

# Publicity Opportunities

Additional discounted rates apply for Star Sponsors for the exposure opportunities listed below.

## Hierarchical Priority

As tradeshow layouts are drafted for events, publicity and other advertisements are placed in publications and social media posts scheduled, priority is given first to the highest level of sponsor, on a first-come, first-served basis.

## Website & Social Media Exposure

These home page features and specific sponsor banners are created by the office, not the sponsor, and are placed on [www.wsae.org](http://www.wsae.org) as a way for the association to highlight the generosity of companies who support the WSAE's mission.

WEBSITE	AMOUNT	STAR SPONSOR	WSAE MEMBER	NON MEMBER
Social Media Shares	Unlimited	\$100	\$250	\$500
Sponsor Banner	1x	\$250		
Home Page Feature	1	\$500		

These are not advertisements, this is the WSAE's way of expressing gratitude to Star Sponsors. All sponsors names will be listed and linked on dedicated sponsor page.

\* Sponsor Banners and Home Page Features are only available to Star Sponsors. Social Media Shares are available at a variety of rates through the WSAE office.

## VantagePoint eNewsletter

Sponsors will be publicized by the WSAE office in the publication, and additionally have the option to purchase advertising in the electronic newsletter. A limited quantity of each are available.

VANTAGEPOINT ENEWSLETTER	AMOUNT	STAR SPONSOR	WSAE MEMBER	NON MEMBER
Banner Ad	1x	\$250	Variable*	Variable*

\* Banner Ads, are available at a variety of rates through Association Revenue Partners.

## Email Blast

Only 4-Star Sponsors have the opportunity to send email blasts, on a calendar of availability maintained by the office. Only a limited quantity are available.

EMAIL BLAST	AMOUNT	STAR SPONSOR	WSAE MEMBER	NON MEMBER
Not available for purchase, only included in 4-Star Sponsor Level				