

2010 Association Buyers' Guide

Connecting You to Who's Who and How-To

PUBLISHED BY ASAE & THE CENTER
FOR ASSOCIATION LEADERSHIP

The April 2010 print Association Buyers' Guide puts the focus on association buyers doing business with destinations and companies that specialize in the association market. We have added the resources association professionals ask for most frequently making this new publication a year-round tool, getting your message out for 12 continuous months.

As an advertiser in the print Association Buyers' Guide you will be getting maximum exposure in the guide with one enhanced complimentary 50 word listing with each display ad purchased.

When association decision-makers are spending more than \$180 billion dollars annually don't you want to be part of that jackpot? Every year ASAE & The Center members consult the guide for companies like yours – those that have the expertise to advance their business.

Advertising Rates

Ad Sizes	4 Color	B&W
Tab Page	\$12,260	N/A
Double-Side Tab Page	\$14,340	N/A
Back Cover	\$12,720	N/A
Inside Front Cover	\$12,175	N/A
Inside Back Cover	\$11,275	N/A
Two-Page Spread	\$16,560	\$13,995
Half-Page Spread	\$12,595	\$10,055
Full Page	\$10,750	\$7,905
2/3 Page	\$9,325	\$6,305
½ Page Island	\$9,130	\$6,115
½ Page	\$7,965	\$4,940
1/3 Page	\$7,060	\$4,150
1/6 Page	N/A	\$1,915

Frequency discounts are available – contact your account manager for details.



GUARANTEED SPECIAL POSITIONS:

10% premium charge.

Issue: April 2010

Display Ad DEADLINES:

Space Reservation: December 18, 2009

Materials Due: January 22, 2010

50 Word Enhanced Listing Rates:

Display Advertisers: One Complimentary Listing

Members: \$595

Non-Members: \$695

Each Additional Category: \$200

Submit Listings Online at www.asaecenter.org/2010printbuyersguide

DEADLINE: January 15, 2010

To reserve your opportunity, please contact your Account Manager
or the *Associations Now* Ad Team.
202-626-2889, AdSales@asaecenter.org

