



Website Advertising

Place your web site one click away from the association industry's most active and comprehensive resource site. Your ad will be placed on the home page and rotate through out most pages of the web site delivering your message to qualified association buyers.

Did you know that 97% of members report they are involved, either alone or with others in purchasing, approving, recommending or specifying products and services for their association?

Jump on the association marketplace's most active Web site and increase your brand awareness and sales to associations...www.asaecenter.org

Rate Structure:

Our Ad Rates make positioning your company on-line more cost effective than ever. There's no better time to jump online!

Flight	Rate per One-Month Segment	Total Rate
1 month Schedule	\$ 2,385 gross per one-month segment	\$2,385 gross
3 Month Schedule	\$ 1,192 gross per one-month segment	\$3,575 gross
6 Month Schedule	\$ 1,081 gross per one-month segment	\$6,485 gross
9 Month Schedule	\$ 1,020 gross per one-month segment	\$9,180 gross
12 Month Schedule	\$ 945 gross per one-month segment	\$11,340 gross

**Full payment for your entire Web Site advertising campaign is required at the start date of your schedule. One invoice will be generated and due net 30. Any campaigns that do not run consecutive months are considered one month schedules and will be priced according. Please note: Inventory is limited.*

Site Traffic:

Average Visits Per Month: 425,000
Average Page Views Per Month: 2.6 million
Average Time Per Session: 8:08 minutes

Material Specifications & Deadlines:

Ad Dimensions: 120 pixels wide x 240 pixels deep
File Size: 25k maximum
Image File Format: GIF or JPG or Animated GIF (Sorry we are unable to accept 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

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

Cancellation Policy: Cancellations for electronic ads placed on The ASAE & The Center Web Site, 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 the *Associations Now* Ad Team
202-626-2889, AdSales@asaecenter.org



Rates effective January 2010
(updated 1/25/2010)