

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:

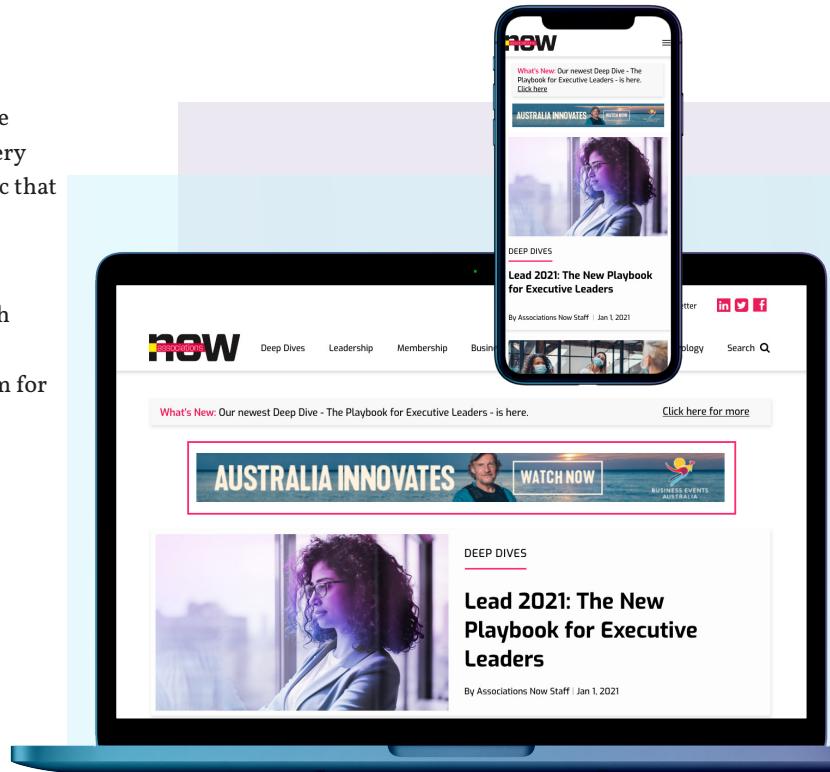
November 2021: The Return to In-Person Meetings

January 2022: CEO Board Management Toolkit

March 2022: The New Technology Landscape

May 2022: DEI in Associations: Doing the Work

July 2022: The A-List: 10 New CEO's and How They Got There



Sponsorship

(Limited to four co-sponsors, two at each level)

Tier One Sponsorship

\$14,900 net

Priority ad positioning

One sponsored content article

DEADLINES:

AD & CONTENT

November: October 11, 2021

January: December 16, 2021

March: February 7, 2022

May: April 4, 2022

July: June 13, 2022

Tier Two Sponsorship

\$9,900 net

Ad positioning in Deep Dive

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.

MATERIAL SPECIFICATIONS & DEADLINES:

Dimensions:

Super Leaderboard: Desktop (970x90) and Mobile (320x50)

Advertisers should provide leaderboard banner in 2 sizes to accommodate desktop, tablet/email, and mobile formats

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

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

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.

For further details, please contact your account manager, email industrypartnerrelations@asaecenter.org, or call 202-626-2889.

