



2010 Annual Meeting & Exposition – Los Angeles, CA

Connecting Associations to Great Solutions

Associations make dozens of connections every day: hospitality connections, technology connections, professional service connections, and more.

Plug in to a community of buyers with a need for the next great solution by advertising in two products to help you gain market share: The 2010 Annual Meeting & Exposition Preliminary Program AND The Official Onsite Program & Exhibitor's Guide.

2010 Annual Meeting & Exposition Preliminary Program

Every ASAE & The Center member will receive this publication in mid-April setting the stage for a successful annual meeting experience. Reach these buyers when they're connecting to *the* association marketplace. Plus you'll reach bonus distribution through the delivery of the Preliminary Program to an additional 6,000 prospective members! Space is limited in the Preliminary Program, so contact your account manager to reserve your opportunity now!

2010 Official Onsite Program

This program is invaluable and distributed to all attendees at the Annual Meeting. The program lists all events, from the General Sessions to Learning Labs to Evening Events offered each day.

Rates & Deadlines

Publications	Full Page 4-Color	½ Page Horizontal 4-C	Space Deadline	Materials Deadline
Preliminary Program <u>AND</u> Official Onsite Program	\$11,720	\$9,435	February 5, 2010	February 23, 2010
Official Onsite Program Only	\$10,190	\$8,110	June 4, 2010	June 11, 2010

*Rates are Gross, run of publication

Official Onsite Program ads may be upgraded to include matching advertorial:

Full Page	\$3,725 gross
½ Page	\$2,550 gross

Please submit advertorial copy (Full Page 400-450 words; Half Page 200-225 words), 10 Word Headline, Destination Photo, plus contact information (Organization Name, Contact Person, Title, Phone, Email and Website) to Terra Berthau at tberthau@asaecenter.org, 202-626-2711. **Deadline: June 11, 2010.**

(Note: We reserve the right to edit editorial copy for size and content according to the ASAE & The Center style guide.)

To reserve your opportunity, please contact your Account Manager
or the *Associations Now* Ad Team.

202-626-2889, AdSales@asaecenter.org

(updated 8/31/2009)