

CONNECTIONS
CREATE NEW

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
69,000
unique monthly
visitors to
ASAECenter.org
and
48,000
to
AssociationsNow.com

An audience of over
63,000
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 and the Associations Now products are an imperative in our annual marketing plans for influencing the C-suite to consider meeting in Atlanta. We know our messaging is reaching its target when it is delivered through the ASAE channels."

Mark Vaughan
Executive Vice President
and Chief Sales Officer
Discover Atlanta

GET CONNECTED

DIGITAL

- 5 > AssociationsNow.com advertising
- 6 > AssociationsNow.com sponsored content
- 7 > Associations Now Live
- 8 > ASAEcenter.org advertising
- 8 > ASAE MarketBASE
- 9 > Email newsletters

EVENTS

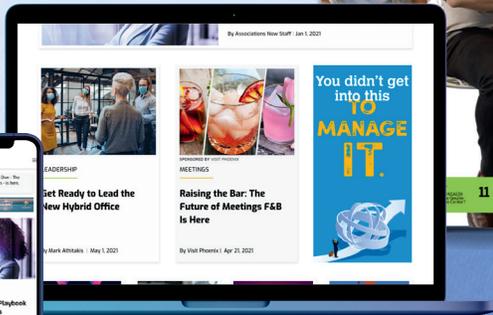
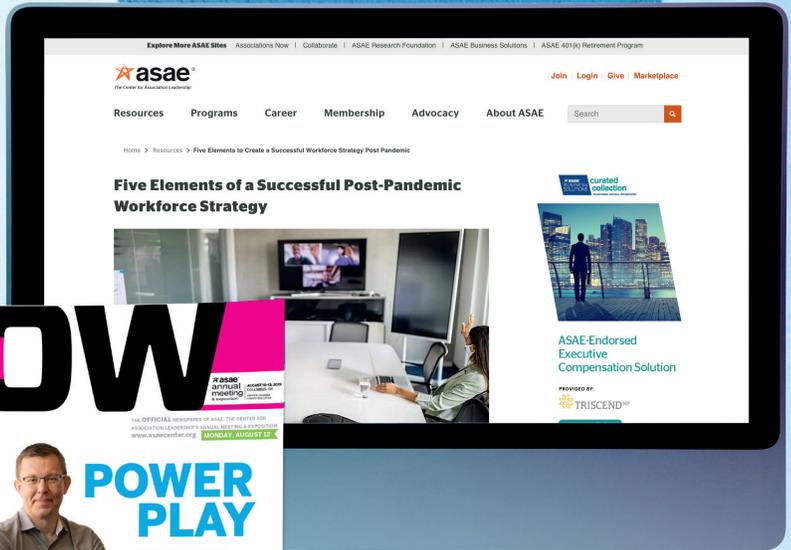
- 10 > Expos
- 10 > Demo Days

PARTNERSHIP

- 11 > Alliance Partnership Program

PRINT

- 12 > Associations Now Board Brief
- 12 > 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 unique monthly visitors with customizable ad solutions.

RUN OF SITE

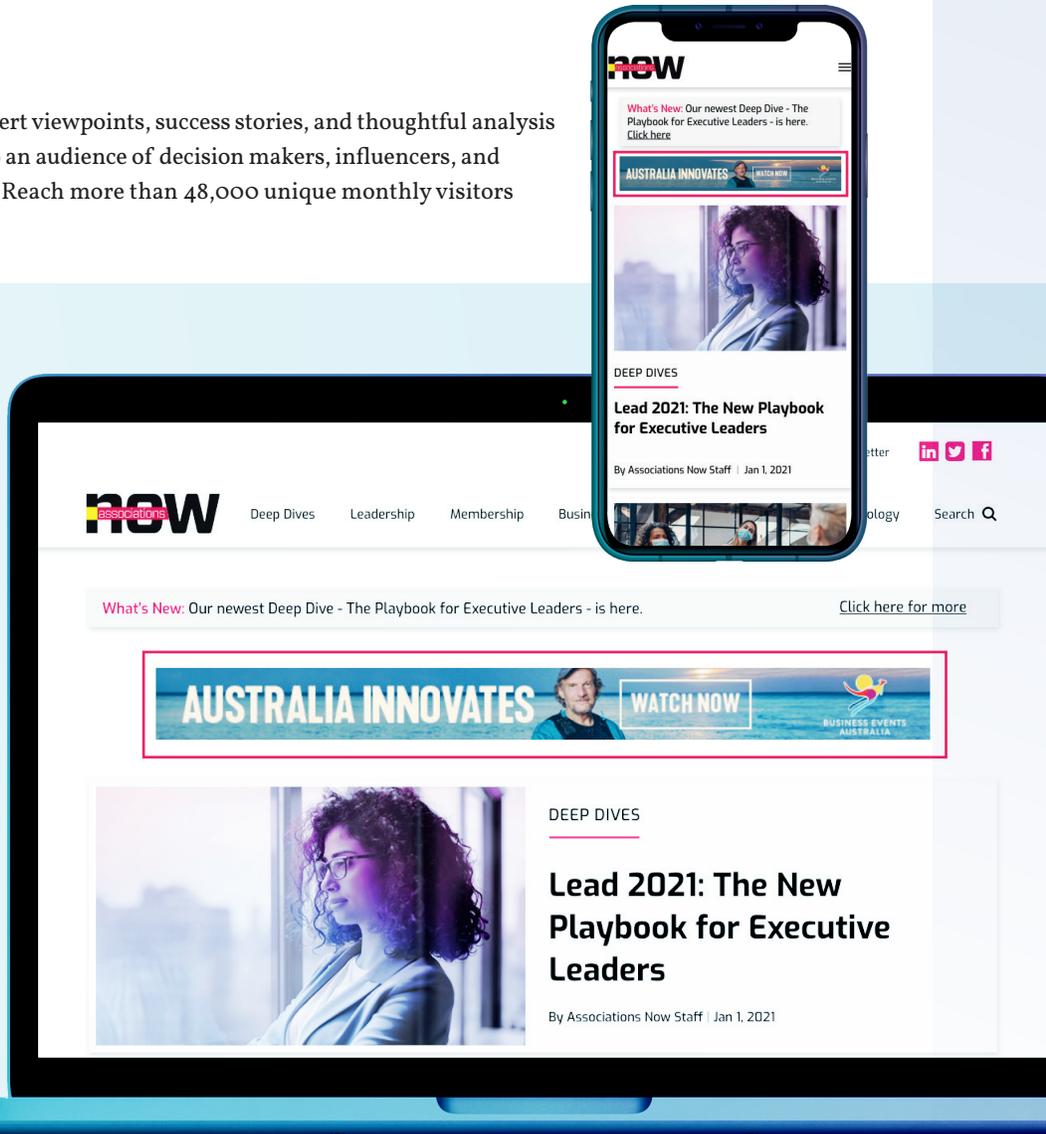
Reach Associations Now's entire audience with run-of-site ads in a variety of eye-catching options.

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.

RETARGETING

Dive deeper with prospective customers who already know your brand with retargeting options that showcase your ads across the web.



My team and I rely on Associations Now for timely input and insights into the dynamic and ever-changing association marketplace. Without AN, we are less knowledgeable and less able to make critical, timely decisions that drive our organization."

Peter J. O'Neil | Chief Executive Officer | ASIS International

AssociationsNow.com

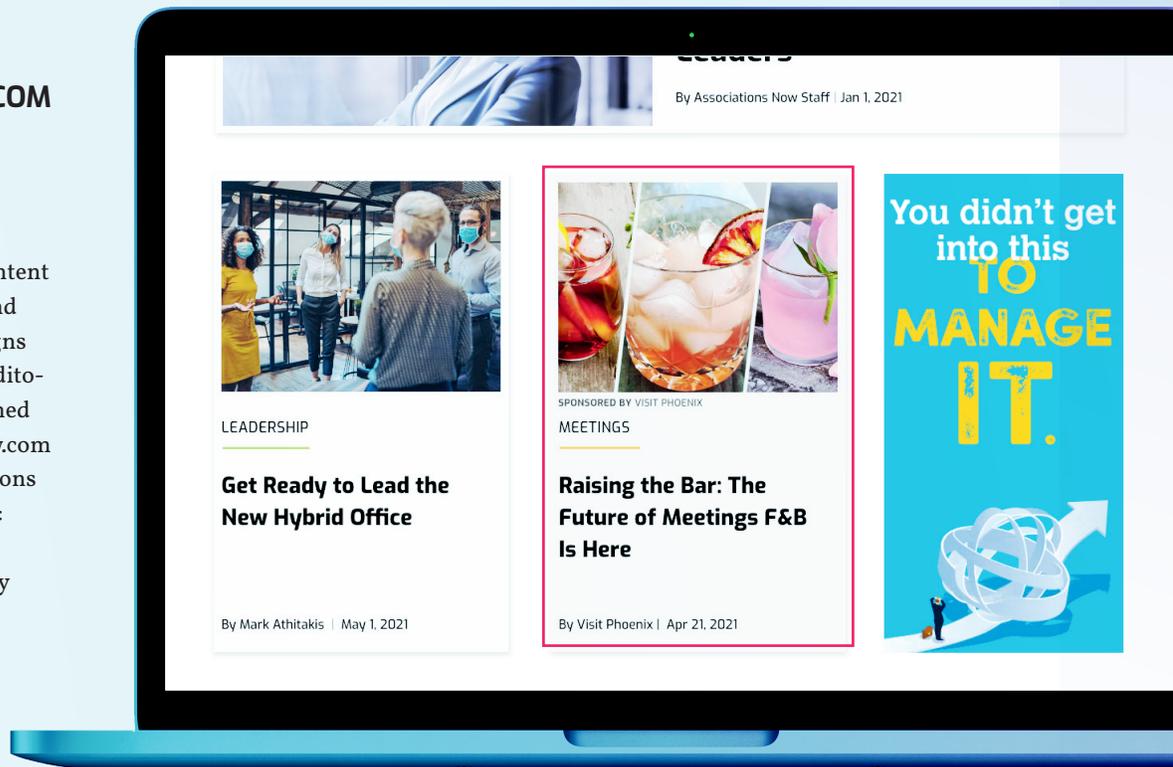
Sponsored Content



Association executives rely on Associations Now for problem-solving insights, thought leadership, and award-winning reporting and analysis. Work with our custom media team to develop unique content that's widely consumed by current executives and young professionals who represent the future of association leadership.

ARTICLES: ASSOCIATIONSNOW.COM AND ASSOCIATIONS NOW DAILY NEWS

Demonstrate your brand's unique expertise with fully customizable sponsored content packages. Guest columns and multiweek content campaigns integrate seamlessly with editorial content, and are published weekly on AssociationsNow.com and distributed in Associations Now Daily News. The result: Your brand is positioned as a go-to resource for industry knowledge.



ASAE's native content program allowed us to spotlight the success of Feathr's association customers and share marketing best practices through the industry-leading media platform of Associations Now, ultimately resulting in high-quality inbound leads for the Feathr sales team. We'll be looking to expand and extend our marketing efforts with ASAE in the year ahead."

Aidan Augustin (he/him) | President and Cofounder | Feathr

AssociationsNow.com

Video Content

ASSOCIATIONS NOW LIVE

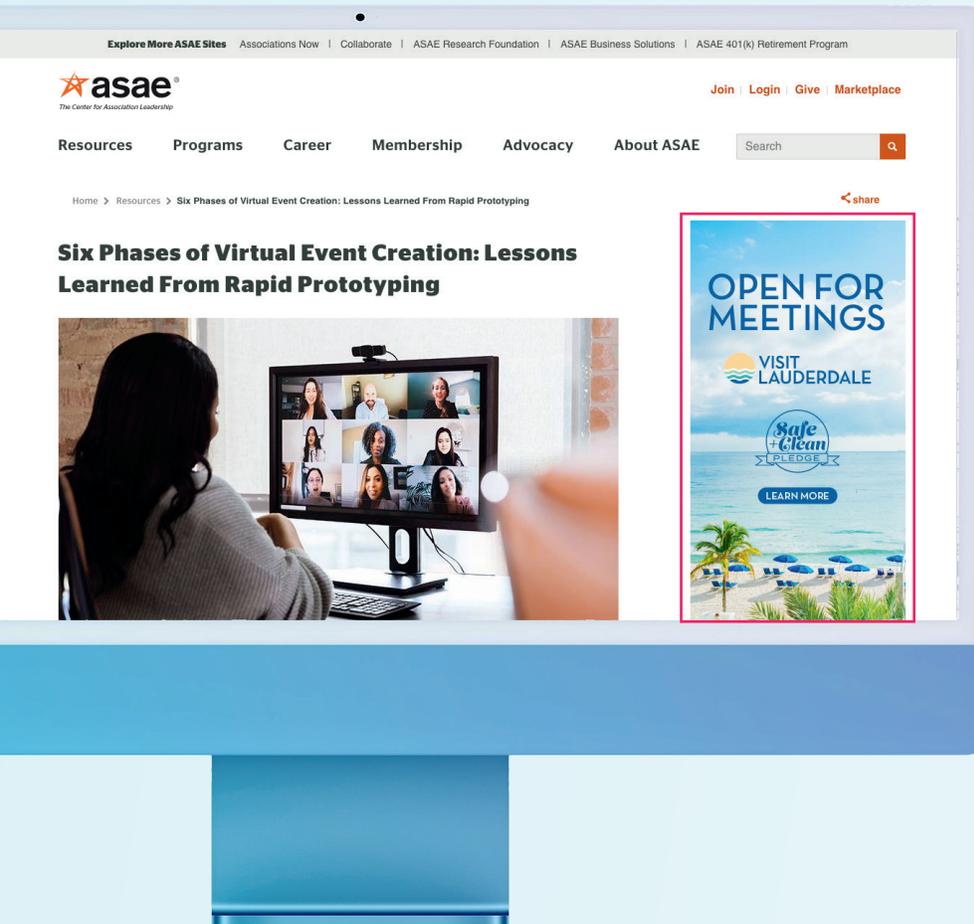
ASAE's studio-produced newsmagazine show, Associations Now Live, covers vital issues that affect association executives in an engaging, conversational format. When you sponsor Associations Now Live, you link your brand to the thoughtful exploration of challenges in association leadership.



ASAECenter.org

Advertising

➤ Reach an audience of more than 69,000 unique 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.



LEADERBOARDS

Reach readers who trust ASAE with a top ad position throughout the site that guarantees 20,000 monthly impressions.

HALF-PAGE FILM STRIPS

Promote your brand in a premium location, with ads running alongside expert industry content and news, for 20,000 guaranteed monthly impressions.

RETARGETING

Dive deeper with prospective customers who already know your brand with retargeting options that showcase your ads across the web.

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.

Email

Newsletter Ads

> ASSOCIATIONS NOW DAILY NEWS

Engage with more than 63,000 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.

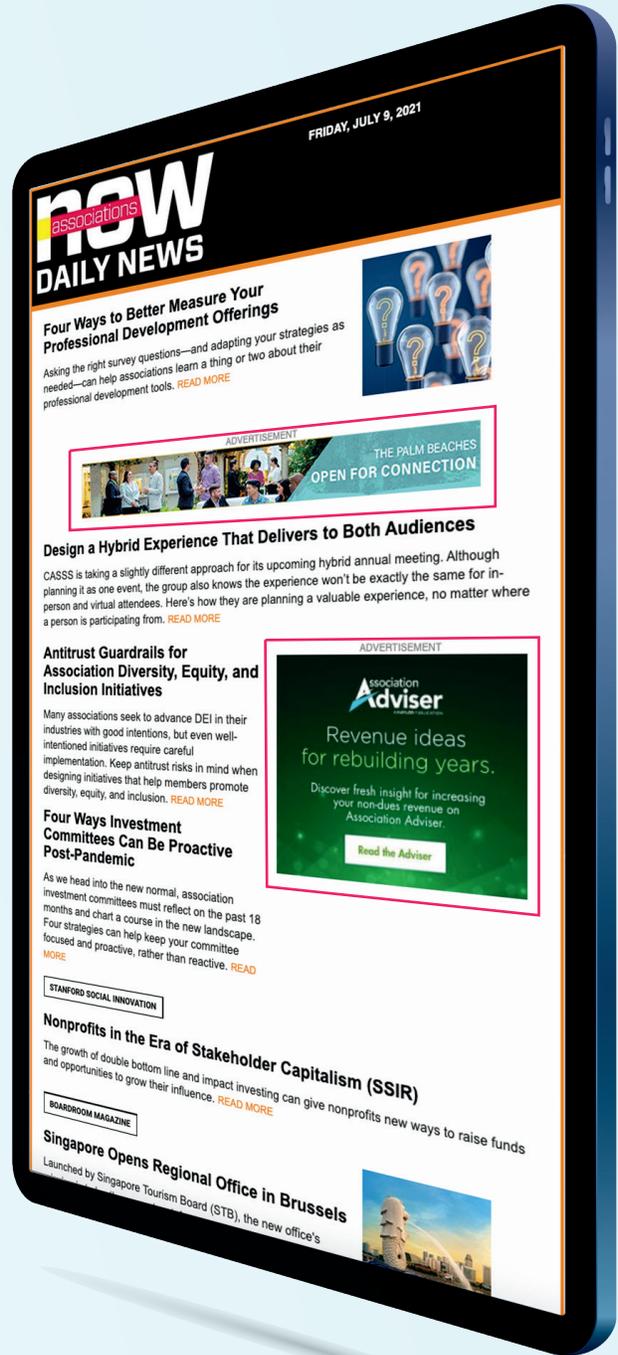
> INTOUCH

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 25,000 members biweekly
- > **InTouch for CEOs:** Delivered to more than 6,000 members monthly, targeting an exclusive audience of C-suite executives
- > **InTouch for Young Professionals:** Delivered to more than 3,300 members monthly, targeting future association leaders

> INROADS

This exclusive advertising opportunity puts you in front of more than 14,000 ASAE members who care about the latest updates in public policy. Each weekly newsletter features only one advertiser, meaning your brand will be top of mind for a highly engaged audience of C-suite executives.



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 three annual expos hosted by ASAE:

► **Technology Exploration Conference:** Get in front of change makers in charge of IT strategy and implementation, including CEOs, CTOs, and IT directors.

► **Marketing, Membership & Communications Conference:** Influence CMOs, marketers, and membership professionals in the association and nonprofit space.

► **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 sponsorship package, contact the exhibits team at 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.

To learn more, contact Patrick Wilson at pwilson@asaecenter.org or 202-768-7265.

We view the digital and live engagement opportunities offered by ASAE as a central element of our annual marketing and business development strategy. The ASAE team is responsive and creative, and the marketing opportunities they offer are refreshed each year. This makes their offerings among the most effective and efficient marketing opportunities available to us in any year."

Alex DeBarr
President and CEO
Naylor Association Solutions

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.

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

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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

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 all three editions for maximum impressions, with customizable placement options for your goals.



Contact



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

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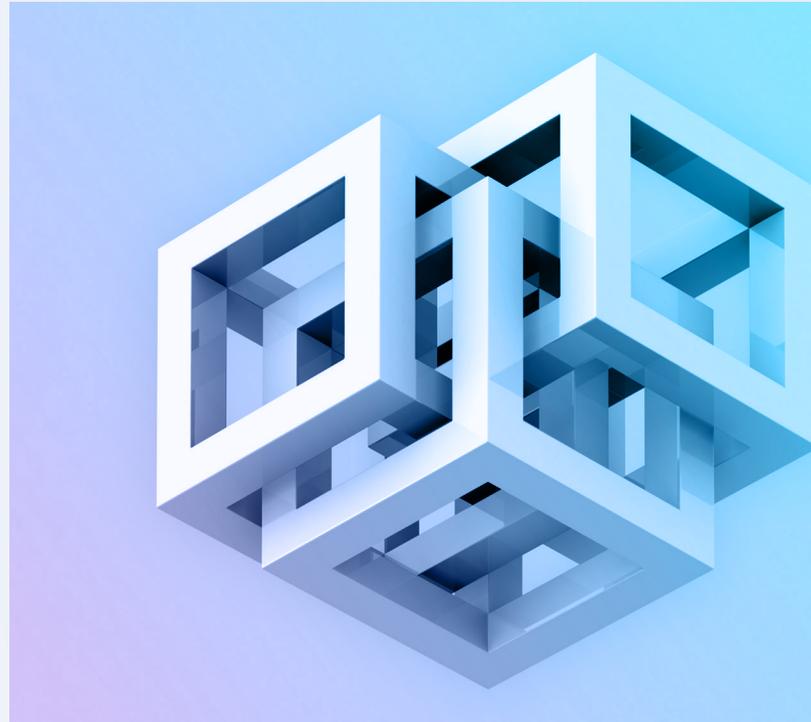
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