



The ESOP Association

1726 M Street, NW

Suite 501

Washington, DC 20036

Phone: (202) 293-2971

Fax: (202) 293-7568

Email:

[marketing@esopassociation.org](mailto:marketing@esopassociation.org)

[media@esopassociation.org](mailto:media@esopassociation.org)

[meetings@esopassociation.org](mailto:meetings@esopassociation.org)

Website: [www.esopassociation.org](http://www.esopassociation.org)

Blog: [www.esopassociationblog.org](http://www.esopassociationblog.org)

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# ESOP Marketing Opportunities

Online and Print Advertising Rates for 2012



## The ESOP Association 2012 Marketing Opportunities

To assist our members in making marketing decisions, The ESOP Association has put together the following information regarding advertising and sponsorship initiatives on The ESOP Association's website, in the newsletter and membership directory, and at the Association's popular seminars and conferences. These are wonderful opportunities to market your company and services exclusively to members of The ESOP Association. If you are interested in reserving advertising space or a sponsorship package, please contact the national office at 202/293-2971 or send an email to [marketing@esopassociation.org](mailto:marketing@esopassociation.org).

For information on purchasing individual advertisements in the ESOP Report, the newsletter of The ESOP Association, please send an email to [media@esopassociation.org](mailto:media@esopassociation.org).

For information on purchasing meetings sponsorship opportunities, please send an email to [meetings@esopassociation.org](mailto:meetings@esopassociation.org).

# Print Advertising Opportunities ESOP Report

## ESOP Report Newsletter Advertising Rates:

Pricing structure for newsletter advertisements:

1. 1/8 page advertisements -- \$300
2. 1/4 page advertisements -- \$400
3. 1/2 page advertisements -- \$900  
(Back page placement only.)

(Full page advertisements are not available in the newsletter.)

Advertisement specifications for newsletter:

1. 1/8 page advertisements -- 3.75 (h) x 2.25 (w)
2. 1/4 page advertisements -- 4.75 (h) x 3.75 (w)
3. 1/2 page advertisements -- 4.75 (h) x 7.25 (w)



\*No company or firm may submit more than 4 advertisements during one year's time [January – December calendar year] to run in the ESOP Report newsletter.

All advertisements must be submitted electronically in one of the following formats: PDF, JPG, TIF, EPS. Hardcopy advertisements will not be accepted. The ESOP Association cannot create advertisements for the ESOP Report.

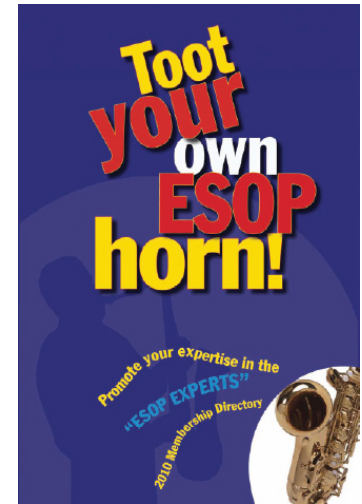
Association staff cannot change the “resolution” of an image or an advertisement once it is submitted. If a low-res ad is submitted, it will print and appear as low-res. Please make sure what you submit is what you want printed in the ESOP Report.

For additional information and guidelines, or to reserve advertising space in the ESOP Report, please send an email to [media@esopassociation.org](mailto:media@esopassociation.org).

# Marketing Opportunities ESOP Experts

In 2011, approximately 200 firms capitalized on the opportunity to market their services by specialty on The ESOP Association's website. The ESOP Experts section of the website receives on average over 1,200 hits per month. We also know that many ESOP company executives utilize the ESOP Experts section of the directory when choosing a service provider.

All ESOP Experts subscribers will be listed in a special ESOP Experts section on The ESOP Association's website. Also, all ESOP Experts subscribers will automatically be linked from the Association's website to their company's website. Website advertisements will also link directly to the advertisers' homepage to increase traffic to their site and create a direct link to members of The ESOP Association. And, upon written request, edits will be made on a monthly basis to all listings posted to the Association's ESOP Experts section of the website.



## PRICES:

All listing(s) for the ESOP Experts will appear on both the Association's website\* and in the print version of the Membership Directory.

**DEADLINE: January 13, 2012**

## Listing(s) Only:

- \$350 -- 1 category listing
- \$385 -- 2 category listings
- \$440 -- 3 category listings
- \$495 -- 4 category listings
- \$550 -- 5 category listings & up

## Listing(s) + Advertisements:

- \$350 -- 1 category listing + \$400 advertisement = \$750
- \$385 -- 2 category listings + \$485 advertisement = \$870
- \$440 -- 3 category listings + \$566 advertisement = \$1,006
- \$495 -- 4 category listings + \$649 advertisement = \$1,144
- \$550 -- 5 category listings & up + \$732 advertisement = \$1,282

# Marketing Opportunities

## ESOP Experts

### Advertising Specs and Information:

Advertisements on the ESOP Experts section of the website are static advertisements adjacent to the listing. Website advertisements will link directly to the advertisers' homepage to create a direct link to members of The ESOP Association and drive traffic to the advertisers' website. All advertisements must be submitted in an electronic format having a resolution of no more than 72 dpi [Size: 125 pixels x 125 pixels]. All advertisements must be submitted electronically in one of the following formats: JPG, TIF, GIF. Advertisements for the website are full color. The ESOP Association cannot create advertisements for subscribers to the ESOP Experts. All advertising in the ESOP Experts listing section on the website must be accompanied with purchase of a listing(s).



Print advertisements are approximately 1/8 page [Size: 3.75 (h) x 2.25 (w) ] and will be printed grayscale. All advertisements must be submitted in electronic format having a resolution of no less than 300 dpi. All advertisements must be submitted electronically in one of the following formats: PDF, JPG, TIF, EPS. The ESOP Association cannot create advertisements for subscribers to the ESOP Experts.

Please note, if you purchase an ESOP Experts advertisement, you will need to submit 2 separate advertisements, one for the print version and one for the website.

Association staff cannot change the “resolution” of an image or an advertisement once it is submitted. If a low-res ad is submitted, it will print and appear as low-res. Please make sure what you submit is what you want posted to the website and printed in the Membership Directory.

For additional information, or to reserve ESOP Experts advertising space, please send an email to [marketing@esopassociation.org](mailto:marketing@esopassociation.org).

# Marketing Opportunities

## ESOP Yellow Pages

The ESOP Yellow Pages are comprised of Association corporate members listings. In 2011, approximately 1,300 ESOP companies capitalized on the opportunity to market their products and/or services on the Association's website. The ESOP Yellow Pages section of the website receives on average over 800 hits per month.

### PRICE:

ESOP Yellow Pages advertisement cost for both website and print is \$365.

**DEADLINE:** January 13, 2012.

### Advertising Specs and Information:

Advertisements on the ESOP Yellow Pages section of the website are static advertisements adjacent to the listing. Website advertisements will link directly to the advertisers' homepage to create a direct link to members of The ESOP Association and drive traffic to the advertisers' website. All advertisements must be submitted in an electronic format having a resolution of no more than 72 dpi [Size: 125 pixels x 125 pixels]. All advertisements must be submitted electronically in one of the following formats: JPG, TIF, GIF. Advertisements for the website are full color. The ESOP Association cannot create advertisements for subscribers to the ESOP Yellow Pages. All advertising in the ESOP Yellow Pages listing section on the website must be accompanied with permission to include company name in the ESOP Association Membership Directory.

Print advertisements are approximately 1/8 page [Size: 3.75 (h) x 2.25 (w) ] and will be printed grayscale. All advertisements must be submitted in electronic format having a resolution of no less than 300 dpi. All advertisements must be submitted electronically in one of the following formats: PDF, JPG, TIF, EPS. The ESOP Association cannot create advertisements for subscribers to the ESOP Yellow Pages.

Please note, if you purchase an ESOP Yellow Pages advertisement, you will need to submit 2 separate advertisements, one for the print version and one for the website.

Association staff cannot change the "resolution" of an image or an advertisement once it is submitted. If a low-res ad is submitted, it will print and appear as low-res. Please make sure what you submit is what you want posted to the website and printed in the Membership Directory.

For additional information, or to reserve ESOP Yellow Pages advertising space, please send an email to [marketing@esopassociation.org](mailto:marketing@esopassociation.org).



Yellow Pages Ad Size  
125 x 125

# Advertising Opportunities The ESOP Association Website

In 2012, The ESOP Association will feature advertising/sponsorship advertisements on the website. These advertisements will be available on a quarterly basis: January - March, April - June, July - September, October - December.

All advertisements on the Association's website are static advertisements. All advertisements must be submitted in an electronic format having a resolution of no more than 72 dpi. All advertisements must be submitted electronically in one of the following formats: JPG, TIF, GIF. Advertisements for the website are full color. The ESOP Association cannot create advertisements for advertisers. Please note, Association staff cannot change an image or an ad once it is submitted. Please make sure what you submit is what you want posted to the website.

All advertisement sizes shown below are approximate.

## Advertising Specs and Information:

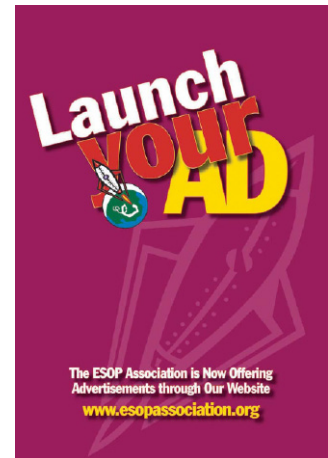


### HOMEPAGE ADVERTISEMENT

Advertisements on the Association's homepage measure 180 pixels x 150 pixels in size at 72 dpi. The cost for the homepage advertisement is \$2,200 per quarter. The homepage advertisement is a static advertisement. Website advertisements will link directly to the advertiser's homepage to drive traffic to the advertiser's website. All website advertisements are full color.

Only one paid advertisement will appear on the Association's homepage per quarter. The advertisement will be located on this page of the Association's website - <http://www.esopassociation.org/>.

Homepage Ad Size  
180 x 150



# Advertising Opportunities The ESOP Association Website



Section Ad Size  
Left Navigation  
120 x 240

## SECTION ADVERTISEMENT

These advertisements will be available in the following sections of the website on the left navigation bar on the opening page of the section which includes the following: About ESOPs, Membership, Meetings, ESOP Experts, Resources, and Yellow Pages. There are six of these advertisements available. One advertisement will run on a section opening page per quarter.

Advertisements on the Association's section opening pages measure 120 pixels x 240 pixels in size at 72 dpi. The cost for the section opening advertisement is \$1,575 per quarter. The section opening left navigation advertisement is a static advertisement. Website advertisements will link directly to the advertiser's homepage to drive traffic to the advertiser's website. All section website advertisements are full color and located in public sections of the Association's website.

To view a sample page on the Association's website where this advertisement will be located, click this link - <http://www.esopassociation.org/about/index.asp>. The advertisement will be located below the links on the left side menu bar.



**ESOP Experts Category  
Ad Size  
234 x 60**

## ESOP EXPERTS CATEGORY ADVERTISEMENT

These advertisements will be available in the ESOP Experts section at the top of a category. For instance, if you click on Accounting, the advertisement would appear at the top of the Accounting page in the ESOP Experts section. Please see the link below for example. There are 12 of these advertisements available per quarter, one advertisement will be available on each ESOP Experts top of category page.

Advertisements on the Association's ESOP Experts top of category pages measure 234 pixels x 60 pixels in size at 72 dpi. The cost for the top of category section opening

advertisement is \$900 per quarter. The ESOP Experts top of category advertisement is a static advertisement. Website advertisements will link directly to the advertiser's homepage to drive traffic to the advertiser's website.

All website advertisements are full color and

located in public sections of the Association's website.

To view a sample page on the Association's website where this advertisement will be located, click this link - <http://www.esopassociation.org/experts/index.asp?category=Accounting&action=search>. The advertisement will be located above the accounting title.

# Advertising Opportunities The ESOP Association Website

## Website Advertising Deadlines:

Advertisements will run on a quarterly schedule:

January - March -- DEADLINE December 23, 2011

April - June -- DEADLINE March 16, 2012

July - September -- DEADLINE June 15, 2012

October - December -- DEADLINE September 14, 2012

## Website Advertising Guidelines:

Please keep the following in mind:

- ◆ Paid advertising space on The ESOP Association's website is available exclusively to active members of The ESOP Association.
- ◆ Advertisements will run on a "first-come, first-serve" basis.
- ◆ Advertisements received after the deadline will not be posted.
- ◆ Payments must be rendered in advance to reserve space – no exceptions.
- ◆ The Association reserves the right to reject any ad that does not meet the standards to which our members are accustomed. (This includes the use of company names that are not members of the Association.)
- ◆ The Association reserves the right to reject any ad that is not in line with its vision and mission.
- ◆ All advertisements must be submitted in an electronic format having a resolution of no more than 72 dpi. All advertisements must be submitted electronically in one of the following formats: JPG, TIF, GIF. Advertisement can be sent to [marketing@esopassociation.org](mailto:marketing@esopassociation.org).
- ◆ The ESOP Association cannot create advertisements for advertisers.

Association staff cannot change an image or an advertisement once it is submitted.

Please make sure what you submit is what you want posted to the website.

For additional information, or to reserve advertising space on the Association's website, please send an email to [marketing@esopassociation.org](mailto:marketing@esopassociation.org).

## Sponsorship Opportunities



For 2012, The ESOP Association has put together new sponsorship packages that allow Association members to reach the ESOP community more effectively. These are excellent opportunities to market your company and services on our popular website and at our highly popular seminars and conferences. If you are interested in reserving a sponsorship package, please contact the national office at 202/293-2971 or send an email to [meetings@esopassociation.org](mailto:meetings@esopassociation.org).

# Conference Sponsorships

## Conference for Minority ESOPs

**CONFERENCE DATE:** February 3, 2012

**LOCATION:** The Ritz Carlton, New Orleans, LA

**PURCHASE DEADLINE:** TBA

For information contact: [meetings@esopassociation.org](mailto:meetings@esopassociation.org)

(ESOP companies where the ESOP is a minority shareholder.)

Since the late 90s ESOP sponsors of ESOPs holding less than 50% of the plan sponsor's stock have become almost the "forgotten" backbone of employee-ownership through the ESOP model. The ESOP Association serves everyone in the ESOP community, and values the contribution "minority" ESOPs have made to the advancement of employee ownership in America.

Often at the large ESOP seminars and conferences with hundreds, or even 1,000 + attendees, it seems only the unique issues facing majority-owned, or 100%-owned ESOPs are addressed.

In 2012, The ESOP Association sponsors a one-day seminar for minority ESOPs only. Come and hear the experienced leaders of the Association's Advisory Committees address the unique issues of minority ESOPs, such as sustaining a minority ESOP, creating an ownership culture, handling different equity ownership arrangements outside of the ESOP, valuation impacts arising from less than 50% ESOPs, among other topics.

**Expected attendance:** 75

Sponsorships open to both corporate and professional members of The ESOP Association.

◆ **\$1,200 Notebook Sponsor**

Notebooks imprinted with company name and logo.

◆ **\$500 Pen Sponsor**

Pens imprinted with company name and logo.

◆ **\$300 Coffee Break Sponsor**

Prominent signage.

# Conference Sponsorships

## 35<sup>th</sup> Annual Conference

**CONFERENCE DATES:** May 10 & 11, 2012

**LOCATION:** Renaissance Washington Hotel, Washington, DC

**PURCHASE DEADLINE:** TBA

For information contact: [meetings@esopassociation.org](mailto:meetings@esopassociation.org)

The ESOP Association's Annual Conference is the second largest gathering of ESOP advocates in America. Approximately 75 percent of the attendees are senior executives, including human resource specialists in ESOP companies, as well as employees from those companies who are ownership leaders. The balance of attendees are ESOP professionals. This meeting draws the most diverse group of attendees of any meeting held by the Association.

**Expected Attendance:** 700

Sponsorships open to both corporate and professional members of The ESOP Association.

◆ **\$10,000 Proceedings Book and CD Sponsor, Limit (1)**

Conference proceedings book and CD imprinted with company name and logo, company listed in sponsor brochure, link to company website on Association's website for three (3) months in 2012.

◆ **\$5,000 Tote Bag Sponsor, Limit (1)**

Tote bags with company name and logo, list in sponsor brochure.

◆ **\$6,000 Portfolio Sponsor, Limit (1)**

Conference portfolios imprinted with company name and logo on cover, list in sponsor brochure.

◆ **\$6,000 Employee Ownership Foundation Lunch**

Prominent signage, company mention from the podium during event, list in sponsor brochure. This lunch has the highest attendee participation of any conference function.

◆ **\$5,000 Lanyard Sponsor, Limit (1)**

Neck Lanyards imprinted with company name and logo, list in sponsor brochure.

◆ **\$4,500 Pen Sponsor, Limit (1)**

Conference pens imprinted with company name and logo, list in sponsor brochure.

◆ **\$3,000 App Sponsorship, Limit (4)**

In 2011, the Association produced a mobile app for the Las Vegas Conference and Trade Show. Due to the app's success, we will be producing one for the 2012 Annual Conference. We will offer four (4) banner sponsorships that will rotate continuously on the app header.

◆ **\$2,500 Coffee Breaks**

Prominent signage, list in sponsor brochure.

◆ **\$1,000 Patron**

List in sponsor brochure.

# Conference Sponsorships

## 22<sup>nd</sup> Las Vegas Conference and Trade Show

**CONFERENCE DATES:** November 8 - 9, 2012

**LOCATION:** Caesars Palace, Las Vegas, NV

**PURCHASE DEADLINE:** TBA

For information contact: [meetings@esopassociation.org](mailto:meetings@esopassociation.org)

The ESOP Association's Las Vegas Conference and Trade Show is the largest ESOP gathering in the world. Attendees are mid to upper level managers of ESOP companies, with ESOP professionals making up the second largest group of attendees, with a significant number of CEOs from smaller ESOP companies in attendance as well.

**Expected Attendance:** 1,300

Sponsorships open to both corporate and professional members of The ESOP Association.

**TRADE SHOW BOOTHS:** The ESOP Association will assign booths in conjunction with sponsorship levels.

◆ **\$20,000 Reception Sponsor, Limit (1)**

One (1) complimentary booth at Trade Show in prime location, prominent signage, remarks from the podium at reception, mention at general sessions from the podium, link to your company on the Association's website for three (3) months during 2012 calendar year, list in sponsor brochure.

◆ **\$15,000 Proceedings Online and CD Sponsor, Limit (1)**

One (1) complimentary booth at Trade Show in prime location, company listed on conference proceedings link page (which is sent to all attendees), list in sponsor brochure, company name and logo imprinted on CD.

◆ **\$11,000 Tote Bag Sponsor, Limit (1)**

One (1) complimentary booth at Trade Show in prime location, conference tote bags imprinted with company name and logo, list in sponsor brochure.

◆ **\$9,500 Final Program Sponsor, Limit (1)**

One (1) complimentary booth at Trade Show in prime location, final program imprinted with company name and logo on cover, list in sponsor brochure.

◆ **\$8,000 Portfolio Sponsor, Limit (1)**

One (1) complimentary booth at Trade Show in prime location, conference portfolios imprinted with company name and logo on cover, list in sponsor brochure.

◆ **\$7,000 Thursday Lunch Sponsor**

Prominent signage, mention from podium at sponsored event, list in sponsor brochure.

◆ **\$7,000 Neck Lanyards, Limit (1)**

Lanyards imprinted with company name and logo, list in sponsor brochure.

◆ **\$6,000 App Sponsorship, Limit (4)**

In 2011, the Association produced a mobile app for the Las Vegas Conference and Trade Show. Due to the app's success, we will be producing one for the 2012 Conference and Trade Show. We will offer four (4) banner sponsorships that will rotate continuously on the app header.

◆ **\$6,000 Continental Breakfast/Coffee Break Sponsors (both days)**

Prominent signage, list in sponsor brochure.

◆ **\$5,000 Print Station Sponsorship, Limit (1)**

Prominent signage at the print stations for Conference attendees.

◆ **\$5,000 Pen Sponsorship, Limit (1)**

Conference pens imprinted with company name and logo, list in sponsor brochure.

◆ **\$1,500 Patron**

List in sponsor brochure.

# 2012 Sponsorship Sign-Up Form

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

A 50% deposit must accompany this signed reservation form. The remaining balance is due at least **30 days prior** to the event you plan to sponsor. If sponsoring an imprinted item, all monies must be received at least **45 days prior** to the event.

Enclosed is my check for \$ \_\_\_\_\_  
(Make checks payable to: The ESOP Association)

To Sponsor \_\_\_\_\_  
(Name of Sponsorship)

Bill \$ \_\_\_\_\_ to my: MC \_\_\_\_\_ Visa \_\_\_\_\_ Amex \_\_\_\_\_

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_

All sponsors must submit their company logo/information as they wish it to appear on sponsorship signs at least **30 days prior** to their sponsored event. If you are sponsoring an imprinted item, a copy of your company's logo/information as it is to appear on your sponsored item **must** be received at least **45 days prior** to your sponsored event.

## Return completed Sponsorship Form to:

Rosemary Clements  
The ESOP Association  
1726 M Street, N.W.  
Suite 501  
Washington, DC 20036  
Phone: 202-293-2971  
Fax: 202-293-7568

Email: [meetings@esopassociation.org](mailto:meetings@esopassociation.org)

Visit us at [www.esopassociation.org](http://www.esopassociation.org)



Visit our website at [www.esopassociation.org](http://www.esopassociation.org) or send us an email at [marketing@esopassociation.org](mailto:marketing@esopassociation.org)

For additional information on print advertising opportunities or to reserve space, please send an email to [media@esopassociation.org](mailto:media@esopassociation.org).

For additional sponsorship opportunities available through The ESOP Association, please see the Sponsorship Brochure on the Association's website, [www.esopassociation.org/meetings/meetings\\_sponsorship.asp](http://www.esopassociation.org/meetings/meetings_sponsorship.asp), or send an email to [meetings@esopassociation.org](mailto:meetings@esopassociation.org).

Website: [www.esopassociation.org](http://www.esopassociation.org)  
Blog: [www.esopassociationblog.org](http://www.esopassociationblog.org)

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