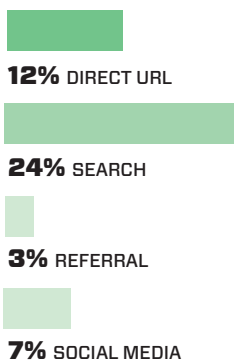


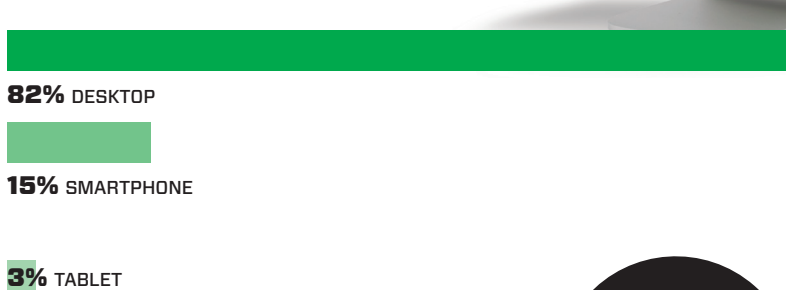
28% of people who've already been to the site (our dedicated readers) revisit daily!



How Are They Getting There?



Easy Access From Any Device



Source: Google Analytics, 2019 Report



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



Enormous Reach—and Engagement

- AVERAGE OF 85,000+ PAGE VIEWS A MONTH
- AVERAGE OF 68,000+ VISITS A MONTH
- AVERAGE OF 49,000+ UNIQUE VISITORS A MONTH

Run of Site

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

SIZE	3 MONTHS	6 MONTHS	9 MONTHS	1 YEAR
Leaderboard	\$5,715	\$10,210	\$13,990	\$17,360
Top medium rectangle	\$6,395	\$11,385	\$15,550	\$19,235
Lower medium rectangle	\$3,845	\$6,830	\$9,325	\$11,540

ABOVE RATES GROSS. MONTHLY IMPRESSION MINIMUM AVG. 12,000 – 14,000

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

ABOVE RATES ARE GROSS. MONTHLY IMPRESSION RANGE: 19,000 - 21,000

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	\$5,715	\$10,295	\$14,195	\$17,820
Lower medium rectangle	\$3,400	\$5,710	\$8,200	\$10,285

ABOVE RATES ARE GROSS. MONTHLY IMPRESSION RANGE: 19,000 - 21,000

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

