

## LEADERSHIP MONDAY

highlights the latest news, blogs, books, ideas, and tips on leadership and executive management.

## TECHNOLOGY TUESDAY

addresses the pressing issues and profiles innovations in technology that are game changers for associations.

## MEMBERSHIP WEDNESDAY

explores innovators, new ideas, and new solutions to tackling your most common membership issues.

## MONEY & BUSINESS THURSDAY

delivers tips from experts on relevant topics (finance, legal, marketing, workforce/HR, general administration, etc.).

## MEETINGS FRIDAY

covers the newest trends and insights for meeting planners.

48,000+ subscribers

## Enormous Reach—and Engagement

- 48,000+ SUBSCRIBERS
- 20% CLICK-TO-OPEN RATE—NEARLY TWICE THE INDUSTRY AVERAGE!\*

\*Unique click-to-open industry average for nonprofits is 11%.

Source: Google Analytics, July 2016 Report; Silver pop industry standards

## Associations Now Daily News

Daily news, analysis, and insight straight to CEOs' inboxes

ASAE members and a growing non-member audience start every day with exclusive association news analysis and insight from AN. Daily News delivers essential breaking news, daily themed content and blogs, and expert advice every weekday morning on CEOs' and executives' desktops or mobile devices.

- Daily content themes provide targeted opportunities
- Mobile-first design ensures easy mobile access
- Engaging blogs, practical tips, and insightful commentary from AN editors and experts
- Resources for association professionals, such as job postings and more



## 2018 Specs & Rates

SIZE	1 EDITION	6 EDITIONS	12 EDITIONS	24 EDITIONS	48+ EDITIONS
Leaderboard	\$2,475	\$7,720	\$10,850	\$19,540	\$33,215
Top medium rectangle	\$2,900	\$9,180	\$13,275	\$23,895	\$40,620
Lower medium rectangle	\$2,150	\$6,365	\$8,945	\$16,120	\$27,190

### ALL ABOVE RATES ARE GROSS

Leaderboard and medium rectangles are targeted by day:

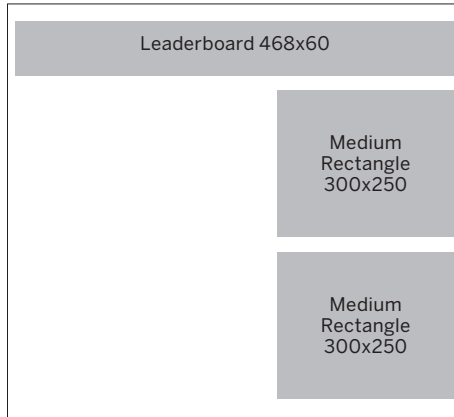
#### Choose your day of the week or topic:

- Leadership Monday
- Technology Tuesday
- Membership Wednesday
- Money & Business Thursday
- Meetings Friday

#### DIMENSIONS:

Leaderboard: 468x60

Medium Rectangles: 300x250



### 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.

### EMAIL-FRIENDLY BANNER AD GUIDELINES

Be sure to use RGB (not CMYK) image color mode.

Microsoft Outlook 2007/2010 and higher will not display CMYK format images.

For GIFs with animation, be sure to include all important information in the first frame.

Microsoft Outlook 2007/2010 and higher, and other email software, will only display the first frame.

### 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.

