

PRINT | ONLINE | MAGAZINE | EVENTS | NEWS



2025 SPONSORSHIP & MEDIA KIT





About MSAE

For nearly three decades the Missouri Society of Association Executives (MSAE) has provided leadership and resources to Missouri's membership associations. Our purpose is to:

“promote and support excellence and professionalism among association executives and work diligently to increase the effectiveness, image, and impact of associations as they serve their members and society. “

A team of 14 Board of Directors guides MSAE with the assistance of an executive team and many volunteers who give their time, talent and treasure to make MSAE successful.

2025 Schedule at a Glance

January

January 9 – Coffee & Conversations

February

February 13 – Coffee & Conversations
Educational Meeting and Luncheon

March

March 13 —Coffee & Conversations
Publication of the Membership Directory
Publication of the MSAE Magazine

April

April 10 - Coffee & Conversations
Educational Meeting and Luncheon

May

May 8 - Coffee & Conversations

June

June 12 – Coffee & Conversations
Publication of the MSAE Magazine

July

July 10 — Coffee & Conversations

August

August 14 – Coffee & Conversations
Missouri Event Summit

September

September 11 – Coffee & Conversations
Publication of the MSAE Magazine

October

October 9 - Coffee & Conversations
Educational Meeting and Luncheon

November

November 13 – Coffee & Conversations

December

December 11 – Coffee & Conversations
Holiday Funfest
Publication of the MSAE Magazine

SPONSOR LEVELS

MSAE is committed to providing our industry partner members with the best opportunities to highlight your company or service to our members. Starting in 2025, we've instituted sponsor levels for our Industry Partner members, featuring special benefits for each level. Please review the sponsor levels below to see if one fits your needs. We will work with you on the best advertising, sponsorship and payment strategy for your business/organization.

Platinum Sponsor - \$5,500

\$8,000 in total sponsorship and media purchases

- Inside front or back cover ad in Insight Magazine (4 issues)
- A sponsorship of up to \$1,000 at the Missouri Event Summit or Holiday Funfest
- Complimentary booth at the Missouri Event Summit
- Logo placement on MSAE website, www.msae.net
- Year-round banner ad on www.msae.net
- Opportunity to speak to the MSAE membership at your choice of 3 events/meetings annually

Gold Sponsor - \$4,500

\$5,500+ in total sponsorship and media purchases

- Full page ad in Insight Magazine (4 issues)
- A sponsorship of up to \$1,000 at the Missouri Event Summit or Holiday Funfest
- Logo placement on MSAE website, www.msae.net
- Banner ad on www.msae.net for 6 months annually
- Complimentary booth at the Missouri Event Summit

Silver Sponsor - \$3,500

\$4,000+ in total sponsorship and media purchases

- Half page ad in the Insight Magazine (4 issues)
- Sponsor of one educational meeting.
- Logo placement on MSAE website, www.msae.net
- Banner ad on www.msae.net for 6 months annually
- Complimentary Missouri Event Summit booth.

Bronze Sponsor - \$1,750

\$1,850+ in total sponsorship and media purchases

- Quarter page ad in the Insight Magazine (4 issues)
- Logo placement on MSAE website, www.msae.net
- Complimentary Missouri Event Summit booth.

**Sponsor levels are cash and cash equivalency only—in-kind donations (including auction and door prize donations) are not eligible towards sponsorship level.*

Magazine

and print opportunities

MSAE's membership consists of association leaders, decision-makers and staff who are interested in learning more about meeting spaces/ planning services, association services and membership benefits from MSAE industry partners.

One of the key benefits we provide our members is **Insight Magazine**, published quarterly. MSAE is proud of the fact that our magazine is still provided in print, but is also available online to our members. The Insight features timely articles, trends and resources for association manager, leaders and industry partners.

This publication reaches 150+ association representatives and is a go-to resource that is revisited by members throughout the year.

Print Schedule and Ad Deadlines:

2025 Q1: March 15, 2025, publication

Ad deadline – February 15, 2025

2025 Q2: June 15, 2025, publication

Ad deadline – May 15, 2025

2025 Q3: September 15, 2025, publication

Ad deadline – August 15, 2025

2025 Q4: December 5, 2025, publication

Ad deadline – November 1, 2025

QUARTERLY MAGAZINE ADVERTISING			
Placement	Dimensions	Price	
Front cover or back cover, inside	8.5 x 11	\$2900	Annual
		\$850	Single
Back Cover, outside	8.5 x 9	\$3600	Annual
		\$1000	Single
Full page	8.5 x 11	\$2700	Annual
		\$750	Single
Half page, horizontal	7.5 x 4	\$2100	Annual
		\$600	Single
Half page, vertical	3.5 x 11	\$2100	Annual
		\$600	Single
Quarter Page	3.5 x 4	\$1000	Annual
		\$300	Single
Business Card	3.5 x 2	\$700	Annual
		\$200	Single

Ads must be high resolution (press quality) PDF format, or a 300+ dpi jpeg. All ads must be paid in full in advance of placement with check or credit card. If any typesetting adjustments need to be made to your ad, there will be an additional charge.



Event

Sponsorship opportunities

MSEA sponsors high-quality events throughout the year to connect and educate our members. The majority of these events require sponsors to help keep the costs affordable to members. We encourage sponsorship of the following events, as they are outstanding opportunities to meet with association representatives and showcase your company, product or service.

Educational Meeting & Luncheon

MSEA annually hosts three (3) educational meetings with a luncheon (or breakfast). Utilizing an expert speaker, these 1/2-day seminars focus on topics of interest to association leaders (such as industry trends, leadership capacity-building, meeting planning, association marketing and membership management, and more). Each meeting has two (2) sponsors.

Lunch or Reception Sponsor: \$1,000 | Speaker Sponsor: \$1,000

MSEA Holiday Funfest

Each December MSEA gathers its members for a year-end celebration. This is an opportunity to network, enjoy dinner with colleagues, buy great gifts in auctions, and have fun. The party gathers approximately 100 members for an enjoyable evening. Each sponsorship level comes with a set of donor benefits.

Event Sponsor (Premier): \$1,000 | Event Sponsor (Grand): \$750 | Event Sponsor (Friend): \$500

Missouri Event Summit

This event is a collaboration between MSEA and the Missouri Travel Alliance to bring together meeting planners and industry partners to discuss opportunities for upcoming events and meetings. This premier event is for association professionals, governmental agencies, and industry representatives to network, promote, and share common interests and participate in a speakers symposium. Each sponsorship level comes with a set of donor benefits.

Event Sponsor (Premier): \$1,000 | Event Sponsor (Grand): \$750 | Event Sponsor (Friend): \$250

Coffee & Conversations

Each month, MSEA hosts "Coffee & Conversations" events that are small gatherings at local coffee shops in the Jefferson City or Columbia area. These are attended by 25 or less individuals, and are an opportunity to utilize peers to discuss pressing issues facing organizational leadership. If you want to sponsor one of these events, please contact us.

Missouri Society of Association Executives Media Contract

Company Name: _____

Primary Contact Name: _____

Address: _____

City/State/Zip Code: _____

Telephone: _____ Fax: _____

Email: _____

QUARTERLY MAGAZINE ADVERTISING			
Front cover or back cover, inside	8.5 x 11	\$2900	Annual
		\$850	Single
Back Cover, outside	8.5 x 9	\$3600	Annual
		\$1000	Single
Full page	8.5 x 11	\$2700	Annual
		\$750	Single
Half page, horizontal	7.5 x 4	\$2100	Annual
		\$600	Single
Half page, vertical	3.5 x 11	\$2100	Annual
		\$600	Single
Quarter Page	3.5 x 4	\$1000	Annual
		\$300	Single
Business Card	3.5 x 2	\$700	Annual
		\$200	Single

EVENT SPONSORSHIP			
Event	Function	Price	Selection
Education Meeting and Luncheon	Lunch	\$1,000	
Education Meeting and Luncheon	Speaker	\$1,000	
Holiday Funfest	Premier	\$1,000	
Holiday Funfest	Grand	\$750	
Holiday Funfest	Friend	\$500	
Event Summit	Premier	\$1,000	
Event Summit	Grand	\$750	
Event Summit	Friend	\$500	
Coffee & Convo	General	\$200	

SPONSORSHIP EXTRA BENEFITS		
Level	Total Exceeds	Selection
Platinum	\$5,500	
Gold	\$4,500	
Silver	\$3,500	
Bronze	\$1,750	

TOTAL AMOUNT DUE	
Directory Advertising	
Quarterly Magazine Advertising	
Event Sponsorship	
Total Amount Due	

Mail to:

MSAE, PO Box 1574, Jefferson City, MO 65102 | Email to: info@msae.net

Invoice will be mailed and due upon receipt. Questions? Call 573-659-8898