

# now associations Deep Dive

Associations Now editors take on relevant, timely issues that are impacting how associations will operate moving forward. Every other month a new Deep Dive will feature one important topic that our editors will explore and present to the community.

- Each Deep Dive will feature 10-15 articles
- Articles will be featured in Daily News during a two-month period to continually drive readers to the full content
- The full Deep Dive feature resides on AssociationsNow.com for 12 months
- Social channels will be activated to drive traffic to AssociationsNow.com Deep Dives

## Lineup:

**January 12, 2022:** CEO Board Management Toolkit

**March 14, 2022:** The New Technology Landscape

**May 9, 2022:** DEI in Associations: Doing the Work

**July 18, 2022:** The A-List: 10 CEO's

Who Reinvented the Association Workplace

## Sponsorship

(Limited to a total of four co-sponsors amongst the levels below)

### Tier One Sponsorship

\$14,900 net

Priority ad positioning plus

One sponsored content article

### Tier Two Sponsorship

\$9,900 net

Anchor Leaderboard

ad positioning in Deep Dive

### DEADLINES:

#### AD & CONTENT

January Deep Dive: December 16, 2021

March Deep Dive: February 7, 2022

May Deep Dive: April 4, 2022

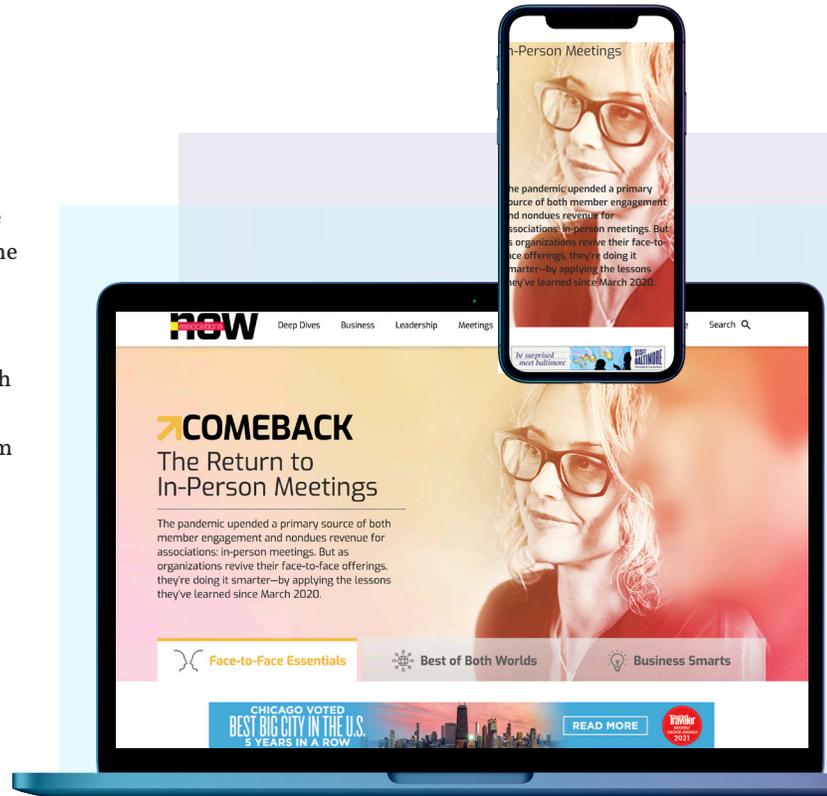
July Deep Dive: June 13, 2022

### MORE DETAILS:

Guidelines for the sponsored content pieces for these packages:

- Sponsored articles are integrated with *Associations Now* editorial content and must be written in an editorial style and voice by our publishing partner Revmade.
- Revmade will ensure that topics for the sponsored content don't overlap with editorial content.
- Maximum length is 800 words.
- The ASAE editorial team will select an image to accompany the text, consistent with the subject matter of the article.

For further details, please contact your account manager, email [industrypartnerrelations@asaecenter.org](mailto:industrypartnerrelations@asaecenter.org), or call 202-626-2889.



### MATERIAL SPECIFICATIONS:

#### Dimensions:

Large Leaderboard: Desktop (970x90) and Mobile (320x50). Advertisers must provide leaderboard banner in 2 sizes to accommodate desktop, tablet/email, and mobile formats. Plus Tier One advertisers to also provide a Filmstrip ad (300x600).

#### File formats accepted:

JPG, PNG, GIF (Sorry we are unable to accept Flash files)

#### For gifs with animation:

Please use slow animation (no blinking ads permitted). Maximum 5 layers

#### Maximum file size:

40kb (10kb for mobile banners)

#### Image color mode:

RGB (not CMYK)

#### Image resolution:

72dpi

#### Ad Material Submission:

Please upload digital ad materials to the following FTP site:

<http://upload.asaecenter.org>

**username:** anupload

**password:** @nfiles

We do not accept ads via email.

#### 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.