF, JPG or PNG

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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