

E-Newsletters

PROFESSIONAL INTEREST SECTION E-NEWSLETTERS	Frequency	Members	Button Ad	Text Ad
Executive Management: <i>Executive IdeaLink</i> February, April, June, August, October, December	6X	10,800	\$6,050	\$3,850
Finance: <i>Dollar & Cents</i> January, March, May, July, September, November	6X	5,600	\$4,840	\$3,080
Meetings & Expositions: <i>Meetings & Expositions</i> January, March, May, July, September, November	6X	6,100	\$4,840	\$3,080
Marketing: <i>Marketing Insights</i> January, March, May, July, September, November	6X	6,400	\$4,840	\$3,080
Technology: <i>TechnoScope</i> February, April, June, August, October, December	6X	4,600	\$3,630	\$2,310
Communication: <i>Communication News</i> February, April, June, August, October, December	6X	5,100	\$3,630	\$2,310
Membership: <i>Membership Developments</i> March, June, September, December	4X	6,000	\$4,840	\$3,080
Government Relations: <i>Government Relations</i> January, March, May, July, September, November	6X	3,500	\$2,200	\$1,540
Professional Development: <i>Professional Development Forum Online</i> March, June, September, December	4X	5,600	\$4,400	\$3,080
Association Management Company: <i>AMC Connection</i> March, June, September, December	4X	3,800	\$2,200	\$1,540
International: <i>Global Link</i> January, March, May, July, September, November	6X	1,900	\$2,200	\$1,540
Component Relations: <i>Component Relations</i> February, April, June, August, October, December	6X	1,600	\$2,200	\$1,540
Legal: <i>Association Law & Policy</i> January, February, March, April, May, June, July, August, September, October, November, December	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.

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 or contact 202-626-2855 for assistance

Cancellation Policy: Cancellations for digital ads placed on the ASAE website, 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 IndustryPartnerRelations@asaecenter.org | 202-626-2889

*Rates Effective January 2011
 (updated 7/19/2010)

Executive IdeaLink

Published bimonthly for Executive Management Section members

In This Edition

June 18, 2010

- Letter from the Chair: Developing a Communications Strategy
- Making a Successful Career Transition
- The Good News--and Bad News--About Transparency
- 7 Core Principles of Data Management
- Getting Engagement in Online Collaboration
- Latest From the Listserv: Should Professional Certification be a Requirement for Board Service?



Letter from the Chair: Developing a Communications Strategy

By Mike Grubb, CAE

EMS Council Chair Mike Grubb contemplates his association's efforts to develop integrated communication threads so that information is available to members in a variety of formats based on their preferences. [Read Full Story.](#)

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- **MiDIS. Grow members, grow attendance. Reduce mail and costs. Reach members with highly targeted value. [Learn more.](#)**
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Making a Successful Career Transition

By Gerard F. Hurley, CAE

Who are you, and what do you want? Do you want to be a CEO? Answering these questions is crucial before making your next career move. [Read Full Story.](#)

The Good News--and Bad News--About Transparency

By Ann Ranson

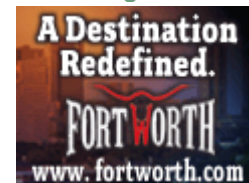
Make sure your leadership team understands the importance—and consequences—of being transparent in all you do. [Read Full Story.](#)

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- **Count on *Association Adviser* for practical advice,**
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best practices, news, and leadership strategies that work. [Learn more.](#)

7 Core Principles of Data Management

By Wes Trochilil, CAE

Hopefully, you're following the guiding principles of effective and successful data management, but it never hurts to double-check.

[Read Full Story.](#)

Getting Engagement in Online Collaboration

By Mark C. Anderson, CAE

It's not about the bells and whistles that you offer through online communities; it's about value.

[Read Full Story.](#)

Latest From the Listserver: Should Professional Certification be a Requirement for Board Service?

Compiled by Apryl Motley, CAE

Your colleagues share their views on whether board members should be required to hold an association's certification in order to serve.

[Read Full Story.](#)

Tools You Can Use

Top Resources

- [The Truth as a Leadership Imperative](#)
- [A Two-Word Commencement Speech](#)
- [Associapedia: Innovation Competition](#)

In Other Sections

- [Managing Stressed-Out Employees](#)
- [How to Use Body Language to Get What You Want](#)
- [Your Membership Health Check](#)

Upcoming Programs

- [Center U Online Vignettes, available for download 24/7](#)
- [Summer Leadership Series: Five-City Tour, first event, June 23](#)
- [Back to Basics: Credit Card Processing 101, June 24](#)
- [The Bottom Line: The Nonprofit Finance Game, July 12](#)
- [Creating the 24/7 Small Staff Association: An Online Conference, July 13-15](#)
- [Supervisory Management Virtual Two-Week Course, July 26 - Aug. 8](#)
- [Annual Meeting & Expo, Aug. 21-24](#)

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