



AMERICAN APPAREL & FOOTWEAR ASSOCIATION MEDIA KIT

**Reach leaders across the global apparel,
footwear, and retail industries.**

***AAFA Weekly Brief* eNewsletter & AAFA Website Sales**

FOR MORE INFORMATION, PLEASE CONTACT:

Kira Krewson

Naylor Association Solutions

(770) 810-6982

kkrewson@naylor.com

www.aafaglobal.org

NAYLOR 
ASSOCIATION SOLUTIONS



Advocacy that fits.

About AAFA & The Industry:

Standing as the trusted public policy voice of the apparel and footwear industry, the American Apparel & Footwear Association (AAFA) provides exclusive expertise in brand protection, supply chain management, and trade policy to help members lower their costs, add value to their business, and make educated decisions based on current data.

- AAFA is the trusted public policy and political voice of the apparel and footwear industry, its **management** and **shareholders**, its nearly **4 million** U.S. workers, and its revenue of **\$384 billion** in annual U.S. retail sales.
- AAFA members are **key decision makers** across the apparel, footwear, accessory, and retail supply chain and represent **more than 1,000** world famous name brands.
- AAFA members represent **approximately 2 out of 3 professionals** in the apparel, accessories, and footwear industry.*

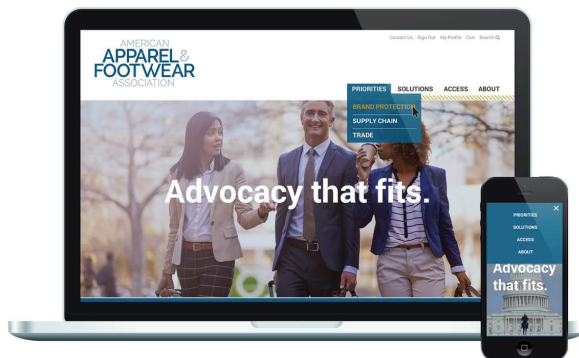
Distribution Profile:

AAFA's online resources are seen by and distributed to the entire AAFA membership and beyond, reaching decision makers and stakeholders across the industry, including:

- Component manufacturers
- Retailers
- Testing labs
- Apparel, footwear, textile, and accessories manufacturers (from children's to athletic/performance wear and military uniforms)
- Other suppliers and service providers



AAFA Weekly Brief
naylornetwork.com/aafa-nwl



www.aafaglobal.org
website advertising

AAFA Weekly Brief

About the eNewsletter

Now more than ever, professionals consume information on the go. The *AAFA Weekly Brief* eNewsletter allows members to stay informed about timely industry topics and association news whether in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 15,000 decision makers on a regular basis
- Opt-in subscription means that a growing number of professionals in the market for your products and services see your message every day
- Frequently forwarded to others for additional exposure
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events

***AAFA members receive 10% discount!**

1 1st Section Rectangle Ad

6 Months \$3,300 3 Months \$1,825 1 Month \$1,100

- 300 x 100 pixels
- Only two spots available - NO ROTATION

2 1st Sponsored Content Ad

6 Months \$3,850 3 Months \$2,125 1 Month \$775

- Naylor will create the ad
- Client supplies 3 - 6 words for the header and 50 - 70 words for the summary text
- Client supplies thumbnail image at 180 x 150 pixels

2nd Section Rectangle Ads

6 Months \$3,025 3 Months \$1,665 1 Month \$1,000

- 300 x 100 pixels
- Only two spots available - NO ROTATION
- Located between popular sections of the eNewsletter

2nd Sponsored Content Ad

6 Months \$3,575 3 Months \$1,970 1 Month \$720

3rd Section Rectangle Ads

6 Months \$2,750 3 Months \$1,525 1 Month \$850

- 300 x 100 pixels
- Only two spots available - NO ROTATION

Naylor charges a \$50 artwork surcharge for artwork creation or changes.

This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



May 16, 2017
Trade

House Republicans Struggle with Costs of Tax Overhaul
May 8: As House Republicans turn their attention toward a sweeping overhaul of the tax code, they're struggling with two things: how much the package will cost and how much of that expense should be covered up front. The answers will drive how deep rate cuts can go and whether they carry an expiration date or remain embedded in a newly streamlined tax code. The debate over how to get there exposes a long-animating tension in the Republican Party over which deserves higher priority — lower taxes or a balanced budget. (Source: Washington Post)

OMG! TTIP, JEFTA, CEPA are DOA
May 4: ... The European Commission is changing its approach to trade deals after strong headlines jeopardized agreements with the U.S. and Canada. A lack of transparency was one of the culprits behind the collapse of a Transatlantic Trade and Investment Partnership, and the Comprehensive Economic Trade Agreement with Canada was salvaged only after the Commission insisted to get regional parliaments on board. Now it's linguistic limbo the Commission wants to keep at bay. Trade negotiators, the Commission says, need to avoid toxic acronyms. (Source: Politico Europe)

Exploring the First Principles of Trade
May 1: May is "World Trade Month," so it's a good moment to pause and reflect on the fundamentals of international trade and its importance to American jobs and economic growth. The facts are straightforward: more than 41 million American jobs depend on trade and exports support about half of all U.S. manufacturing jobs. In fact, one in three acres on American farms is planted for export. But beyond these statistics lies something simpler: to trade is human. (Source: U.S. Chamber of Commerce)

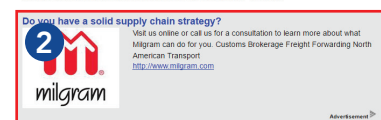


Supply Chain

AAFA CEO on CNBC Squawk on the Street
May 8: Rick Helfferstein, American Apparel and Footwear Association (AAFA) president & CEO, discusses Coach's \$2.4 billion deal for Kate Spade, as well as the general state of the retail industry. (Source: CNBC)

Bangladesh Accord Says Just 4 Percent of Factories Fully Remediated
May 8: In its four years post-Rana Plaza progress report, the Accord on Fire and Building Safety in Bangladesh said the garment industry there has "significantly improved," though just 4 percent of factories under the Accord have been fully remediated. (Source: Sourcing Journal - article unlocked)

Excitement Surrounding New Tech for the SC Industry
May 5: ... This week we had the pleasure of having Barry McCaughy back in with us from PVI Innovation Next, PVI Corp. To let us know what he has been up to and what exciting advancements have been made throughout the industry. (Source: 2 Babes Talk Supply Chain - podcast)



Brand Protection

Stepping Up to the Patent Troll Problem
May 8: The FAE or patent assertion entity problem is big and growing, posing a threat to startups and established companies alike, costing companies millions in defensive litigation fees and diverting money that would be better spent on innovation. However, unlike big companies with money to spend on litigation, FAEs or "patent trolls" greatly affect startups and small entrepreneurs due to patents with supposedly questionable quality. More than 10,000 companies have been sued at least once by a patent troll, and these FAE trolls file 84 percent of high-tech patent lawsuits a year. Over the past decade, there has been a 500% growth in patent troll lawsuits, and research from the Boston University School of Law found that FAE litigation results in \$80 billion in lost wealth annually. (Source: Mobile Magazine)

Trump Should Seek Rules to Protect Intellectual Property in the Modern Era
April 30: At a glance, the two websites bearing the Pandora name appear strikingly similar, showing glittering images of charms, bracelets and earrings. "Unfortunately, counterfeiting is a serious money-making business for the criminals behind it," said Matthew Scott, a vice president and legal and general counsel for Pandora Americas, in an email. "And the ease, low cost and anonymous nature of the Internet and online selling simply make it easy for this illegal activity to occur." (Source: Baltimore Sun)

Growth of Online Shopping Spurs Trade in Counterfeit Products



For the latest online specs, please visit:
www.naylor.com/onlinespecs

Website Advertising

Advertising on the AAFA Website

Advertising on AAFA's website offers several cost-effective opportunities to position your company as a leader in front of an influential group of industry professionals. Visitors log on to www.aafaglobal.org to learn about upcoming association events and discover ways to maximize their AAFA membership.

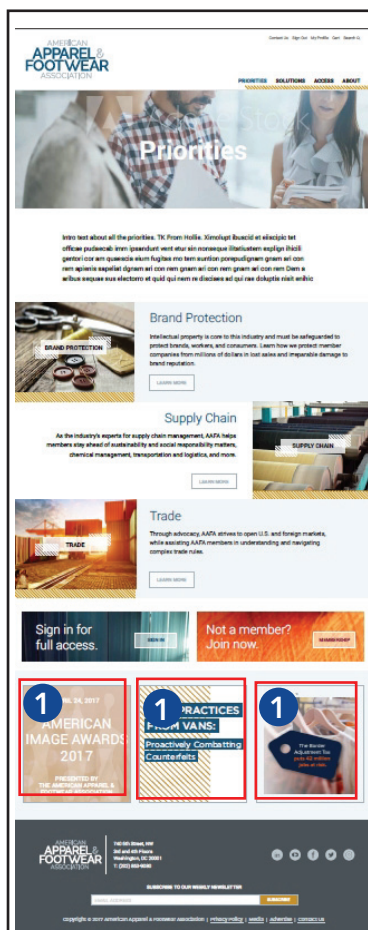
Features of AAFA website advertising:

- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, the website receives:

- More than 6,500 unique visitors per month
- 35,170 page views per month
- Each visit lasts an average of 17:57 minutes

**Traffic numbers from April - September 2018*



1 Square Tile Ad | 12 Months \$3,750

This placement consists of a run-of-site square banner alongside AAFA's featured content. Also includes priority placement across brand protection, trade, and supply chain content.

- Seven Rotations Max
- 395 x 395 pixels

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit: www.naylor.com/onslinespecs