ASAE’s InTouch email newsletter has been redesigned for the way members want to consume content today.

InTouch is emailed biweekly to 25,000+ members to keep them informed of industry news and upcoming ASAE events and announcements. InTouch is published every other Friday and delivers an 18% open rate.

ADVERTISING RATES (NET)

1 EDITION
First position $2,565
Second and third positions $2,100

3 EDITIONS
First position $4,570
Second and third positions $3,275

6 EDITIONS
First position $8,115
Second and third positions $5,005

9 EDITIONS
First position $10,010
Second and third positions $6,175

12 EDITIONS
First position $11,730
Second and third positions $7,235

Maximum of three ads per InTouch edition. Consecutive editions advertising schedules only.

MATERIAL SPECIFICATIONS & DEADLINES:

Dimensions: 120x240
File size: 25k maximum
Image file format: GIF or JPG.
(Sorry we are unable to accept Animated GIF or Flash files)
Materials due: 15 business days prior to start date

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. Note: 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.

To reserve your opportunity, please contact your account manager, email industrypartnerrelations@asaecenter.org, or call 202-626-2889.

Have You Heard the News? Introducing the new ASAE Learning Online experience that offers lifelong professional development solutions - whether its virtual or in-person, blended or self-paced, designed for all courses, and highly accessible. Try it today. [More]

Assess Your Member Relationships
Looking at the connection with members as a relationship and not a business transaction means listening to what they need and analyzing your responsiveness to those needs. Some ways to connect and engage more thoughtfully. [More]

Advice for Pandemic-Fatigued Managers
COVID-19 may be waning, but it’s leaving behind a throng of exhausted managers and teams. The advice from the early months of the crisis still holds: Don’t stick with old ways of working that aren’t effective anymore, and make time for self-care. [More]

ASAE’s 21st Annual Power of A – Summit Awards is the premier event in the association industry honors six extraordinary organizations that exemplify the invaluable contributions that associations make to America and the world. [More]

Let’s celebrate the achievements of LGBTQ+ association professionals and recognize their role in the association industry. Hear Don'té P. Shannon, FASAE, CAE share his story and share your own. [More]

Ten years after calling for radical change in their landmark bestseller, authors Harrison Coerver and Mary Byers are back with a guidebook for association leaders navigating a post-pandemic world. Get 10% off with promo code R4R10. [More]