



In Touch is the ASAE email newsletter delivered every other week to approximately 22,000 members across the country. In Touch is a communications vehicle intended to inform the association community of industry news and upcoming ASAE events.

In Touch provides reach to your target audience of association professionals by offering prime advertising placements that are linked directly to your web site. The national version of In Touch provides two advertising positions or a road block along the left hand column of the newsletter.

A regional ad buy is available to target the lucrative Washington, DC region. Approximately 8,000 ASAE members in Greater Washington will receive a regional version of In Touch. This area of the publication provides updates on news and events specific to the Washington, DC association community.

Advertising Rates – all rates are gross

Frequency	Top Position	2 nd Position	Road Block	Regional Position
1 Edition	\$2,765	\$2,265	\$4,840	\$1,695
3 Editions	\$4,925	\$3,530	\$8,140	\$2,995
6 Editions	\$8,740	\$5,395	\$13,620	\$4,595
9 Editions	\$10,780	\$6,655	\$16,775	\$5,665
12 Editions	\$12,640	\$7,795	\$19,660	\$6,730

Full payment for your entire In Touch 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.

Material Specifications & Deadlines:

Ad Dimensions for National Advertising Top and Second Positions: 120 pixels wide x 240 pixels deep,

Ad Dimensions for Road Block 120 pixels wide X480 pixels deep (National only)

Ad Dimensions for Regional Advertising Greater Washington Network Corner: 234 pixels wide x 60 pixels deep

File Size: 25k maximum

Image File Format: GIF or JPG. (Sorry we are unable to accept Animated GIF or Flash files)

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: Indicate Top, Second or GW Network Position

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)

in touch

ASAE & The Center for Association Leadership's bi-weekly publication to inform the association and nonprofit community

July 21, 2010

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