

JULY 2018



The industry's most comprehensive resource of products, services and destinations!

50 WORD ENHANCED LISTING RATES

\$595
Each Additional Category: **\$200**

BONUS:
Display advertisers receive one complimentary listing with each ad placement!

DEADLINES SPACE:
April 6, 2018

MATERIALS:
April 13, 2018

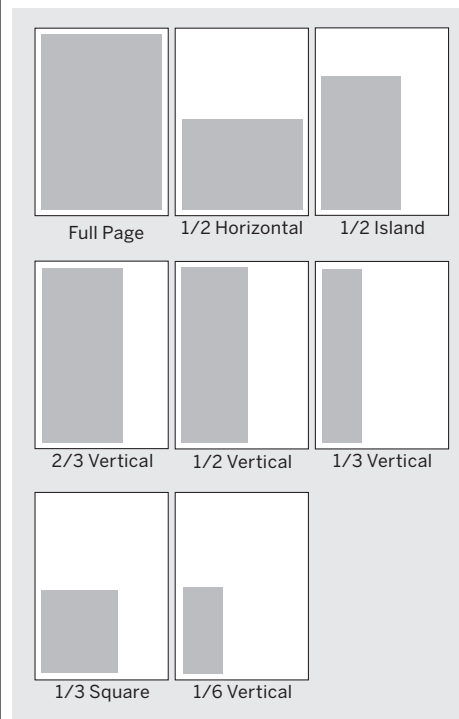
RATES (GROSS)

SIZE	4-Color	B&W
Tab Page	\$12,750	N/A
Double-Side Tab Page	\$14,900	N/A
Back Cover	\$13,630	N/A
Inside Front Cover	\$13,045	N/A
Inside Back Cover	\$12,080	N/A
Full Page	\$11,865	\$8,630
2/3 Page	\$10,280	\$6,885
1/2 Page Island	\$10,065	\$6,675
1/2 Page Vertical	\$8,785	\$5,390
1/2 Page Horizontal	\$8,785	\$5,390
1/3 Page Vertical	\$7,635	\$4,490
1/3 Page Square	\$7,635	\$4,490
1/6 Page	N/A	\$1,995

ALL GUARANTEED SPECIAL POSITIONS:
10% PREMIUM CHARGE

SEE ATTACHED AD SPECS

NOTE: BUYERS' GUIDE AD SPECS ARE DIFFERENT THAN ASSOCIATIONS NOW MAGAZINE SPECS, SEE PAGE 3.



2018 Associations Now Buyers' Guide

THE JULY 2018 PRINT ASSOCIATIONS NOW BUYERS' GUIDE FOCUSES ON ASSOCIATION BUYERS DOING BUSINESS WITH DESTINATIONS AND COMPANIES LIKE YOURS THAT SPECIALIZE IN THE ASSOCIATION MARKET.

Reach ASAE members that actively consult this year-round resource when making purchasing decisions for their organizations.

New 2018 Advertorial Option!

Add your expertise and position your company, DMO or destination as an industry thought leader. Place advertorial content next to your full page ad in the category that best represents your business. Users of the Buyers Guide are looking for expertise and solutions. Show them you're Best of Class! Add one full page of content to your full page display ad for an additional \$1,500. Limit of one advertorial page per category. CVB category limit three.

TO RESERVE YOUR OPPORTUNITY, PLEASE CONTACT YOUR ACCOUNT MANAGER, EMAIL INDUSTRY PARTNERRELATIONS@ASACENTER.ORG, OR CALL 202-626-2889.



New 2018 Advertorial Option!

ADD YOUR EXPERTISE AND POSITION YOUR COMPANY, DMO OR DESTINATION AS AN INDUSTRY THOUGHT LEADER. PLACE ADVERTORIAL CONTENT NEXT TO YOUR FULL PAGE AD IN THE CATEGORY THAT BEST REPRESENTS YOUR BUSINESS. USERS OF THE BUYERS GUIDE ARE LOOKING FOR EXPERTISE AND SOLUTIONS. SHOW THEM YOU'RE BEST OF CLASS!

The industry's
most
comprehensive
resource of
products,
services and
destinations!

FULL PAGE

1. TOTAL OF 500 WORDS

(includes contact info and headlines)

2. ONE (1) COMPANY, DMO OR DESTINATION PHOTO:

- + If necessary, please identify the photo and credits that should be given.
- + Preferably photos that are NOT in the adjacent ad.
- + Please include a TIF or PSD file not smaller than 5.5" x 4" at 300 dpi (Note: photos will be cropped/sized at publisher's discretion.)

3. CONTACT INFORMATION:

- + Contact person and title
- + Company, DMO or Destination name
- + Address
- + Phone / Email / Website

RATES

ADD ONE FULL PAGE OF CONTENT TO YOUR FULL PAGE DISPLAY AD:
\$1,500 NET

LIMIT OF ONE ADVERTORIAL PAGE PER CATEGORY. CVB CATEGORY LIMIT THREE. YOUR FULL PAGE OF CONTENT AND FULL PAGE AD WILL BE PLACED IN THE APPROPRIATE CATEGORY. LIST OF AVAILABLE CATEGORIES WILL BE PROVIDED.

SPACE:

April 6, 2018

MATERIALS:

April 13, 2018

TO RESERVE YOUR OPPORTUNITY, PLEASE CONTACT YOUR ACCOUNT MANAGER, EMAIL INDUSTRY PARTNERRELATIONS@ASAECENTER.ORG, OR CALL 202-626-2889.

Ad Material Submission:

Please upload all display ad and advertorial materials to the following FTP site:

<http://upload.asaecenter.org>

username: **anupload**

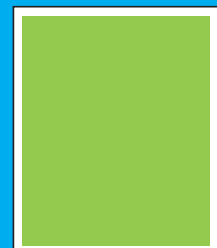
password: **@nfiles**

NOTE: We do not accept ads via email.

NOTE: We reserve the right to edit your submission for size and according to the ASAE style guide.



FULL PAGE
ADVERTORIAL



FULL PAGE AD

Ad Specs

AD SIZE	FINAL TRIM DIMENSIONS	DOCUMENT DIMENSIONS (TRIM PLUS .25" BLEED ALL AROUND)	LIVE AREA DIMENSIONS (TRIM MINUS .375" ALL AROUND INCLUDING GUTTER)
spread bleed	16" x 10.875"	16.5" x 11.375"	7.625" x 10.125" + 7.625" x 10.125"
full page bleed	8" x 10.875"	8.5" x 11.375"	7.625" x 10.125"
2/3 horizontal spread bleed	16" x 7.75"	16.5" x 8"	7.625" x 7.375" + 7.625" x 7.375"
2/3 vertical bleed	5.25" x 10.875"	5.5" x 11.375"	4.875" x 10.125"
1/2 horizontal spread bleed	16" x 5.375"	16.5" x 5.625"	7.625" x 5" + 7.625" x 5"
1/2 horizontal bleed	8" x 5.375"	8.5" x 5.625"	7.625" x 5"
1/2 vertical bleed	4." x 10.875"	4.25" x 11.375"	3.625" x 10.125"
1/2 island bleed	5.75" x 7.75"	6" x 8"	5.375" x 7.375"
full page	7" x 10.125"	N/A	N/A
2/3 vertical	4.5" x 10.125"	N/A	N/A
1/2 horizontal	7" x 4.875"	N/A	N/A
1/2 vertical	3.375" x 10.125"	N/A	N/A
1/2 island	4.5" x 7.25"	N/A	N/A
1/3 vertical	2.125" x 10.125"	N/A	N/A
1/3 square	4.5" x 4.875"	N/A	N/A
1/6 vertical	2.125" x 4.875"	N/A	N/A

AD PREPARATION:

ASAE & the Center accepts only digital files (Mac or PC platform) in the following programs:

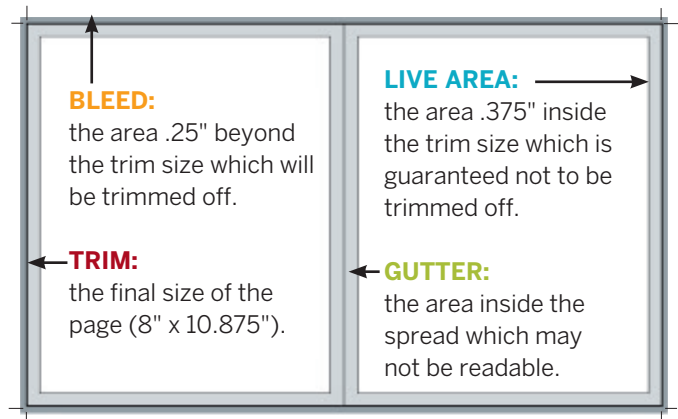
- Indesign (all versions)
- Adobe Illustrator (all versions)
- Adobe Photoshop (all versions)
- high-res PDF files

WHEN PREPARING YOUR AD, PLEASE FOLLOW THESE GUIDELINES:

- Include all artwork, fonts, and the document on your disk.
- Do not use true type fonts.
- Do not use font attributes from the measurement palette, i.e., bold, italic, etc.
- Set all color to CMYK.
- Setup all images as ai, psd, tiff or eps.

AD REPRODUCTION:

For accurate color, font, and rendering reproduction we require a high-end color proof such as Kodak Approval, Iris, or other dot-generated digital proof. We cannot guarantee the accuracy of the color, font, or rendering if a physical proof is not supplied.



AD SUBMISSION:

INTERNET:

<http://upload.asaecenter.org>
 username: anupload
 password: @nfiles

MAIL:

Advertising Production
 ASAE & the Center
 1575 I Street, NW
 Washington, DC 20005
 Tel: 202-371-0940

MUST SEND HIGH-END COLOR PROOF TO MATCH.

EMAIL: We **DO NOT** accept ads via email.