

ASAE CENTER.ORG PREMIUM FILM STRIP POSITION



2021 RATES

FLIGHT	GROSS RATES
3 MONTH SCHEDULE	\$6,390
6 MONTH SCHEDULE	\$11,500
9 MONTH SCHEDULE	\$16,295
12 MONTH SCHEDULE	\$23,950

POLICIES

- Full payment for your digital placement is required at the start date of your schedule. One invoice will be generated and due net 30.
- Note: 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.
- All campaigns must run consecutive months.
- Advertisers with a 12 month flight have first right of refusal to their positions for the next year. Confirmation for renewal must be received 60 days prior to the posted deadline to insure renewal of placement.
- ASAE assumes no responsibility for 3rd party tracking discrepancies.

Average Number of Unique Visitors per month—**69,074**

Average Number of Visits per month—**144,920**

Average Number of Page Views per Month—**448,565**

Average time a visitor spends on the site has increased from **1:27 in 2016 to 2:55 today. Retargeting available.**

22,000
GUARANTEED MONTHLY
IMPRESSIONS

SPECIFICATIONS

LOCATION:

Right column of the page in equal rotation, run of site except for the homepage.

DIMENSIONS:

300x600 (Film Strip)

MAXIMUM WEIGHT OF AD:

40k. Recommended animation length, in seconds: 15

IMAGE FILE FORMAT:

GIF or JPG or Animated GIF (Sorry we are unable to accept Flash files)

DEADLINE & SUBMISSION

MATERIALS DUE:

15 days prior to start date. Campaigns will not be adjusted for late materials.

AD MATERIAL SUBMISSION:

Please upload digital ad materials to the following FTP site:
<http://upload.asaecenter.org>

USERNAME: anupload

PASSWORD: @nfiles

TO RESERVE YOUR OPPORTUNITY, PLEASE CONTACT YOUR ACCOUNT MANAGER, EMAIL INDUSTRYPARTNERRELATIONS@ASAECENTER.ORG, OR CALL 202-626-2889.

