

# Inroads



The Center for Association Leadership

## The Inroads Newsletter focuses on the important advocacy issues that impact associations.

These weekly public policy updates are subscribed to by over 14,000 members (nearly 60% reach to CEO's and C-Suite Executives) and published every Thursday.

When your marketing strategy is to influence association decision-makers and associate your brand with the issues that are important to the C-Suite, Inroads delivers on your opportunity. Though Inroads has been in publication for years, we are just now accepting a small number of advertisers. Only one advertiser per issue.

**EXCLUSIVE OPPORTUNITY**

**Only one advertiser per issue!**

## REACH

# 14,000+

## ENGAGED C-SUITE EXECUTIVES!

### ADVERTISING RATES

Exclusive Positioning:  
\$2,900 gross per week

### 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.  
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.

### SPECIFICATIONS

#### DIMENSIONS:

120x240

#### FILE SIZE:

25k maximum

#### IMAGE FILE FORMAT:

GIF or JPG.

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

### DEADLINE & SUBMISSION

#### MATERIALS DUE:

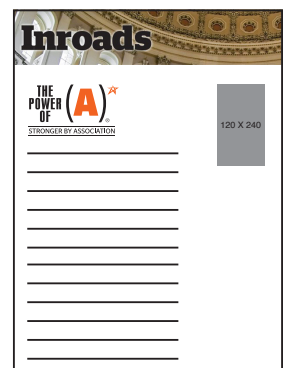
15 business days prior to publication date

#### AD MATERIAL SUBMISSION:

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

**USERNAME:** anupload

**PASSWORD:** @nfiles



**TO RESERVE YOUR OPPORTUNITY, PLEASE CONTACT YOUR ACCOUNT MANAGER, EMAIL [INDUSTRYPARTNERRELATIONS@ASAECENTER.ORG](mailto:INDUSTRYPARTNERRELATIONS@ASAECENTER.ORG), OR CALL 202-626-2889.**