

# CREATE NEW CONNECTIONS



# We Are the Future of Association Leadership

We are ASAE



ASAE is the largest community of C-suite executives and association leaders representing a diverse array of professions. We help associations transform their industries from within by providing a modern digital platform that connects them with experts, industry partners, and solutions to take their organizations to the next level.

HERE'S WHO WE CAN HELP YOU REACH:

**48,000**  
members  
from  
**7,400**  
unique  
organizations

Over  
**10,000**  
C-suite executives,  
plus  
**53,000**  
directors,  
managers, and  
young professionals  
from associations  
spanning a wide  
range of industries

Over  
**86,000**  
monthly visitors to  
ASAECenter.org  
and  
**48,000**  
to  
AssociationsNow.com  
—  
An audience of over  
**55,000**  
readers of the  
Daily News email

# Driving Associations Forward



ASAE has been supporting progress and innovation in associations for more than 100 years. We're constantly evolving to meet the needs of an audience that includes leaders in dynamic organizations that are driving the rapidly changing business environment. Let ASAE connect your brand with our audience of association decision makers and opinion leaders.

## WHO ARE OUR MEMBERS?

### › THEY'RE INFLUENTIAL.

With more than 10,000 C-suite leaders, ASAE's executive audience not only drives decision making within their organizations but also generates change in the industries they lead.

› **THEY'RE LEADERS.** 92 percent of association CEOs review, authorize, recommend, or make purchasing decisions. They're looking for brands and industry partners they can trust to take their associations to the next level.

### › THEY SEEK SOLUTIONS.

As industries advance toward an increasingly digital climate, executives are looking for specialized solutions to manage complex organizational problems. They turn to ASAE as a trusted resource for guidance, expertise, and recommendations.



## HOW CAN YOU REACH OUR AUDIENCE?

› **BRAND AWARENESS:** Influence a diverse group of association professionals who have the power to choose your brand for their organizations' needs.

› **CONTENT MARKETING:** Demonstrate your thought leadership by providing the expertise they're looking for with sponsored content.

› **PARTNERSHIP PROGRAM:** Strengthen your commitment to the industry and your connection to the ASAE community with a partnership tailored to your brand's goals.



# ASAE MEDIA PLAYBOOK

GET CONNECTED

## DIGITAL

- 5 > AssociationsNow.com advertising
- 6 > ASAECenter.org advertising
- 6 > ASAE MarketBASE
- 7 > Email newsletters

## EVENTS

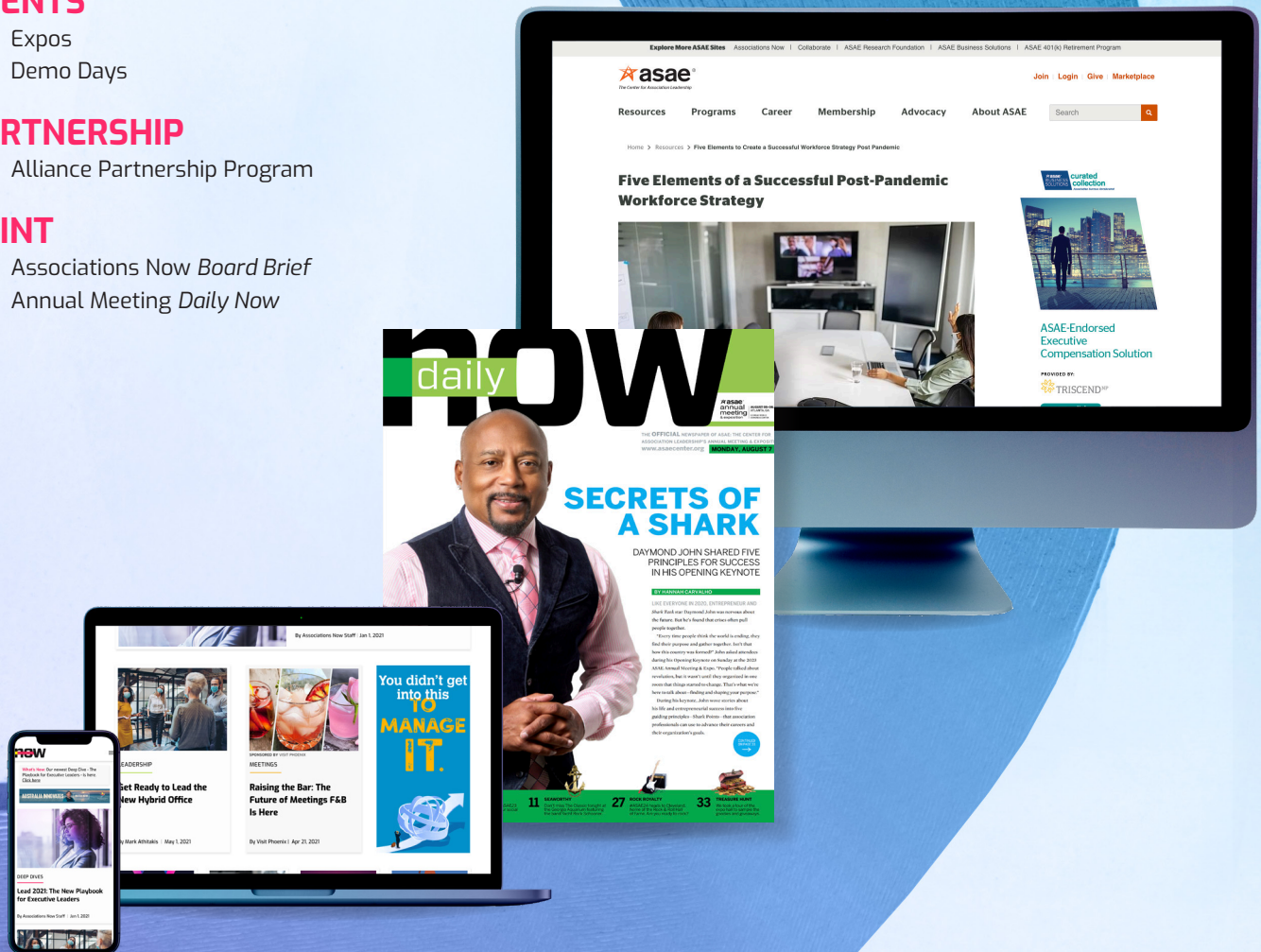
- 8 > Expos
- 8 > Demo Days

## PARTNERSHIP

- 9 > Alliance Partnership Program

## PRINT

- 10 > Associations Now Board Brief
- 10 > Annual Meeting Daily Now





# AssociationsNow.com

## Advertising



Associations Now delivers expert viewpoints, success stories, and thoughtful analysis on association management to an audience of decision makers, influencers, and disrupters in their industries. Reach more than 48,000 monthly visitors with customizable ad solutions.

### RUN OF SITE

Reach Associations Now's entire audience with run-of-site ads in a variety of eye-catching options.

### TARGETED ADS

Refine your audience by pursuing readers of expert industry content that aligns with your brand's messaging. Targeted options include technology, membership, business, meetings, leadership, and workplace.

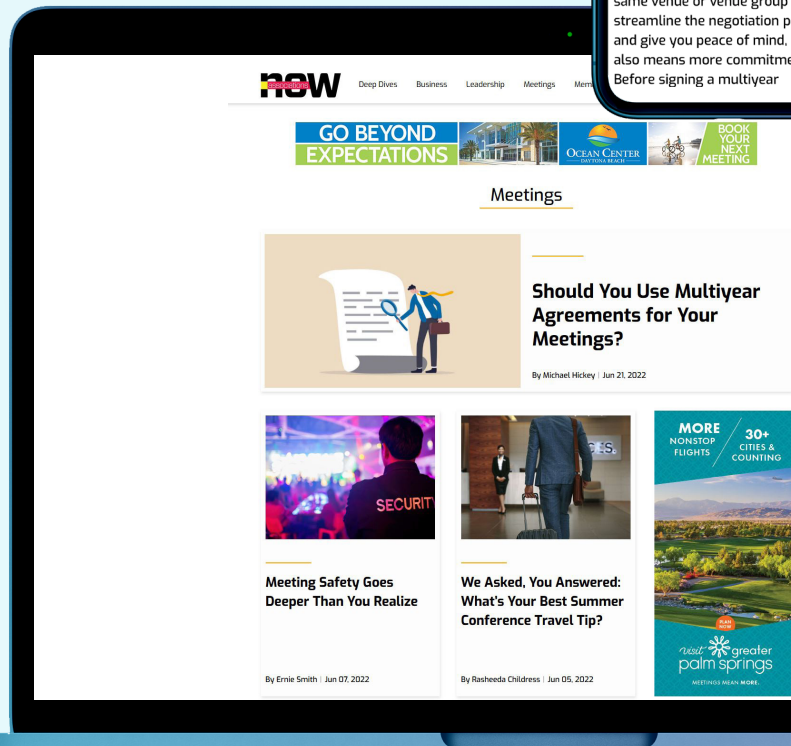
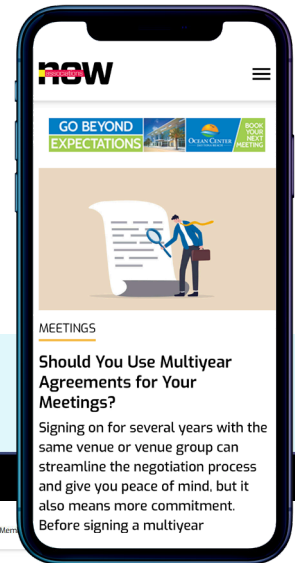
### DEEP DIVE SPONSORED CONTENT

Associations Now takes on relevant, timely issues that are affecting how associations will operate moving forward. Featuring eight to 10 articles, each quarterly Deep Dive will explore a topic in detail and present it to the community.

### RETARGETING

Get exclusive direct access to visitors to the ASAE website, Associations Now website or Daily Now Newsletter and retarget them with your company's ads that will showcase your brand, anywhere they visit online. Options and rates available on request.

➤ Pricing on page 11





## ASAE MEDIA PLAYBOOK

# ASAECenter.org

## Advertising



Reach an audience of more than 86,000 monthly visitors who stay on each page for three minutes, on average. The key stakeholders and association leaders who regularly visit ASAECenter.org have the power to choose your brand, with more than 97 percent of ASAE members reporting that they are involved in purchasing and approval decisions.



### ISSUE SPOTLIGHT



#### Professional Certification

ASAE continues to defend voluntary professional certification at the state and federal levels. Beginning in 2018, associations have seen increasing, often haphazardly written, professional credentialing reform laws across the country. Association advocates have been critical in educating elected officials on the merits of certification and in stopping dangerous legislation in state capitals.

[LEARN MORE >](#)

### GET INVOLVED



#### Grassroots

ASAE calls on its network of informed, passionate association leaders to help communicate the impact of various policy proposals on our sector.

[LEARN MORE >](#)



### LEADERBOARDS

Reach readers who trust ASAE with a top ad position throughout the site that guarantees 8,000 monthly impressions.

### HALF-PAGE FILM STRIPS

Promote your brand in a premium location, with ads running alongside expert industry content and news, for 8,000 guaranteed monthly impressions.

### RETARGETING

Our audience becomes your audience with retargeting. Gain exclusive direct access to visitors to the ASAE website, Associations Now website or Daily Now Newsletter and retarget them with your company's ads that will showcase your brand. Ask us about options and pricing.

### ASAE MARKETBASE

This fully interactive online buyers' guide attracts association leaders who are looking for meeting destinations, products, services, and technology. Demonstrate your brand's thought leadership with this highly engaged and ready-to-convert audience through ads, white papers, product showcases, and more. Visit [www.asaebuyersguide.com](http://www.asaebuyersguide.com).

➤ Pricing on page 11



## ASAE MEDIA PLAYBOOK

# Email

## Newsletter Ads

### > ASSOCIATIONS NOW DAILY NEWS

Engage with more than 55,000 readers looking for daily association news, practical problem-solving approaches, and expert analysis. A 33 percent open rate guarantees impressions with key decision makers from thousands of organizations. Plus, pair relevant sponsored content and ads together in the single-advertiser Weekend Edition.

### > INTOUCH

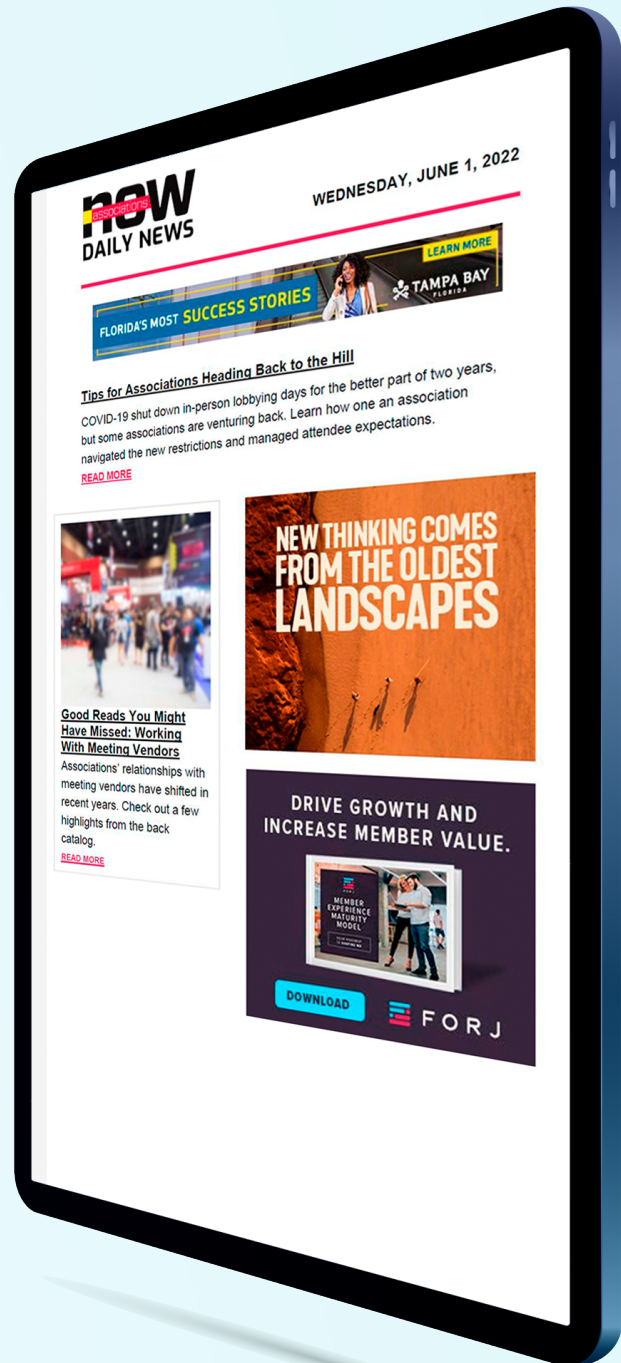
Reach an audience of ASAE members who look to the InTouch newsletters for the latest industry insights, with three targeted newsletters to choose from:

- > **InTouch:** Delivered to more than 17,000 members biweekly
- > **InTouch for CEOs:** Delivered to more than 4,500 members monthly, targeting an exclusive audience of C-suite executives
- > **InTouch for Young Professionals:** Delivered to more than 2,000 members monthly, targeting future association leaders

### > INROADS

This exclusive advertising opportunity puts you in front of more than 10,000 ASAE members who care about the latest updates in public policy. Each biweekly newsletter features only one advertiser, meaning your brand will be top of mind for a highly engaged audience of C-suite executives.

> Pricing on page 12





## ASAE MEDIA PLAYBOOK

# Events



Build and deepen audience relationships when your brand sponsors exclusive ASAE events. Customize your sponsorship and tailor your level of engagement to fit your brand's needs.

### EXPOS

Network with top association executives at annual expos hosted by ASAE:

► **MMC+T Conference:** Demonstrate your new solutions and products to top membership, marcomm, and technology leaders in the association and non-profit world.

► **ASAE Annual Meeting & Exposition:** Reach CEOs and senior management teams looking to exchange knowledge and strategies with other association experts and industry partners.

To build your custom event package, contact the exhibits team at [exhibit@asaecenter.org](mailto:exhibit@asaecenter.org) or 202-626-2805.

### DEMO DAYS

Engage with important audiences through demonstrations of relevant products and technology, including AMS, LMS, marketing automation, and community and virtual platforms, and more.

To learn more, contact Patrick Wilson at [pwilson@asaecenter.org](mailto:pwilson@asaecenter.org) or 202-768-7265.



# Alliance Partnership Program



➤ When you partner with ASAE, you are aligning your brand with the premium source of answers, inspiration, and connections that is trusted by more than 48,000 association professionals. Alliance Partnerships provide opportunities to work with ASAE through customized marketing platforms. The ASAE partnership team will work with you to customize an annual program that best fits your brand's goals.

The three tiers of bundled packages offer unique opportunities for industry partners to build and maintain year-round relationships with ASAE members and accelerate sales. And ask us about a limited number of one-off sponsorship opportunities.

To bring your brand to the next level with an Alliance Partnership, contact the partnership team:

**Allison Cabaniss**  
Director, Alliance Partnership Operations  
acabaniss@asaecenter.org  
202-326-9552

**Derek Saunders, IOM,**  
Associate Director, Partner Experience  
dsaunders@asaecenter.org  
202-220-4510

ASAE's Alliance Partnership is the perfect fit because they provide a customized approach to build market share based on our strategic objectives and goals that has proven results in elevating our brand within our competitive set."

**Dan Williams**  
Senior Vice President  
of Convention Sales  
Experience Columbus



## ASAE MEDIA PLAYBOOK

# Print

### ➤ ASSOCIATIONS NOW BOARD BRIEF

Reach both CEOs and their organizations' volunteer leaders in this annual print publication that speaks directly to the board audience. This concise guide offers critical articles on governance roles and responsibilities, essential tools, and more for the leadership teams that make major strategic and purchasing decisions for their organizations.

### ➤ ANNUAL MEETING DAILY NOW

Reach attendees of the ASAE Annual Meeting & Exposition with *Daily Now*, the official daily paper delivered to onsite attendees and distributed throughout event spaces. Your ad will appear in both editions for maximum impressions, with customizable placement options for your goals.

➤ Pricing on page 13



## ASAE MEDIA PLAYBOOK

# Pricing

### ASSOCIATIONSNOW.COM ADS

ALL RATES ARE NET

	POSITION	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS	AVERAGE MONTHLY IMPRESSIONS	SPECIFICATIONS
<b>RUN OF SITE</b>	Top Large Leaderboard (Shared Rotation of 7 advertisers rotating equally on the site)	\$5,050	\$9,025	\$12,370	\$15,345	5,000	Desktop 970 x 90; Mobile 320 x 50
	Anchor Large Leaderboard (Shared Rotation of 7 advertisers rotating equally on the site)	\$4,450	\$7,915	\$10,795	\$13,375	5,000	Desktop 970 x 90; Mobile 320 x 50
<b>TOPIC LANDING PAGES</b> Business, Leadership, Meetings, Membership, Technology or Workplace	Top Film Strip (Exclusive to every article on the content topic)	\$7,305	\$12,850	\$17,525	\$21,680	2,000	300 x 600
<b>HOMEPAGE</b>	Top Film Strip (Exclusive to homepage)	\$5,635	\$9,875	\$13,420	\$16,550	2,000	300 x 600
Topic Landing pages and Homepage include a 30,000 impression retargeting campaign over a one month period. Please let your Account Manager know which month during your schedule you would like the campaign to run.							300x250, 300x600, 728x90
<b>DEEP DIVE</b>	Sponsored Content				\$14,900		Desktop 970 x 90; Mobile 320 x 50; Filmstrip 300x600

### ASAE CENTER.ORG ADS

ALL RATES ARE NET

Position	1 month	3 months	6 months	9 months	12 months
Leaderboard (728x90; 970x90; 320x50)	\$2,975	\$4,690	\$8,525	\$12,050	\$14,875
Half-page Film Strip (300x600)	\$5,275	\$6,625	\$11,925	\$16,895	\$19,950



## ASAE MEDIA PLAYBOOK

### EMAIL NEWSLETTERS

ALL RATES ARE NET

	Position	1 edition	6 editions	12 editions	24 editions
<b>Daily News</b>	Leaderboard (468x60)	\$2,820	\$8,800	\$12,340	\$22,300
	First Rectangle (300x250)	\$2,920	\$9,135	\$12,900	\$23,675
	Second Rectangle (300x250)	\$2,685	\$7,940	\$11,175	\$20,415
	Anchor Leaderboard (468x60)	\$2,160	\$6,310	\$8,830	\$15,980

		1 edition	3 editions	6 editions	9 editions	12 editions
<b>InTouch and InTouch for CEOs</b>	Leaderboard (468x60)	\$2,900	\$5,180	\$9,200	\$11,350	\$13,295
	Left or right medium rectangle (300x250)	\$2,380	\$3,710	\$5,670	\$7,000	\$8,200
<b>InTouch for Young Professionals</b>	Leaderboard (468x60)	\$1,370	\$2,440	\$4,125	\$4,855	\$5,690
	Left or right medium rectangle (300x250)	\$1,185	\$1,955	\$3,305	\$4,065	\$4,770
<b>Inroads</b>	Exclusive single-advertiser position (120x240)	\$2,900	\$5,180	\$9,200	\$11,350	\$13,295

## ASAE MEDIA PLAYBOOK

### BOARD BRIEF

ALL RATES ARE NET

Placement	4-Color
Full page	\$12,285
Back cover	\$14,490
Inside front cover	\$13,860
Inside back cover	\$12,915
2/3 page vertical	\$10,395
1/2-page island	\$10,185
1/2-page horizontal or vertical	\$9,030
1/3 page vertical or square	\$7,875

### DAILY NOW

ALL RATES ARE NET

Placement	Rate
Two-page spread	\$15,015
1/2-page horizontal spread	\$10,700
Tabloid page	\$9,975
1/2-page horizontal	\$7,725
Junior tabloid page	\$7,725
Cover IV	\$11,300
Cover II	\$10,750
Bellyband (one-day rate)	\$13,810

### EVENTS

To build your custom event package, contact the exhibits team at [exhibit@asaecenter.org](mailto:exhibit@asaecenter.org) or 202-626-2805.

**Kelly Price, CEM, DES, Senior Director, Exhibitions & Attendee Management**

[kprice@asaecenter.org](mailto:kprice@asaecenter.org)

202-626-2739

### ALLIANCE PARTNERSHIP PROGRAM

To bring your brand to the next level with an Alliance Partnership, contact the partnership team:

**Allison Cabaniss Director, Alliance Partnership Operations**

[acabaniss@asaecenter.org](mailto:acabaniss@asaecenter.org)

202-326-9552

**Derek Saunders, IOM, Associate Director, Partner Experience**

[dsaunders@asaecenter.org](mailto:dsaunders@asaecenter.org)

202-220-4510



## ASAE MEDIA PLAYBOOK

# Contact



Contact us to discuss fully customizable advertising, content marketing, sponsorship, and partnership opportunities that align with your brand's goals.

### MEDIA AND PARTNERSHIP

#### Ruth Evetts

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Alabama, Arkansas, Florida,  
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