

Mobile Website Meeting Hub and App Advertising

Members are shifting their onsite digital activity from laptops to ASAE's mobile meeting hub. This fast growing channel facilitates attendee connections to exhibitors and peers while providing the scheduling information in a convenient package.



Mobile Hubs are promoted to attendees through Daily Now, General Sessions, Onsite Exhibitor's Guide, and InTouch. The site is generally active two weeks prior to the meeting and continues a few weeks post meeting. The meeting hubs provide full integration of multiple social media tools, educational programming guide, exhibitor listings and can be viewed in a desktop version.

As more members rely on the portability of the smart phones to navigate meetings we have extended our mobile mix beyond mobile hubs to include Apps for iPhone, Blackberry, Droid and windows mobile devices. The ASAE meeting Apps give members access to the tradeshow floor and exhibitor listings, educational programming guide, Twitter link and personal scheduler.

Your linked ad appears on both Mobile Hub and App locations. We offer a maximum of three single ads on each hub and App or option to purchase a road block for exclusive visibility.

Gross Rates:

Annual Meeting (ASAE11.org)

Road Block \$6,295

Single Ad \$2,400

Association Technology Conference (tech10.org)

Road Block \$5,400

Single Ad \$2,100

Springtime App only (no hub)

Road Block \$5,400

Single Ad \$2,100

Membership & Marketing Conference (hash tag TK)

Road Block \$4,400

Single Ad \$1,800

Great Ideas (Ideas11.org)

Road Block \$4,400

Single Ad \$1,800



Material Specifications:

Hub Ad Dimensions: 234 pixels wide x 60 pixels deep

Hub File Size: 25k maximum

See attached for App Specifications

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

Submit electronically to: John Kantola: jkantola@asaecenter.org, 202-626-2855

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 September 2010
(updated 7/26/2010)

Mobile Website Hub Sample:



Mobile Website App Sample:



MOBILE APP SPECIFICATIONS

EXHIBITOR ADS

To submit a camera-ready banner ad and landing page:

Banner Ad:

Format: .jpg, at least 72 dpi; Size: 320x55 pixels
Suggestions: No visible graphic borders, include booth
320

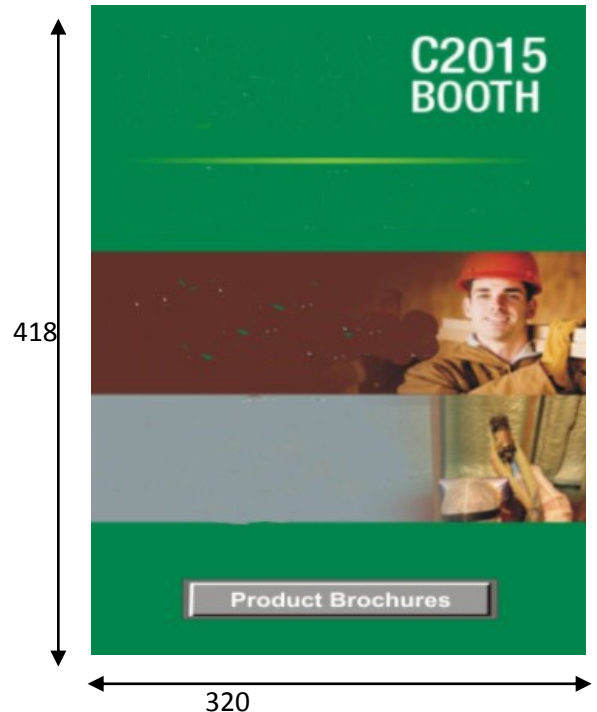


Mobile Landing Page:

Format: .jpg, at least 72 dpi; Size: 320x418 pixels
No visible graphic borders

Suggestions:
include your company website url, coupon, contest info,
special offer, show special, product introduction, special
guest, demo schedule or other company or product
information

Must contain button graphic such as
“Product Brochures” or
“More Information and Video”



Video/Multimedia:

Submit video in its rawest, highest-resolution form. Our technical staff will handle the details to be sure it plays on the devices we support. Exhibitors are encouraged to submit the video in 3:2 aspect ratio. Please contact the Core-Apps Art Department to receive instructions and information on uploading a video.

Graphic Art Service:

To have Core-Apps create a banner ad and landing page, please submit graphic images in .jpg format (at least 300 dpi), plus include text, links, phone numbers and any discount code information, along with a \$125 ad creation fee to artdepartment@core-apps.com.

artdepartment@core-apps.com

(301) 604-3055