AssociationsNow.com

Delivering real-time news and analysis from AN editors, magazine articles, and trusted association resources, AssociationsNow.com serves as a fully integrated site and the go-to online and mobile resource for all association professionals.

Themed Topic Landing Pages Deliver Targeted Opportunities

- BUSINESS
- LEADERSHIP
- MEETINGS
- MEMBERSHIP
- TECHNOLOGY
- WORKPLACE

Enormous Reach—and Engagement

- AVERAGE OF 85,000+ PAGE VIEWS A MONTH
- AVERAGE OF 68,000+ VISITS A MONTH
- AVERAGE OF 48,000+ UNIQUE VISITORS A MONTH

How Are They Getting There?

- 12% DIRECT URL
- 24% SEARCH
- 3% REFERRAL
- 7% SOCIAL MEDIA
- 54% DAILY NEWS

Easy Access From Any Device

- 82% DESKTOP
- 15% SMARTPHONE
- 3% TABLET

Source: Google Analytics, 2019 Report

2/3/22
## Specs & Rates

All rates are net

<table>
<thead>
<tr>
<th>POSITION</th>
<th>3 MONTHS</th>
<th>6 MONTHS</th>
<th>9 MONTHS</th>
<th>12 MONTHS</th>
<th>MONTHLY IMPRESSION RANGE</th>
<th>SPECIFICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RUN OF SITE</strong></td>
<td></td>
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</tr>
<tr>
<td>Top Large Leaderboard (Shared Rotation of 4 advertisers rotating equally on the site)</td>
<td>$5,050</td>
<td>$9,025</td>
<td>$12,370</td>
<td>$15,345</td>
<td>10,000 - 14,000</td>
<td>Desktop 970 x 90; Mobile 320 x 50</td>
</tr>
<tr>
<td>Top Film Strip (Exclusive to homepage and rotates throughout the site)</td>
<td>$5,435</td>
<td>$9,675</td>
<td>$13,220</td>
<td>$16,350</td>
<td>10,000 - 14,000</td>
<td>300 x 600</td>
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<tr>
<td>Anchor Large Leaderboard (Shared Rotation of 4 advertisers rotating equally on the site)</td>
<td>$4,450</td>
<td>$7,915</td>
<td>$10,795</td>
<td>$15,375</td>
<td>10,000 - 14,000</td>
<td>Desktop 970 x 90; Mobile 320 x 50</td>
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<td>Anchor Film Strip (Exclusive to homepage and rotates throughout the site)</td>
<td>$3,465</td>
<td>$6,155</td>
<td>$8,400</td>
<td>$10,395</td>
<td>10,000 - 14,000</td>
<td>300 x 600</td>
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<tr>
<td><strong>TOPIC LANDING PAGES</strong></td>
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<tr>
<td>Business, Leadership, Meetings, Membership, Technology or Workplace</td>
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<tr>
<td>Top Film Strip (Exclusive to every page on the content topic except for the homepage )</td>
<td>$7,105</td>
<td>$12,650</td>
<td>$17,325</td>
<td>$21,480</td>
<td>19,000 - 21,000</td>
<td>300 x 600</td>
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<td>Anchor Film Strip (Exclusive to every page on the content topic except for the homepage )</td>
<td>$4,180</td>
<td>$7,440</td>
<td>$10,185</td>
<td>$12,625</td>
<td>19,000 - 21,000</td>
<td>300 x 600</td>
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<tr>
<td><strong>HOMEPAGE</strong></td>
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</tr>
<tr>
<td>(Available in March)</td>
<td>Pushdown Unit (Exclusive to homepage and will automatically expand in size)</td>
<td>$6,395</td>
<td>7 DAY Duration (Sunday-Saturday)</td>
<td>3,000-5,000</td>
<td>Desktop 970 x 90</td>
<td></td>
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<td><strong>DEEP DIVE</strong></td>
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<tr>
<td>Tier One/Sponsored Content</td>
<td>$14,900</td>
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<td></td>
<td></td>
<td>Desktop 970 x 90; Mobile 320 x 50; Film Strip 300 x 600</td>
<td></td>
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<tr>
<td>Tier Two</td>
<td>$9,900</td>
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<td>Desktop 970 x 90; Mobile 320 x 50</td>
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</tr>
</tbody>
</table>

### STANDARD IMAGE BANNER AD SPECIFICATIONS

- **File formats accepted:** JPG, PNG, GIF (Flash SWF not supported)
- **Maximum file size:** 40kb
- **Image color mode:** RGB (not CMYK)
- **Image resolution:** 72dpi
- **For GIFs with animation:** Please use slow animation (no blinking ads permitted).
- **Maximum 5 layers**

**Note:** Include important information in the first frame for banners appearing in emails as outlook doesn’t support animated files.

### MOBILE- AND TABLET-FRIENDLY BANNER AD GUIDELINES

To maximize impact on mobile devices and tablets, keep text brief and use the largest text size possible.

### DEADLINE & SUBMISSION

**Materials due:**
15 business days prior to start date

**Ad Material Submission:**
Please upload digital ad materials to the following FTP site:
http://upload.asaecenter.org
username: anupload
password: @nfiles

### PAYMENT POLICY:

Full payment for your digital placement is required at the start date of your schedule. One invoice will be generated and due net 30. Cancellations made to digital ad schedules must be made in writing at least 30 days prior to your scheduled start date. We will prorate your schedule as applicable.