

# Inroads



The Center for Association Leadership

## The Inroads Newsletter focuses on the important advocacy issues that impact associations.

These biweekly public policy updates are subscribed to by over 12,000 members (nearly 60% reach to CEO's and C-Suite Executives) and published every other Thursday. Inroads delivers an 18% open rate.

When your marketing strategy is to influence association decision-makers and associate your brand with the issues that are important to the C-Suite, Inroads delivers on your opportunity. Though Inroads has been in publication for years, we are just now accepting a small number of advertisers. Only one advertiser per issue.

**REACH**  
**12,000+**  
**ENGAGED C-SUITE EXECUTIVES!**

**EXCLUSIVE OPPORTUNITY**

**Only one advertiser per issue!**

### ADVERTISING RATES (NET)

#### EXCLUSIVE POSITIONING

1 EDITION  
\$2,565

3 EDITIONS  
\$4,570

6 EDITIONS  
\$8,115

9 EDITIONS  
\$10,010

12 EDITIONS  
\$11,730

### 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.

### SPECIFICATIONS

#### DIMENSIONS:

120x240

#### FILE SIZE:

25k maximum

#### IMAGE FILE FORMAT:

GIF or JPG.

### DEADLINE & SUBMISSION

#### MATERIALS DUE:

15 business days prior to publication date

#### AD MATERIAL SUBMISSION:

Please upload digital ad materials to the following FTP site:  
<https://upload.asaecenter.org>  
**USERNAME:** anupload  
**PASSWORD:** @nfiles

**TO RESERVE YOUR OPPORTUNITY, PLEASE CONTACT YOUR ACCOUNT MANAGER, EMAIL [INDUSTRYPARTNERRELATIONS@ASAECENTER.ORG](mailto:INDUSTRYPARTNERRELATIONS@ASAECENTER.ORG), OR CALL 202-626-2889.**

