



acp
 Association of
 Community
 Publishers

**2023-2024
 associate
 information**



**What can we do for
 your business?**

**Maximize your
 exposure to
 the community
 publishing
 industry!**



Welcome

Becoming an Associate Member of the Association of Community Publishers (ACP) offers invaluable opportunities in the community publishing industry. As an Associate Member, you'll be part of a dynamic network that represents businesses and organizations collaborating with community publishers nationwide.

ACP's diverse membership includes Associate Members who play a vital role in the success of community publications. Whether you're a business offering services or products that enhance their profitability, ACP provides the perfect platform to connect with the right audience.

Our member-driven organization, led by an elected board of directors and professional staff, ensures that Associate Members' interests are well-represented and integrated into the group's mission.

By becoming an Associate Member, you gain exclusive access to the community publishing industry's finest minds and a chance to showcase your products or services to a wide audience. Join ACP today and seize the opportunity to grow and thrive within the vibrant community publishing landscape.

"If you are going to only attend one show a year, you need to be at the ACP conference."
-2023 Conference Sponsor



Join today!

Contact Douglas Fry

**Douglas@
communitypublishers.
com**

877-203-2327

Join ACP

Associate Membership Dues: \$300 per year

Benefits include:

- ✓ Free listing in the Publish Magazine Business & Service Directory for the entire year
- ✓ Free annual listing in the Associate Member Directory page on the ACP website
- ✓ Member only access to purchase custom e-blasts and e-blast banner ads to ACP members
- ✓ ACP Associate Member logo to use in promotional materials
- ✓ Subscription to our monthly magazine "Publish"
- ✓ The option to provide press releases for dissemination to the ACP membership.



Association of Community Publishers

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"Helping Members Enhance Their Profitability by Strengthening the Community Publishing Industry"

Advertising

Publish

MAGAZINE

Every month Publish Magazine is delivered to the publishers and managers who are the decision makers when it comes to purchasing within the industry. With over 1,600 printed copies mailed each month in addition to broad digital distribution, your ad message is delivered along with the current events, news and information that shapes and influences an entire industry. We deliver the audience of industry decision makers... you provide the need for a decision!



Advertising Specs

Please provide all ad material camera ready in a PDF format with all fonts embedded. Full color ads must be set to CMYK. That file can be e-mailed directly to Publish office for files that do not exceed 10MB. Otherwise, contact the ACP office for necessary file transfer information.

Photo Requirements: Digital or scanned photos at a minimum resolution of 300 dpi will be accepted in JPEG, PNG, or TIFF formats.

Free Standing Inserts: Inserts may be inserted into Publish but are subject to size and weight considerations and will be quoted on a piece by piece basis.

Advertising Policy: All copy is subject to approval of the publisher, who reserves the right to reject or cancel any advertisements at any time, with or without cause.

Deadlines: All ad materials are due at least 30 days before the month of publication. For example: Ads ordered for the March issue must be received by February 1st.

Terms and Conditions: All advertising is pre-paid. Net 30 terms may be extended with approved credit. Please submit a completed credit application for review by the publisher.

Associate Membership: Contact us for a current description of the complete member benefits package for Associate Members.

AD SIZE	OPEN	6X	12X	DIMENSIONS
Back Cover	\$1,290	\$1,035	\$900	7-1/2" X 7"
Inside Front	\$1,150	\$920	\$725	7-1/2" X 10"
Inside Back	\$1,150	\$920	\$725	7-1/2" X 10"
FULL Page	\$995	\$805	\$650	7-1/2" X 10"
1/2 Page	\$535	\$430	\$350	7-1/2" X 4-7/8"
1/4 Page	\$305	\$245	\$190	3-5/8" X 4-7/8"
1/8 Page	\$155	\$125	\$95	3-5/8" X 2-5/16"
Business Directory	N/A	\$50	\$40	2-1/2" X 1-3/8"
Email Top Banner Ad	\$200			620 X 100 pix
Email Bottom Banner Ad	\$100			620 X 100 pix
Custom Eblast	\$350	(Available to Associate Members Only)		

MARKETING CONTACT

Douglas Fry - Executive Director
 Douglas@communitypublishers.com
 931-328-7932
 Publish Magazine Marketing
 104 Westland Drive
 Columbia, TN 38401

PUBLISHING TEAM

Loren Colburn
 Loren@communitypublishers.com
Douglas Fry
 Douglas@communitypublishers.com
Cassey Recore
 Cassey@communitypublishers.com
 877-203-2327

Publish Magazine
 819 Circuit Rider Path
 Cicero, NY 13039

Annual Conference & Trade Show



Join in the energy and excitement of this dynamic and thriving group of community publications professionals.

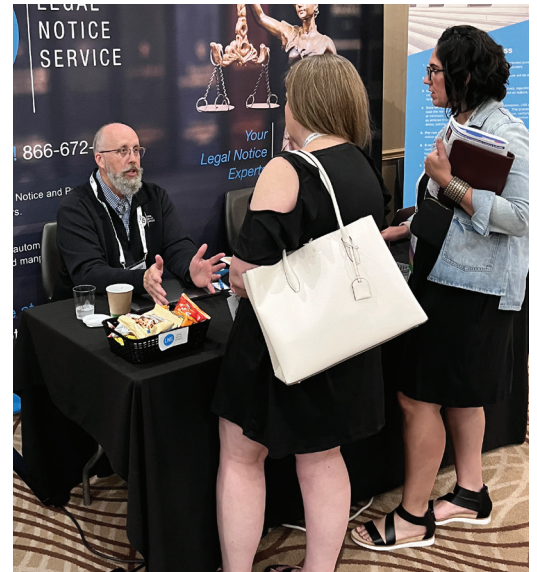
- Readers are increasingly relying on Community Publications as their only source for local information.
- These publications represent an important media industry that continues to evolve, diversify & reach a growing audience within their communities.
- We welcome and encourage our Trade Show Partners to participate fully in all conference events and sessions side by side with attendees.
- We invite Trade Show Partners to supply novelty promotional items (pens, pads, etc.) for the attendee registration bags.
- Breakfast, lunch and breaks are held in the trade show area to facilitate additional traffic and interaction.
- We facilitate additional attendee interaction by driving booth traffic with games and incentives throughout the event. You are encouraged to offer your own prizes for participants who visit your booths as well.
- Trade Show Partners will be provided with an Excel spreadsheet of all registered attendees both pre and post conference.
- ACP provides a variety of Trade Show Partnership levels and sponsorship opportunities to fit every budget.

CONFERENCE PACKAGE FEATURES	DIAMOND*	PLATINUM	GOLD	SILVER
Standard 6 ft. table and 2 chairs	x	x	x	x
Wi-Fi internet connection for each booth	x	x	x	x
Full attendee list provided pre and post conference	x	x	x	x
Attendee registration with on-site meals & events included	3	2	2	1 (No add-ons)
Inclusion on traffic-driving game piece	x	x	x	x
Snacks at each booth to facilitate contacts	x	x	x	x
Draw prize presentation (collect & keep business cards)	x	x	x	x
Logo rotation on main screen in general sessions	x	x	x	x
Logo in conference promotional materials	x	x	x	x
Pre-conference recognition in PUBLISH	x	x	x	x
Pre/Post-conference exposure on ACP website	x	x	x	-
Option to supply materials for inclusion in conference bags	x	x	x	-
Co-Host of the Wednesday Welcome Reception	x	x	x	-
Lead a Session in the "Innovation Spotlight Track"	x	x	-	-
PUBLISH advertisement(s) to be used in 2024	(2) Full Pg	(1) Full Pg	(1) Half Pg	-
Custom e-blast to full membership	2	1	1 Shared	-
Post-Conference Advertorial/Article in Publish Magazine	1	1	-	-
Premium booth position (for maximum exposure)	1st Pick	x	-	-
Sponsorship of one food and beverage event	1st Pick	x	-	-
Choice of 1 (available) "sponsorship opportunity" from list at no charge	x	x	-	-
5-Minute opening welcome address to attendees	x	-	-	-
Logo included on all onsite directional signage	x	-	-	-
Host or co-host for Club ACP	x	-	-	-
Free VIP passes for non-ACP member customers	2	-	-	-
TOTAL VALUE	\$9875	\$5785	\$4550	\$3295
REGISTER BY JANUARY 31	EARLY BIRD	\$5500	\$3300	\$2300
FEBRUARY 1 OR LATER	REGULAR	\$7000	\$4750	\$2500

* Limit Two Diamond Partners

Conference Enhancement Opportunities

Sponsorships provide partners with increased visibility outside the trade show so decision-makers are reminded of your brand and resources leading up to and throughout the event.



Welcome Reception **\$1000**

Naming rights and your logo displayed on all signage and pre-promotion of the event.

Idea Exchange **\$1000**

Announce the winners onsite during a session in the leadership track and serve as sponsor of virtual follow-up session following the conference

Conference Registration Bags **\$1000**

Your logo on one side of the registration bag that will be distributed to every attendee.

Conference T-Shirt **\$1000**

Your logo on the front chest of the t-shirt commemorating the conference.

Lanyards for All Attendees **\$750**

Your logo on the lanyard that every attendee wears during the conference.

Daily PUBLISH **\$750**

The printed, daily newsletter distributed to attendees each day during the conference. (2 days)

Post-Conference Landing Page **\$750**

Attendees will be directed to a “landing page” to obtain all the files and presentations from the conference. Your logo will be prominently displayed on the instructions document for attendees & on the landing page.

Snacks for Breaks **\$500**

Your logo displayed on every snack bin at the conference (20-30 total)

Attendee Wi-Fi **\$500**

Your logo on the Wi-Fi instructions given to all attendees and use of your company ID in the Wi-Fi password.

Water Bottles **\$500**

Your logo displayed on every water bottle in each attendee registration bag and every bottle handed out to attendees at the registration desk.

Pre-Conference Management Training Session **\$500**

Naming rights and logos displayed on any of the promotional materials, e-blasts, handouts to the attendees, etc.



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“Helping Members Enhance Their Profitability by Strengthening the Community Publishing Industry”

Leadership Retreat



ACP's Leadership Retreat is an annual event packed with sessions exclusive to publishers and leaders, limited to 50 people. As a sponsor, you will attend and participate in all the sessions & social events with the top leaders in our industry.

LEADERSHIP RETREAT PACKAGE FEATURES	PLATINUM	GOLD
	Limit 2	Limit 8
Logo / link on website and pre-registration emails	X	X
Attendee list supplied pre and post event	X	X
Recognition in Publish Magazine (pre- and post-event issues)	X	X
Session sponsor (3-5 minute intro remarks or video)	X	X
Your materials distributed in-person & digitally	X	X
Attendee registration	2	1
Follow-up eBlasts to members	2	-
Naming rights: (ACP Leadership Retreat sponsored by...)	X	-
Banner ads on pre-registration emails	X	-
Evening reception or lunch sponsor	X	-
Wi-Fi or attendee notebook sponsor	X	-
TOTAL VALUE	\$4580	\$1880
PRICE	\$2500	\$1250

Virtual Presentation Events



Virtual Presentation Events are designed to provide information targeted at business improvements for community publishers, sales training and more. As a sponsor, you will participate in these events along with our attendees.

VIRTUAL PRESENTATION PACKAGE FEATURES (Limited to sessions offered)
Banner ad rotation of all sponsors on ACP site & related e-blasts
Named host for one complete program session
Top banner on E-Blast promoting your hosted session
Opportunity to provide media in the chat in your hosted session
Sponsor logo in the waiting room and chat on hosted session
Sponsor logo in registration emails to attendees w/the link to the meeting
Two minute opening message or video in your hosted session
Individualized custom e-blast to all attendees following the session
Branding on the registration page & invite emails
PRICE \$1000

Innovation Spotlight

Showcase your company while educating attendees! The Innovation Spotlight is not intended to be a sales pitch. These sessions are meant to be educational and offer the attendees proven case studies on ideas, tools and resources that can enhance their businesses.

For ACP trade show Platinum and Diamond Partners, it's a unique way to prove that your products and/or services can make a measurable difference for a community publication.



Venue

During the annual conference, there will be an opportunity for our Platinum and Diamond Partners to present your case study during an allotted time slot where you can share examples of products and/or services being used to increase revenue, provide cost savings, generate additional readership or circulation and more.

We encourage you to partner with a publisher you work with who can help provide specific, proven results that they can speak to that will help prove your case. This publisher can attend in-person or virtually.

Qualifications

Participation in this session is included (but not required) in the trade show packages for Diamond & Platinum Partners.

Interested Platinum & Diamond Partners must submit their Innovation in advance.

The Innovation must include the name of the company, point of contact, and if possible, exactly how the partner's products and/or services were used to a benefit.

Presentation Parameters

Presenters will be given an allotted time slot that you must adhere to (no exceptions) to convey the following information:

1. Name and company name
2. Brief description of company
3. Publishing Partner Information (if applicable)
4. Brief description of the challenge being solved
5. Description of the company's product and/or service that was used
6. How the product/service was used
7. The measurable results of the product/service used (numbers, \$)

To participate

Submit an application following the guidelines above to office@communitypublishers.com. Contact the office for deadline information.



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Super Combo Package Pricing



ACP's Super Combo Packages combine our event exposure and advertising in both print and digital to give you maximum visibility at the best possible rates. These packages help you position your company to be in front of the community publishing industry throughout the entire year.



DIAMOND SUPER COMBO PACKAGE	VALUE	REGULAR PRICE
Platinum Trade Show Package	\$9,875	\$7,000
Platinum Leadership Retreat	\$4,580	\$2,500
Publish Package (12 X full page)	\$6,500	\$6,500
Exclusive E-Blast (6 times / year)	\$2,100	\$2,100
Virtual Events Sponsorship	\$1,000	\$1,000
TOTALS	\$24,055	\$19,100
	YOUR SPECIAL PRICE	\$11,399

PLATINUM SUPER COMBO PACKAGE	VALUE	REGULAR PRICE
Platinum Trade Show Package	\$5,785	\$4,750
Gold Leadership Retreat	\$1,880	\$1,250
Publish Package (6 X full page)	\$4,830	\$4,830
Exclusive E-Blast (quarterly)	\$1,400	\$1,400
TOTALS	\$13,895	\$12,230
	YOUR SPECIAL PRICE	\$7,699

GOLD SUPER COMBO PACKAGE	VALUE	REGULAR PRICE
Gold Trade Show Package	\$4,550	\$3,600
Gold Leadership Retreat	\$1,880	\$1,250
Publish Package (6 X half page)	\$2,580	\$2,580
Exclusive E-Blast (quarterly)	\$1,400	\$1,400
TOTALS	\$10,410	\$8,830
	YOUR SPECIAL PRICE	\$5,499

SILVER SUPER COMBO PACKAGE	VALUE	REGULAR PRICE
Silver Trade Show Package	\$3,295	\$2,500
Gold Leadership Retreat	\$1,880	\$1,250
Publish Package (6 X quarter page)	\$1,470	\$1,470
Exclusive E-Blast (quarterly)	\$1,400	\$1,400
TOTALS	\$8,045	\$6,620
	YOUR SPECIAL PRICE	\$3,999



Association of Community Publishers Membership Application

Associate Membership - \$300 per year

Associate Membership Benefits Include:

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- Member only access to purchase custom e-blasts and e-blast banner ads to ACP members
- ACP Associate Member logo to use in promotional materials
- Subscription to our monthly magazine "Publish"
- The option to provide press releases for dissemination to the ACP membership

Date: _____ Company Name: _____

Official Representative: _____

Official Representative Email: _____

Trade Show Contact / Email: _____

Publish Magazine Advertising Contact / Email: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Web Site: _____

Parent Company: _____

Brief description of your products and services: _____

Signed: _____ Date: _____

Referred by: _____

Return Completed Form to: Fax: 315-670-3121 Email: info@communitypublishers.com

For additional information or questions, call our office at 877-203-2327