

now associations AssociationsNow.com

AssociationsNow.com

Delivering real-time news and analysis from AN editors, magazine articles, and trusted association resources, AssociationsNow.com serves as a fully integrated site and the go-to online and mobile resource for all association professionals.

28%

of people who've already been to the site (our dedicated readers) revisit daily!

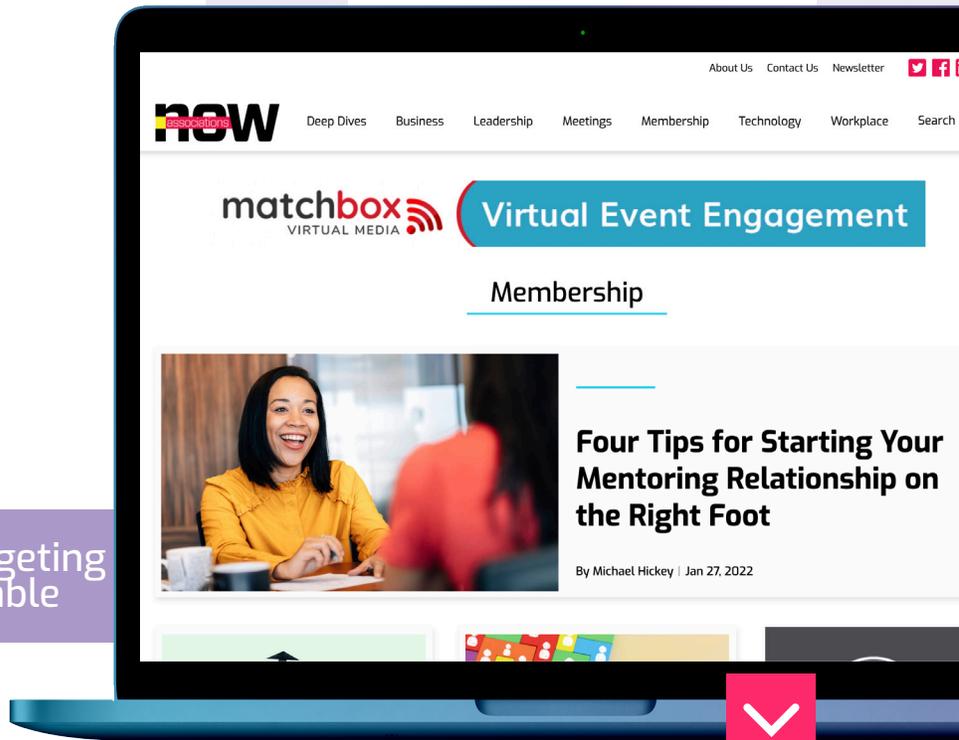
Themed Topic Landing Pages Deliver Targeted Opportunities

- › BUSINESS
- › LEADERSHIP
- › MEETINGS
- › MEMBERSHIP
- › TECHNOLOGY
- › WORKPLACE

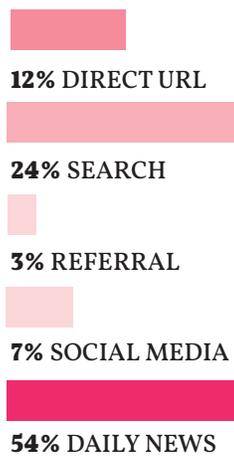
Enormous Reach—and Engagement

- › AVERAGE OF 85,000+ PAGE VIEWS A MONTH
- › AVERAGE OF 68,000+ VISITS A MONTH
- › AVERAGE OF 48,000+ UNIQUE VISITORS A MONTH

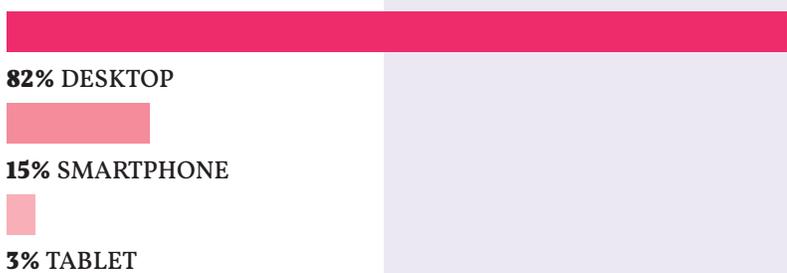
Retargeting Available



How Are They Getting There?



Easy Access From Any Device



Source: Google Analytics, 2019 Report

NOW SERVING CONTENT ON Google News



Specs & Rates

All rates are net

	POSITION	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS	MONTHLY IMPRESSION RANGE	SPECIFICATIONS
RUN OF SITE	Top Large Leaderboard (Shared Rotation of 4 advertisers rotating equally on the site)	\$5,050	\$9,025	\$12,370	\$15,345	10,000 - 14,000	Desktop 970 x 90; Mobile 320 x 50
	Top Film Strip (Exclusive to homepage and rotates throughout the site)	\$5,435	\$9,675	\$13,220	\$16,350	10,000 - 14,000	300 x 600
	Anchor Large Leaderboard (Shared Rotation of 4 advertisers rotating equally on the site)	\$4,450	\$7,915	\$10,795	\$13,375	10,000 - 14,000	Desktop 970 x 90; Mobile 320 x 50
	Anchor Film Strip (Exclusive to homepage and rotates throughout the site)	\$3,465	\$6,155	\$8,400	\$10,395	10,000 - 14,000	300 x 600
TOPIC LANDING PAGES Business, Leadership, Meetings, Membership, Technology or Workplace	Top Film Strip (Exclusive to every page on the content topic except for the homepage)	\$7,105	\$12,650	\$17,325	\$21,480	19,000 - 21,000	300 x 600
	Anchor Film Strip (Exclusive to every page on the content topic except for the homepage)	\$4,180	\$7,440	\$10,185	\$12,625	19,000 - 21,000	300 x 600
HOMEPAGE (Available in March)	Pushdown Unit (Exclusive to homepage and will automatically expand in size)	7 DAY Duration (Sunday-Saturday) \$6,395				3,000-5,000	Desktop 970 x 90
DEEP DIVE	Tier One/Sponsored Content				\$14,900		Desktop 970 x 90; Mobile 320 x 50; Film Strip 300 x 600
	Tier Two				\$9,900		Desktop 970 x 90; Mobile 320 x 50

STANDARD IMAGE BANNER AD SPECIFICATIONS

File formats accepted: JPG, PNG, GIF
(Flash SWF not supported)

Maximum file size: 40kb

Image color mode: RGB (not CMYK)

Image resolution: 72dpi

For GIFs with animation:

Please use slow animation
(no blinking ads permitted).

Maximum 5 layers

Note: Include important information in the first frame for banners appearing in emails as outlook doesn't support animated files.

MOBILE- AND TABLET-FRIENDLY BANNER AD GUIDELINES

To maximize impact on mobile devices and tablets, keep text brief and use the largest text size possible.

DEADLINE & SUBMISSION

Materials due:

15 business days prior to start date

Ad Material Submission:

Please upload digital ad materials to the following FTP site:

<http://upload.asaecenter.org>

username: anupload

password: @nfiles

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. 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.

