



2010 Advertising Rates

PUBLISHED BY ASAE & THE CENTER
FOR ASSOCIATION LEADERSHIP

Four Color Rates	1X	3X	6X	12X
Back Cover	\$12,720	\$12,470	\$12,235	\$11,740
Inside Front Cover	\$12,175	\$11,850	\$11,180	\$10,765
Inside Back Cover	\$11,275	\$10,995	\$10,385	\$9,985
Two-Page Spread	\$16,560	\$16,380	\$16,145	\$15,490
Half-Page Spread	\$12,595	\$12,395	\$12,125	\$11,640
Full Page	\$10,750	\$10,550	\$10,360	\$9,890
2/3 Page	\$9,320	\$9,165	\$8,995	\$8,645
½ Page Island	\$9,130	\$8,970	\$8,820	\$8,470
½ Page	\$7,965	\$7,825	\$7,715	\$7,395
1/3 Page	\$7,060	\$6,950	\$6,840	\$6,575

B&W Rates	1X	3X	6X	12X
Two-Page Spread	\$13,995	\$13,860	\$13,505	\$12,960
Half-Page Spread	\$10,355	\$10,140	\$9,895	\$9,460
Full Page	\$7,905	\$7,710	\$7,495	\$7,195
2/3 Page	\$6,305	\$6,145	\$5,990	\$5,750
½ Page Island	\$6,115	\$5,960	\$5,815	\$5,580
½ Page	\$4,940	\$4,810	\$4,690	\$4,510
1/3 Page	\$4,150	\$3,945	\$3,840	\$3,690
1/6 Page	\$1,930	\$1,735	\$1,595	\$1,520

Springtime Program Rate:

Full Page 4-Color Ad: \$12,425 gross

Guaranteed Special Positions:

10% premium charge

Deadlines:

Space Reservation: the 15th (two months prior to publication)

Materials: the 22nd (two months prior to publication)

For example, ad space for March must be reserved by Jan. 15 and materials should be sent in by Jan. 22.



*Rates are gross/effective January 2010
(updated 9/10/2009)