

THE ASSOCIATIONS NOW BOARD BRIEF: A QUICK GUIDE TO VOLUNTEER LEADERSHIP

WINTER 2023

THE ASSOCIATIONS NOW BOARD BRIEF

Associations Now's annual publication for the board audience presents a concise how-to guide for boards offering short articles, tools, and samples. It is the only publication that reaches the volunteer leaders of associations – the elected officers and directors. These crucial partners are actively involved in their association's major purchasing decisions and meeting site selection.

Board Brief delivers bonus circulation in addition to ASAE's 21,000+ subscribers with up to an additional 6,000 copies purchased each year for volunteer leaders!



**Bonus
Circulation
with Limited
Space
Available!**

**Nearly 72% of
Association
Boards have
influence on
site selection**

RATES (NET)

SIZE	4-COLOR	B&W
Full Page	\$10,835	\$8,490
Back Cover	\$12,805	N/A
Inside Front Cover	\$12,255	N/A
Inside Back Cover	\$11,460	N/A
1/2 Page Spread	\$12,820	\$11,065
Two Page Spread	\$17,330	\$14,950
2/3 Page	\$9,175	\$6,650
1/2 Page Island	\$8,970	\$6,445
1/2 Page Horizontal	\$7,715	\$5,210
1/3 Page	\$6,770	\$4,265

DEADLINES

SPACE:

November 3, 2022

MATERIALS:

November 10, 2022

TO RESERVE YOUR OPPORTUNITY, PLEASE CONTACT YOUR ACCOUNT MANAGER, EMAIL INDUSTRYPARTNERRELATIONS@ASAECENTER.ORG, OR CALL 202-626-2889.

ASSOCIATIONS NOW BOARD BRIEF SPECS & RATES

Ad Close Dates

	DELIVERY DATE	AD CLOSE	MATERIALS DUE
Winter Board Brief 2023	Late January	11/3/2022	11/10/2022

MATERIAL SUBMISSION:

<http://upload.asaecenter.org>

username: anupload

password: @nfiles

Must send high-end color proof to match.

Note: We do not accept ads via email.

We accept only digital files in the following formats:

- Adobe InDesign (all versions)
- Adobe Illustrator (all versions)
- Adobe Photoshop (all versions)
- High-res PDF files

When preparing your ad, please follow these guidelines:

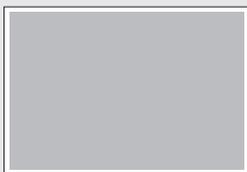
- Include all artwork, fonts, and the document on your disk.
- Do not use True Type fonts.
- Do not use font attributes from the measurement palette, i.e., bold, italic, etc.
- Set all color to CMYK.
- Set up all images as tiff or eps.

For accurate color, font, and rendering reproduction, we require a high-end color proof such as Kodak Approval, Iris, or other dot-generated digital proofs. We cannot guarantee the accuracy of the color, font, or rendering if a physical proof is not supplied.

Any inserts, outserts, add-ons, regardless if ASAE is doing the printing or not, must be approved by production and the USPS. Please contact your account manager with the size and stock you are using; within 2 to 3 days, we will contact you with approval or changes. As soon as you have a preliminary layout, please send us a PDF of the file for USPS approval. If you already have furnished the piece, please FedEx.

Ad Specs

AD SIZE	SIZE	BLEED	LIVE AREA
Spread bleed	18" x 10.875"	18.5" x 11.375"	16.5" x 10.125"
Full-page bleed	9" x 10.875"	9.5" x 11.375"	8.25" x 10.125"
Full page	8.25" x 10.125"	—	—
2/3 horizontal spread bleed	18" x 7.75"	18.5" x 8"	16.5" x 7.375"
2/3 vertical bleed	5.75" x 10.875"	6" x 11.375"	5.375" x 10.125"
2/3 vertical	4.5" x 10.125"	—	—
1/2 horizontal spread bleed	18" x 5.375"	18.5" x 5.625"	16.5" x 5"
1/2 horizontal bleed	9" x 5.375"	9.5" x 5.625"	8.25" x 5"
1/2 horizontal	7" x 4.875"	—	—
1/2 vertical bleed	4.65" x 10.875"	4.9" x 11.375"	4.275" x 10.125"
1/2 vertical	3.375" x 10.125"	—	—
1/2 island bleed	5.75" x 7.75"	6" x 8"	5.375" x 7.375"
1/2 island	4.5" x 7.25"	—	—
1/3 vertical	2.125" x 10.125"	—	—
1/3 square	4.5" x 4.875"	—	—
1/6 vertical	2.125" x 4.875"	—	—



2-Page Spread



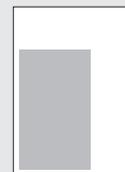
Full Page



2/3 Vertical



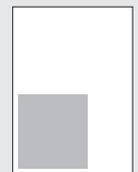
1/2 Horizontal



1/2 Island



1/3 Vertical



1/3 Square