

PROFESSIONAL INTEREST SECTION E-NEWSLETTERS	Frequency	Members	Button Ad	Text Ad
Executive Management: <i>Executive IdeaLink</i>	6X	10,800	\$5,500	\$3,850
Finance: <i>Dollar &amp; Cents</i>	6X	5,600	\$4,400	\$3,080
Meetings & Expositions: <i>Meetings &amp; Expositions</i>	6X	6,100	\$4,400	\$3,080
Marketing: <i>Marketing Insights</i>	6X	6,400	\$4,400	\$3,080
Technology: <i>TechnoScope</i>	6X	4,600	\$3,300	\$2,310
Communication: <i>Communication News</i>	6X	5,100	\$3,300	\$2,310
Membership: <i>Membership Developments</i>	4X	6,000	\$4,400	\$3,080
Government Relations: <i>Government Relations</i>	6X	3,500	\$2,200	\$1,540
Professional Development: <i>Professional Development Forum Online</i>	4X	5,600	\$4,400	\$3,080
Association Management Company: <i>AMC Connection</i>	4X	3,800	\$2,200	\$1,540
International: <i>Global Link</i>	6X	1,900	\$2,200	\$1,540
Component Relations: <i>Component Relations</i>	6X	1,600	\$2,200	\$1,540
Legal: <i>Association Law &amp; Policy</i>	12X	3,300	\$4,400	\$3,080

Full payment for your entire E-Newsletter advertising campaign is required at the start date of your schedule. One invoice will be generated and due net 30. Please note: Inventory is limited. All rates gross.

**No Rate Increase for 2010!**

**SCHEDULES:**

**Finance, International, Government Relations, Marketing, Meeting & Expositions, Legal**  
 January, March, May, July, September, November

**Communication, Component Relations, Executive Management, Technology, Legal**  
 February, April, June, August, October, December

**Association Management Company, Membership, Professional Development, Legal**  
 March, June, September, December

**Material Specifications & Deadlines:**

Button Ad Dimensions: 120 pixels wide x 90 pixels deep      File Size: 10k maximum  
 Image File Format: GIF or JPG. (Sorry we are unable to accept Animated GIF or Flash files)  
 Text Ad: limited to maximum 15 words total  
 Materials due: 14 days prior to start date

**Email Submission:**

Please include the following items:

- 1: Electronic Ad Material
  - 2: Specific URL Address
  - 3: Name of Advertiser
  - 4: Dates of Electronic Ad Schedule
  - 5: Name of Enewsletter (IE: Marketing, Meetings & Expos, Communication, etc.)
- Submit electronically to: John Kantola: [jkantola@asaecenter.org](mailto:jkantola@asaecenter.org) or contact 202-626-2855 for assistance

Cancellation Policy: Cancellations for electronic ads placed on The ASAE & The Center Web Site, In Touch, or E-Newsletters must be made in writing at least 30 days prior to your scheduled start date. We will prorate your schedule using the 1x rates where applicable.

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

\*Rates Effective January 2010  
 (updated 1/25/2010)