**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.

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**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

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57,000+ subscribers

Retargeting available

- 57,000+ SUBSCRIBERS
- DAILY IMPRESSION RANGE: 15,000 - 19,000
# 2019 Specs & Rates

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1 EDITION</th>
<th>6 EDITIONS</th>
<th>12 EDITIONS</th>
<th>24 EDITIONS</th>
<th>48+ EDITIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$2,550</td>
<td>$7,950</td>
<td>$11,175</td>
<td>$20,125</td>
<td>$34,210</td>
</tr>
<tr>
<td>Top medium rectangle</td>
<td>$2,900</td>
<td>$9,180</td>
<td>$13,275</td>
<td>$23,895</td>
<td>$40,620</td>
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<tr>
<td>Lower medium rectangle</td>
<td>$2,215</td>
<td>$6,555</td>
<td>$9,215</td>
<td>$16,605</td>
<td>$28,005</td>
</tr>
</tbody>
</table>

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.

**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

**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.

**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.