

Ask us about how AI has increased our click-to-open-rate from 18% to 35%



Retargeting available

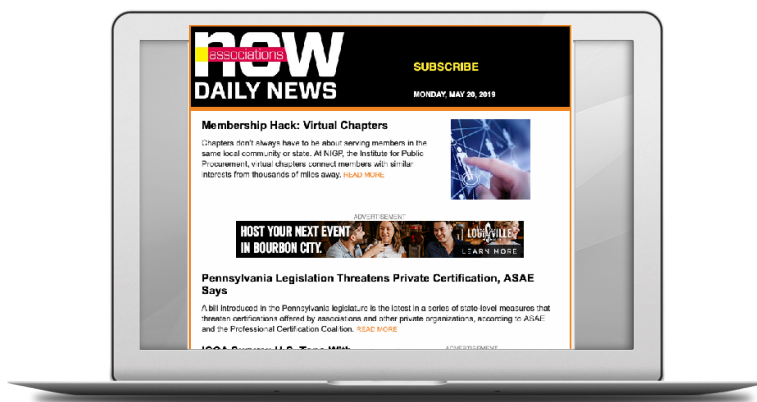
- 57,000+ SUBSCRIBERS
- DAILY IMPRESSION RANGE: 13,000 - 17,000

Associations Now Daily News Monday - Friday

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.

- Mobile-first design ensures easy mobile access
- Engaging blogs, practical tips, and insightful commentary from AN editors and other expert media outlets
- Resources for association professionals, such as job postings and more



Associations Now Daily News Weekend Edition

This is an exclusive single advertiser newsletter with content designed to align with your native content.

- Each Saturday we'll deliver Weekend Edition straight to CEO's inboxes – at a time when inboxes are less cluttered, and agendas are not as demanding.
- As the exclusive advertiser of this special edition, your content and ad message will be the only advertiser messaging in Daily News on this day.
- Eight consecutive editions. A minimum of two pieces of content from Associations Now that is topic specific will be published along with your native content.
- You'll work with our Content Marketing Editors to create your own native content piece that will accompany Weekend Edition.

2021 Specs & Rates

MONDAY-FRIDAY

| SIZE | 1 EDITION | 6 EDITIONS | 12 EDITIONS | 24 EDITIONS | 48+ EDITIONS |
|------------------------|-----------|------------|-------------|-------------|--------------|
| Leaderboard | \$2,625 | \$8,185 | \$11,510 | \$20,730 | \$34,210 |
| Top medium rectangle | \$2,985 | \$9,455 | \$13,675 | \$24,610 | \$40,620 |
| Lower medium rectangle | \$2,325 | \$6,880 | \$9,540 | \$17,435 | \$28,005 |

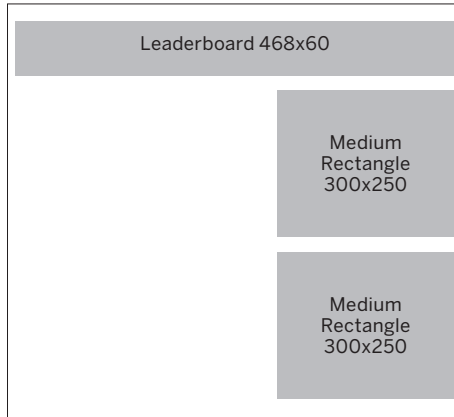
ALL ABOVE RATES ARE GROSS

WEEKEND EDITION

Single Advertiser Newsletter
 Native Content and Medium Rectangle
 8 Editions
 \$39,000 net

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.

