



Search Engine Website Advertising

New to the ASAE website!

Reach association decision-makers that are actively looking for information related to your products, services or destination. Your text ad will appear with related search results on the most frequently searched words and phrases on the site.

Digital Search Categories and Pricing:

| Search Word Category (One Ad Per Category) | 3 Months | 6 Months | 9 Months | 12 Months | Guaranteed Searches Per Month |
|---|------------|------------|------------|-------------|-------------------------------------|
| CEO I | \$4,500.00 | \$7,000.00 | \$9,900.00 | \$11,500.00 | 950 |
| CEO II | \$4,500.00 | \$7,000.00 | \$9,900.00 | \$11,500.00 | 950 |
| Finance | \$4,500.00 | \$7,000.00 | \$9,900.00 | \$11,500.00 | 950 |
| Revenue Development | \$3,150.00 | \$5,575.00 | \$6,930.00 | \$8,030.00 | 600 |
| Public Policy | \$3,150.00 | \$5,575.00 | \$6,930.00 | \$8,030.00 | 600 |
| Volunteer Management | \$3,150.00 | \$5,575.00 | \$6,930.00 | \$8,030.00 | 600 |
| Diversity | \$3,150.00 | \$5,575.00 | \$6,930.00 | \$8,030.00 | 600 |
| PR/ Communication | \$3,150.00 | \$5,575.00 | \$6,930.00 | \$8,030.00 | 600 |
| Research | \$2,550.00 | \$4,510.00 | \$5,610.00 | \$6,500.00 | 320 |
| Membership | \$2,550.00 | \$4,510.00 | \$5,610.00 | \$6,500.00 | 320 |
| Association | \$2,550.00 | \$4,510.00 | \$5,610.00 | \$6,500.00 | 320 |
| Certification | \$2,550.00 | \$4,510.00 | \$5,610.00 | \$6,500.00 | 320 |
| Business Planning | \$2,550.00 | \$4,510.00 | \$5,610.00 | \$6,500.00 | 320 |
| Legal | \$1,950.00 | \$3,450.00 | \$4,290.00 | \$4,975.00 | 100 |
| Jobs | \$1,950.00 | \$3,450.00 | \$4,290.00 | \$4,975.00 | 100 |
| Global | \$1,950.00 | \$3,450.00 | \$4,290.00 | \$4,975.00 | 100 |
| Expositions | \$1,950.00 | \$3,450.00 | \$4,290.00 | \$4,975.00 | 100 |
| Ethics | \$1,950.00 | \$3,450.00 | \$4,290.00 | \$4,975.00 | 100 |
| Negotiations | \$1,950.00 | \$3,450.00 | \$4,290.00 | \$4,975.00 | 100 |
| Operations | \$1,950.00 | \$3,450.00 | \$4,290.00 | \$4,975.00 | 100 |

Full payment for your entire website 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.

Cancellation Policy: Cancellations for electronic ads placed on the website 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.

All campaigns must run consecutive months.

Digital Search Categories and Keywords:

CEO I

Change Management, Strategic, Strategic Thinking, Innovation & Change Strategy, Innovation, Idea Generation

CEO II

CEO, Board, CEO Compensation, Compensation, Leadership, Governing

Finance

Financial Management, Audit, Financial Performance Metrics, Budgeting, Record Retention, Due Diligence

Revenue Development

Product Development, Sponsorship, Strategic Alliances, Affinity Programs, Fundraising

Public Policy

Public Policy, Advocacy, Regulatory Compliance, Lobbying

Volunteer Management

Volunteer, Chair, Committee Structure, Coalition Building, Volunteer Evaluations, Elections Nominations Voting

Diversity

Diversity, Interpersonal Relations

PR/Communication

Public Relations, Crisis Communications, Communications

Research

Market Research, Scan, Trends

Membership

Customer Service, Membership, Components

Associations

Associations, Organizational Culture

Certification

CAE, Profession, Certification, Credentialing

Business Planning

Business Planning, Creating Plans, Continuity Planning

Legal

Legal, Anti Trust

Jobs

Jobs, Job Descriptions

Global

Global, International

Expositions

Expositions

Ethics

Ethics

Negotiations

Negotiations

Operations

Operations

Material Specifications and Deadlines:

Current location: At the top of the search results after a search is conducted

Headline: 25 characters max

Line 1: 35 characters max

Line 2: 35 characters max

Display URL: 35 characters max

Destination URL: 1024 characters max

Materials due: 14 days prior to start date; Campaigns will not be adjusted for late materials.

Email Submission:

Please include the following items:

1: Electronic Ad Material

2: Specific URL Address

3: Digital Search Category

4: Name of Advertiser

5: Dates of Electronic Ad Schedule

Submit electronically to: John Kantola: jkantola@asaecenter.org or contact 202-626-2855 for assistance

Search Engine Website Advertising Sample:

The screenshot shows the ASAE website search results page. The top navigation bar includes the ASAE logo and the text 'The Center for Association Leadership'. The search bar is located in the top right corner. The search results are displayed in a grid format. The first result is for 'iab'. The search results are sorted by 'Relevancy'. The page also features a 'Research Insights' section and an 'Upcoming Programs and Events' section.

Search
Resources > Associations Now > Issue x

Refine your results by...

Topic
< All Topics
< Administration
Association Management
Companies (2)
Compensation (2)
Human Resources (58)
Legal (1)
more ...

Resources For
Small Staff (5)
Young Professionals (2)

Advertiser Title Here
Text ad that is purchased for the keyword the person searched on. Two lines, should include call to action, plus the URL below.
www.vivareactive.com

Sort by: Relevancy Page 1...2...3...4...5

Job Descriptions: Technology – April 03, 2006 ★★★★★
These job descriptions include the technology department and IT support staff. ... **Job Descriptions: Technology**

Job Descriptions: Sponsorship and Development – March 15, 2006
The job descriptions in this list are for staff who work in the areas of sponsorship and fundraising. ... **Job Descriptions**

Job Descriptions: Marketing – March 15, 2006 ★★★★★
Who has time to re-invent the wheel? This ever-growing collection of marketing job descriptions, contributed by actual organizations ... **Job Descriptions**

Job Descriptions: Executive – April 03, 2006 ★★★★★

Research Insights:
= Benchmarking in an Instant = Salary Tables
= Decision to Series = 990 Project

Upcoming Programs and Events
Principles of Financial Management
April 12 - May 23, 2010
2010 Finance & Business Operations
May 6 - May 7, 2010

To reserve your opportunity, please contact your Account Manager
or IndustryPartnerRelations@asaecenter.org | 202-626-2889

*Rates effective September 2010
(updated 7/30/2010)