



## 2010 The Volunteer Leadership Issue

PUBLISHED BY ASAE & THE CENTER FOR ASSOCIATION LEADERSHIP

Leadership Magazine is the only publication that reaches the volunteer leaders of associations – the elected officers and directors. These crucial partners are actively involved in their association’s major purchasing decisions and meeting site selection.

Leadership Magazine is published annually in January and poly-bagged with *Associations Now* magazine. Circulation is completely paid and audited. Association CEO’s purchase 15,000 copies of Leadership Magazine each year resulting in total paid distribution of 37,000+ copies to your target market. Please contact your Account Manager for more information. Your deadline to reserve space in this publication is November 13<sup>th</sup>!

### Four Color Ad Rates

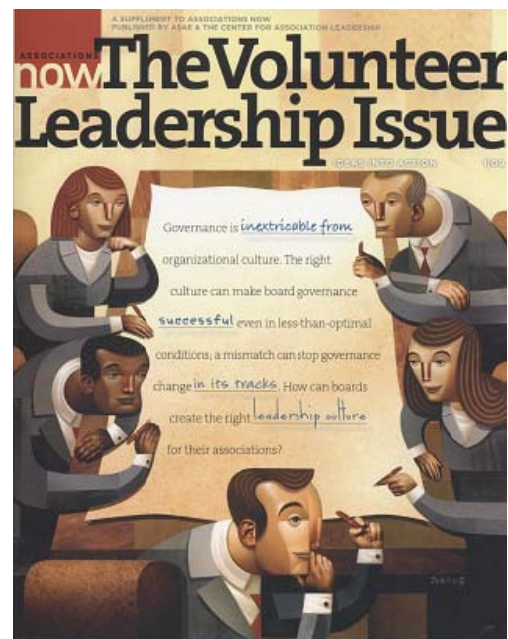
Ad Sizes	1X	3X	6X	12X
Full Page	\$12,370	\$12,145	\$11,895	\$10,955
Back Cover	\$14,625	\$14,360	\$14,070	\$13,495
Inside Front Cover	\$13,995	\$13,635	\$12,850	\$12,380
Inside Back Cover	\$13,090	\$12,770	\$12,070	\$11,595
1/2 Page Spread	\$14,645	\$14,390	\$14,085	\$13,510
Two Page Spread	\$19,795	\$19,070	\$19,300	\$18,500
2/3 Page	\$10,480	\$10,275	\$10,085	\$9,335
1/2 Page Island	\$10,240	\$10,050	\$9,875	\$9,135
1/2 Page Horizontal	\$8,810	\$8,670	\$8,220	\$7,915
1/3 Page	\$7,730	\$7,610	\$7,490	\$6,995

\*Rates are gross

### Black & White Ad Rates

Ad Sizes	1X	3X	6X	12X
Two Page Spread	\$17,075	\$16,915	\$16,475	\$14,900
1/2 Page Spread	\$12,635	\$12,365	\$12,065	\$11,540
Full Page	\$9,695	\$9,275	\$9,030	\$8,090
2/3 Page	\$7,595	\$7,410	\$7,220	\$6,465
1/2 Page Island	\$7,360	\$7,190	\$6,995	\$6,270
1/2 Page Horizontal	\$5,950	\$5,800	\$5,645	\$5,045
1/3 Page	\$4,865	\$4,745	\$4,625	\$3,655
1/6 Page	\$2,345	\$2,270	\$2,215	\$1,750

\*Rates are gross



**Space Reservation:** November 13, 2009

**Ad Material:** November 24, 2009

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 7/31/2009)