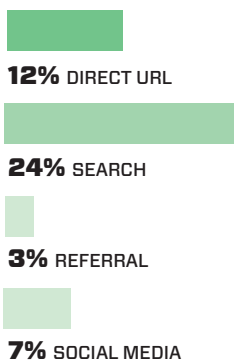


**28%** of people who've already been to the site (our dedicated readers) revisit daily!



## How Are They Getting There?



## Responsive Design Offers Easy Access From Any Device



Source: Google Analytics, June 2017 Report



**54%** EMAIL

## 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 Centers Deliver Targeted Opportunities

- LEADERSHIP
- MEETINGS
- MEMBERSHIP
- MONEY & BUSINESS
- TECHNOLOGY

Average of **100,600+** page views a month

## Enormous Reach—and Engagement

- AVERAGE OF **100,600+** PAGE VIEWS A MONTH
- AVERAGE OF **74,400+** VISITS A MONTH
- AVERAGE OF **51,300+** UNIQUE VISITORS A MONTH

### Run of Site Leaderboard

Leaderboards are run of site, with 7 advertisers rotating equally on every page.

SIZE	3 MONTHS	6 MONTHS	9 MONTHS	1 YEAR
Leaderboard	\$5,495	\$9,820	\$13,500	\$16,695

### Targeted: Leadership

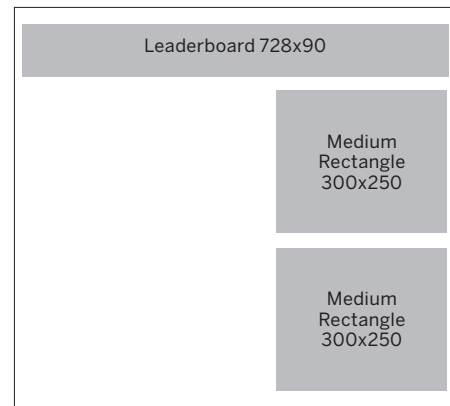
Medium rectangles are targeted by content topic, on every page on the topic, plus additional exposure on articles that aren't within the five topic areas, except for the homepage.

SIZE	3 MONTHS	6 MONTHS	9 MONTHS	1 YEAR
Top medium rectangle	\$8,185	\$14,695	\$19,935	\$27,095
Lower medium rectangle	\$4,915	\$8,835	\$12,520	\$15,715

### Targeted: Technology, Membership, Money & Business or Meetings

Medium rectangles are targeted by content topic, on every page on the topic except for the homepage.

SIZE	3 MONTHS	6 MONTHS	9 MONTHS	1 YEAR
Top medium rectangle	\$5,295	\$9,540	\$13,145	\$16,500
Lower medium rectangle	\$3,150	\$5,290	\$7,595	\$9,525



ALL ABOVE RATES ARE GROSS

#### LEADERBOARD SPECIFICATIONS:

Advertisers should provide leaderboard banners in 2 sizes to accommodate desktop, tablet/email, and mobile formats:

Desktop dimensions: 728x90

Tablet/email dimensions: 468x60

#### MEDIUM RECTANGLE SPECIFICATIONS:

Dimensions: 300x250

#### STANDARD IMAGE BANNER AD SPECIFICATIONS

File formats accepted: JPG, PNG, GIF (Flash SWF not supported)

Maximum file size: 40kb (10kb for mobile banners)

Image color mode: RGB (not CMYK)

Image resolution: 72dpi

#### FOR GIFS WITH ANIMATION:

Please use slow animation (no blinking ads permitted).

Maximum 5 layers

#### 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.asacenter.org>

**username:** anupload

**password:** @nfiles

