

# 2024 MEDIA KIT

ANNUAL MEMBERSHIP DIRECTORY  
CONNECTIONS MAGAZINE



MISSISSIPPI SOCIETY OF  
ASSOCIATION EXECUTIVES



**Connections**

Fall 2021



*Connections Magazine is your 'connection' to the MSAE membership. It's the perfect vehicle when you need your marketing message to reach decision makers at Mississippi non-profits and trade associations.*

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MSAE-NET.ORG**

## CONNECTIONS RATES/SPECS/DEADLINES

FULL PAGE	\$850
1/2 PAGE	\$750
1/4 PAGE	\$600

INSIDE FRONT COVER	\$1175
OPPOSITE INSIDE FRONT	\$1175
INSIDE BACK COVER	\$1175
OPPOSITE INSIDE BACK	\$1175
BACK COVER	\$1275
DOUBLE PAGE CENTER SPREAD	\$1575

Publication	Order due	Materials Due	Pub Date
Spring	March 1	March 13	March 20
Summer	August 1	August 16	August 23
Fall/Winter	December 2	December 13	December 20

Ad size	Width	Height
Full Page Live Area	7.5"	10"
Full Page Bleed	9"	11.5"
1/2 Page Horizontal	7.5"	5"
1/2 Page Vertical	3.75"	10"
1/4 Page Horizontal	7.5"	3.25"
1/4 Page Vertical	3.75"	5"

\*SEE BACK PAGE FOR INFORMATION ON COMBO RATES WITH THE 2022 ANNUAL DIRECTORY

# MEMBERSHIP DIRECTORY

## RATES/SPECS/DEADLINES

COVER POSITIONS » 3 AVAILABLE INSIDE FRONT, INSIDE BACK, OUTSIDE BACK COVER	\$1650
DIVIDER PAGES » 10 AVAILABLE	\$1475
FULL PAGE	\$1350 COLOR/\$1100 BW
1/2 PAGE	\$950 COLOR/\$800 BW

*Placement requests: First come, first served.*

Insertion Orders Due	January 8, 2024
Ad Materials Due	January 19, 2024
Publication Date	February 23, 2024

Full Page	5" wide by 8" deep
Bleed Area	6" wide by 9" deep
1/2 Page Horizontal	5" wide by 4" deep
1/2 Page Vertical	2.5" wide by 8" deep

\*SEE BACK PAGE FOR INFORMATION ON COMBO RATES WITH CONNECTIONS MAGAZINE



*The annual  
MSAE  
Membership  
Directory is your  
comprehensive  
resource for  
information on  
our Executive and  
Industry Partner  
members. Copies  
are distributed to  
all members and  
state elected  
officials each  
winter.*



# COMBO RATES & DISCOUNTS

Advertise in Annual Directory and 1 issue of Connections » **8% off**

Advertise in Annual Directory and 2 issues of Connections » **10% off**

Advertise in Annual Directory and all 3 issues of Connections » **15% off**

## MAGAZINE ADVERTISING ONLY DISCOUNTS

Advertise in 2 issues of Connections » **10% off**

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Artwork requirements: High resolution PDF or JPG, minimum 600 dpi  
Non-MSAE members add 20 percent to published rates



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