

PRINT | ONLINE | MAGAZINE | EVENTS | NEWS



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.

2026 Schedule at a Glance

January

January 8 – Coffee & Conversations
Publication of the MSAE Magazine (Q1)

February

February 12 – Coffee & Conversations
Publication of the Digital Membership Directory

March

March 12 —Coffee & Conversations

April

April 9 - Coffee & Conversations

May

May 14 - Coffee & Conversations
Publication of the MSAE Magazine (Q2)

June

June 11 – Coffee & Conversations

July

July 9 — Coffee & Conversations

August

August 13 – Coffee & Conversations
Publication of the MSAE Magazine (Q3)
Missouri Event Summit

September

September 10 – Coffee & Conversations

October

October 8—Coffee & Conversations

November

November 12 – Coffee & Conversations
Publication of the MSAE Magazine (Q4)

December

December 10 – Coffee & Conversations
Holiday Funfest

SPONSOR LEVELS

MSAE is committed to providing our Industry Partner members the best opportunities to highlight your company or service to our members. Starting in 2024 we've instituted sponsor levels for our Industry Partner members, featuring special benefits for each level. If your total advertising and sponsorship exceed each sponsorship level, you will receive these extra benefits. Or, you can select a sponsor level and we will work with you to identify the best advertising and sponsorship strategy.

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 16, 2026, publication

Ad deadline – February 15, 2026

2025 Q2: June 15, 2026, publication

Ad deadline – May 15, 2026

2025 Q3: September 15, 2026, publication

Ad deadline – August 15, 2026

2025 Q4: December 4, 2026, publication

Ad deadline – November 1, 2026

MEMBERSHIP DIRECTORY ADVERTISING			
Placement	Dimensions	Price	
Back Cover, outside	7.5 x 10.25	\$1,500	
Back Cover, inside	7.5 x 10.25	\$1,000	
Front Cover, inside	7.5 x 10.25	\$1,000	
Full Page	7.5 x 10.25	\$500	
Half Page	7.5 x 5	\$250	
Quarter Page	3.5 x 5	\$175	

QUARTERLY MAGAZINE ADVERTISING			
Front cover or back cover, inside	8.5 x 11	\$2,900	Annual
		\$850	Single
Back Cover, outside	8.5 x 9	\$3,600	Annual
		\$1,000	Single
Full page	8.5 x 11	\$2,700	Annual
		\$750	Single
Half page, horizontal	7.5 x 4	\$2,100	Annual
		\$600	Single
Half page, vertical	3.5 x 11	\$2,100	Annual
		\$600	Single
Quarter Page	3.5 x 4	\$1,000	Annual
		\$300	Single
Business Card	3.5 x 2	\$700	Annual
		\$200	Single



Event

Sponsorship opportunities

MSAE 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.

Coffee and Conversation

Each month, MSAE hosts "Coffee & Conversations" events that are small gatherings at local association offices in the Jefferson City or Columbia area. These are attended by 20 or less individuals and are an opportunity to utilize peers-to-peer discussion on pressing issues facing organizational leadership. If you are interested in sponsoring one of these events, please contact us. Each event sponsor is offered five (5) minutes to address the group and bring food and/or beverages.

Sponsor: \$250 (does not include food and beverages)

MSAE Holiday Funfest

Each December MSAE 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: \$1,000 | Food/Dessert Sponsor: \$1,000

Beverage Sponsor: \$500 | Game Sponsor: \$300

Missouri Event Summit

This event is a collaboration between MSAE 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: \$1,000 | Food Sponsor: \$500 | Beverage Sponsor: \$500

Education Session Sponsor: \$200 | Program Sponsor: \$300 | Bag Sponsor: Provide bags

Namebadge Sponsor: Provide namebadges and lanyards

Missouri Society of Association Executives Media Contract

Company Name: _____

Primary Contact Name: _____

Address: _____

City/State/Zip Code: _____

Telephone: _____ Fax: _____

Email: _____

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Quarter Page	3.5 x 4	\$1,000	Annual	
		\$300	Single	
Business Card	3.5 x 2	\$700	Annual	
		\$200	Single	

EVENT SPONSORSHIP

Event	Function	Price	Selection
Holiday Funfest	Event	\$1,000	
Holiday Funfest	Food/ Dessert	\$500	
Holiday Funfest	Beverage	\$500	
Holiday Funfest	Game	\$300	
Event Summit	Event	\$1,000	
Event Summit	F/B	\$500	
Event Summit	Education Session	\$200	
Event Summit	Program	\$300	
Event Summit	Namebadges	Items	
Event Summit	Bag	Items	
Coffee & Convo	General	\$250	

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.