

# now associations daily news

## Associations Now Daily News Monday - Friday

*Daily news, analysis, and insight straight to CEOs' and executives' inboxes*

ASAE members and a growing non-member audience start every day with exclusive association news analysis and insight from AN. Daily News delivers essential breaking news, daily themed content and blogs, and expert advice every weekday morning on CEOs' and executives' desktops or mobile devices.

- Mobile-first design ensures easy mobile access
- Engaging blogs, practical tips, and insightful commentary from AN editors and other expert media outlets
- Resources for association professionals delivered through AI guaranteeing reader engagement

## Associations Now Daily News Weekend Edition

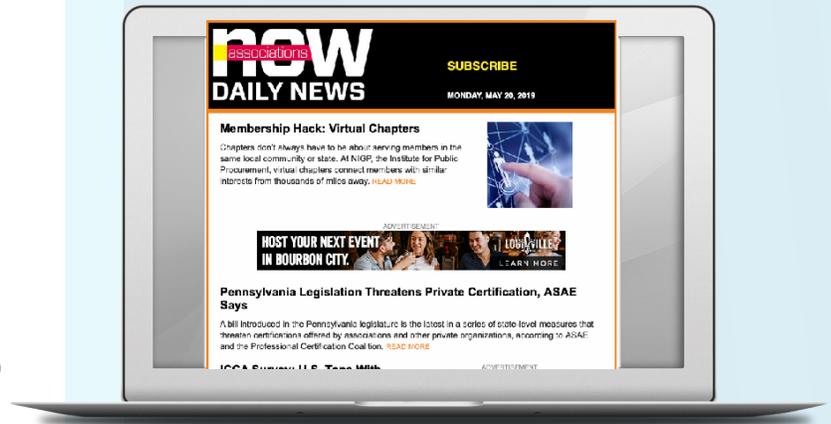
*This is an exclusive single advertiser newsletter with content designed to align with your sponsored content.*

- Each Saturday we'll deliver Weekend Edition straight to CEO's and executives' inboxes – at a time when inboxes are less cluttered, and agendas are not as demanding.
- As the exclusive advertiser of this special edition, your content and ad message will be the only advertiser messaging in Daily News on this day.
- Eight consecutive editions. A minimum of two pieces of content from Associations Now that is topic specific will be published along with your sponsored content.
- You'll work with our Content Marketing Editors to create your own sponsored content piece that will accompany Weekend Edition.



The Center for Association Leadership

Ask us about how AI has increased our click-to-open-rate from 18% to 33%



**63,000+**  
subscribers

**DAILY IMPRESSION RANGE: 13,000 - 17,000**

**Retargeting available**

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## Specs & Rates

MONDAY-FRIDAY

SIZE	1 EDITION	6 EDITIONS	12 EDITIONS	24 EDITIONS	48+ EDITIONS
Leaderboard	\$2,990	\$9,330	\$13,075	\$23,630	\$39,000
Top medium rectangle	\$3,440	\$10,775	\$15,590	\$28,055	\$46,300
Lower medium rectangle	\$2,650	\$7,845	\$10,875	\$19,875	\$31,925

ALL ABOVE RATES ARE GROSS

### DIMENSIONS:

Leaderboard: 468x60

Medium Rectangles: 300x250

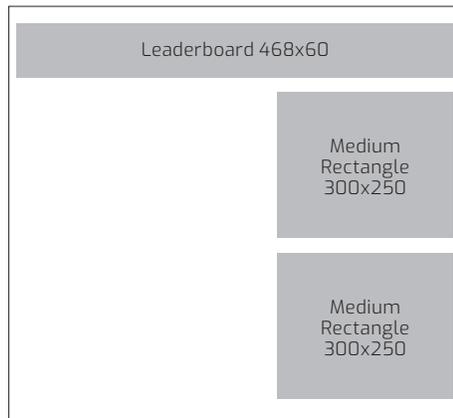
### WEEKEND EDITION

Single Advertiser Newsletter

Sponsored Content and Medium Rectangle

8 Editions

\$39,000 net



### 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.

### EMAIL-FRIENDLY BANNER AD GUIDELINES

Be sure to use RGB (not CMYK) image color mode.

Microsoft Outlook 2007/2010 and higher will not display CMYK format images.

For GIFs with animation, be sure to include all important information in the first frame.

Microsoft Outlook 2007/2010 and higher, and other email software, will only display the first frame.

### 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.asacenter.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.

The thumbnail shows the newsletter header with the 'now daily news' logo and the date 'MONDAY, AUGUST 9, 2021'. Below the header are several article teasers:

- How to Get an Easy Win in Digital Marketing**: Sponsored by Chris Gloede, Chief Consultant for Ricochet and past Chief Marketing Officer of the American Bar Association, breaks down the art of connecting with members. [READ MORE](#)
- You Can Use Salesforce™ to Manage Your Members**: ADVERTISEMENT
- Is "Asynchronous" the Future of Meetings?**: The shift to virtual events has given rise to a meeting format where discussions aren't held in real time. Here's what asynchronous meetings can do for your organization and how some associations are incorporating asynchronous elements into their conferences. [READ MORE](#)
- How Boards Can Thrive Virtually**: ADVERTISEMENT. Studies show that boards have adapted well to virtual meetings. With new COVID-19 variants disrupting in-person meeting plans, there are opportunities to improve. [READ MORE](#)
- What's on Your Back-to-Office Shopping List?**: With offices reopening, some association professionals are heading back to their workplaces soon. However, after a year-plus of remote work, people may look at their workplaces differently. Some may want to make the space feel more homey, while others will bring things they hadn't before—like a stash of extra masks. What's on your back-to-office... [READ MORE](#)
- National Association of Manufacturers Announces COVID-19 Vaccine Requirement for Staff**: NAM's announcement that employees must be vaccinated comes as COVID-19 cases are on the rise in the U.S. In advance of the requirement, NAM staff had achieved a 98 percent voluntary vaccination rate. [READ MORE](#)
- 3 Steps Leaders Can Take To Avoid The Root Causes of Conflict**: Over-communication and real-time feedback can maximize expectations being met. [READ MORE](#)
- Program Coordinator – Annual Meeting | American College of Rheumatology**: Atlanta, Georgia. Founded in 1934, the American College of Rheumatology (ACR) is a not-for-profit, professional association committed to advancing the specialty of rheumatology. Headquartered in Atlanta, GA, this medical society serves over 7,700 physicians, health professionals, and scientists worldwide who work in the medical subspecialty of... [READ MORE](#)
- Vice President, Membership | American Academy of Family Physicians**: Kansas. SUMMARY OF RESPONSIBILITIES: The VP of Membership is responsible for leading the ongoing annual growth and retention of all member segments and the associated revenue. Revenue and budget responsibilities total over \$30 million. In addition, the VP leads growth of member value along with 4 key membership divisions: Member Engagement – member... [READ MORE](#)
- Program Coordinator, Audiology & Speech-Language Pathology**: American Speech-Language-Hearing Association rockville, Maryland [READ MORE](#)

At the bottom, there is a 'MANAGER, MEMBERSHIP' section for the American Cleaning Institute Washington DC, D.C. [READ MORE](#)

Footer information includes: ASAE, The Center For Association Leadership, 1523 Claresville Way, Washington, DC 20005-1103, Phone: 202-371-0940, 888-950-2723 | Fax: 202-371-8825, [www.asaonline.com](http://www.asaonline.com), and social media icons for Facebook, Twitter, LinkedIn, and YouTube.