MEDIA KIT

2021

af ASSOCIATION FORUM®

CONTACTS

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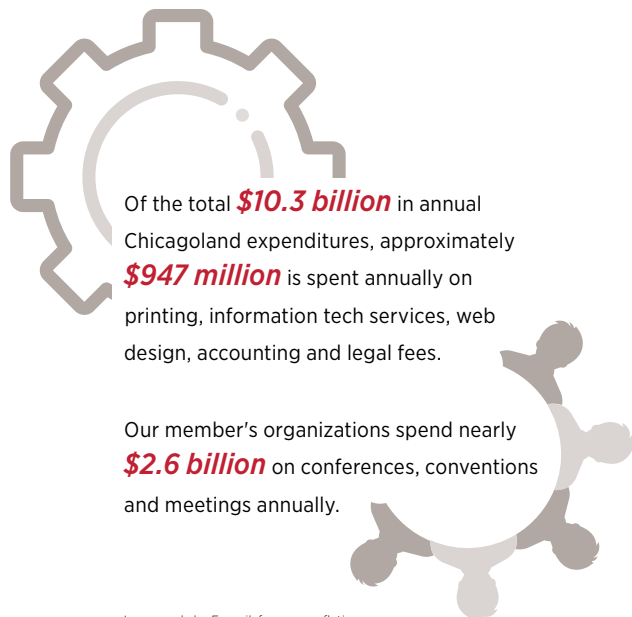*Director of Sales, SAE*
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About Association Forum

Association Forum is the "association of associations" in Chicago. Founded in 1916, Association Forum has nearly 4,000 members today. Chicago has the second most association headquarters in the country, after Washington, DC, and the association community in Chicagoland represents more than 1,700 associations, which in turn serve nearly 29 million individual members and greater Chicago events. Additionally, Chicago represents the largest concentration of health care and medical associations in the world.
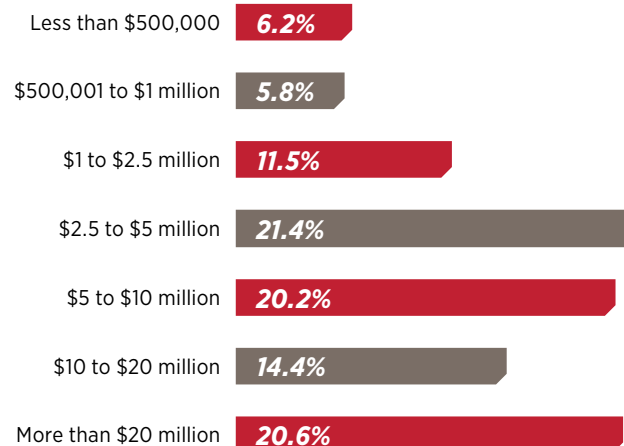
BY THE NUMBERS

Purchase Authority

Recommend Specific Products/Services **71%**

Prepare/Approve Budgets **63%**

Review Products/Services **61%**

Make Final Purchase Decision **45%**

Of the total **$10.3 billion** in annual Chicagoland expenditures, approximately **$947 million** is spent annually on printing, information tech services, web design, accounting and legal fees.

Our member's organizations spend nearly **$2.6 billion** on conferences, conventions and meetings annually.

Icons made by Freepik from www.flaticon.com

Member's Association Budgets

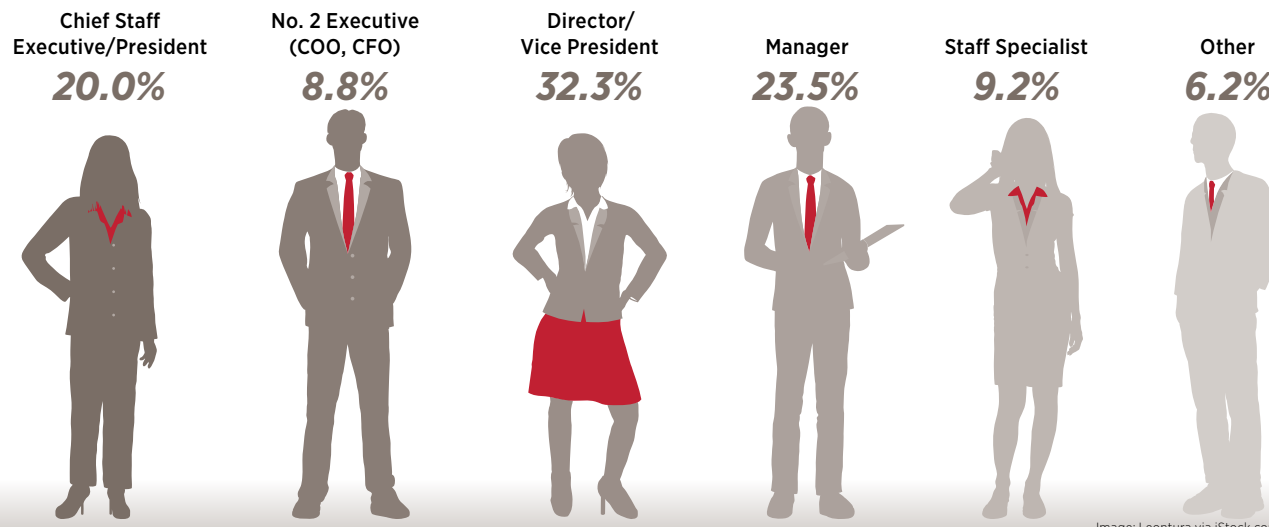| Budget	Percentage
Less than $500,000	**6.2%**
$500,001 to $1 million	**5.8%**
$1 to $2.5 million	**11.5%**
$2.5 to $5 million	**21.4%**
$5 to $10 million	**20.2%**
$10 to $20 million	**14.4%**
More than $20 million	**20.6%**

80% of Association Forum member organizations are national/international in scope.

66% of events held by Association Forum member associations outside of Chicagoland are attended by **more than 5.5 million people**.

Icon made by Freepik from www.flaticon.com

Our Members

Chief Staff Executive/President	No. 2 Executive (COO, CFO)	Director/ Vice President	Manager	Staff Specialist	Other
20.0%	**8.8%**	**32.3%**	**23.5%**	**9.2%**	**6.2%**

Image: Leontura via iStock.com

Media Opportunities

CONTINUALLY RANKED AS A TOP MEMBER BENEFIT BY MEMBERS*

61% read *FORUM* magazine for at least 15 minutes.

47% shared an article/issue with a colleague, staff or more.

12% visited advertiser's website as a result of seeing their ad in *FORUM*.

73% perceive companies that advertise in *FORUM* as more supportive of their industry than those who don't.

"FORUM is my resource on association hot topics, trends and opinions of key industry leaders. There is always a reference I can share with my staff, colleagues and volunteers!"

Ed Dellert, American Society for Gastrointestinal Endoscopy, Chief Policy and Learning Officer

"If I get through FORUM magazine and I don't flag an article to save or to pass on to someone else, then I tell myself to slow down and re-read because there is always a takeaway!"

Pauli Undesser, Water Quality Association, Executive Director

Members rate the **QUALITY OF WRITING** as the top feature for *FORUM* magazine.

*Results based on 2017 *FORUM* reader survey.

EXCLUSIVE POSITIONS

Inside Front Cover Fold Out	$9,750
Print Bellyband	$7,960

PREMIUM POSITIONS

Cover 4	$4,875
Covers 2 & 3	$4,375
Opposite Table of Contents	$3,750

4-COLOR RATES

|	
Full Page	$3,400
Half Page	$2,850
Third Page	$2,450
Quarter Page	$2,150
Two-Page Spread	$6,300
Half Horizontal Spread	$5,250

CONTENT SPREADS:

Become a thought leader among your peers and display your content side-by-side with your ad in this unique new position.

Three-Page Spread: *$6,800* 1
Two-Page Spread: *$4,700* 2

- Editorial must be at least 300 words per content page.
- Each content page may include two images.
- Three-page spread must follow a content-ad-content format.
- All editorial is subject for review by Association Forum.

All prices listed net.
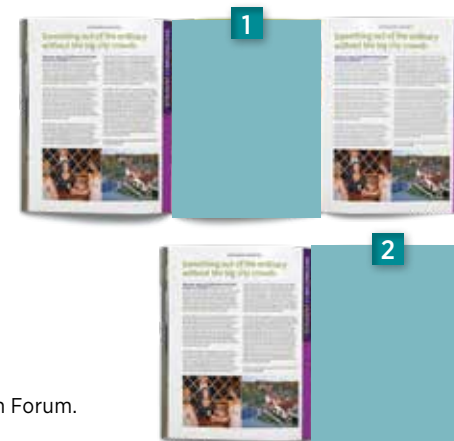
FORUM 2021 Editorial Calendar

MONTH	EDITORIAL AND EXTRAS	SPONSORED CONTENT/VALUE ADDED	AD CLOSED	MATERIALS CLOSED	IN-HOME START DATES
2021 Issue	Meeting Planning	All advertisers in this issue will receive a company listing (contact name, company name, mailing address, phone number, email address and website), a 250-word company description and destination or property photo inclusion. All hotels who advertise in this issue will receive a company listing (contact name, company name, mailing address, phone number, email address and website), a 250-word company description and property photo inclusion. Bonus distribution at Holiday Showcase.	8/23/21	9/2/21	11/1/21

Print Ad Specs

Trim size: 8.375 inches x 10.875 inches

Bleed: 0.125 inches (on all sides)

Safety from Trim:
0.25 inches (keep text elements inside all edges)
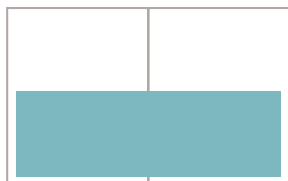
Binding: Perfect bound

SPREAD AND FULL PAGE	Width	Depth
Full-Page Spread (BLEED)	17"	11.125"
Full Page (BLEED)	8.625"	11.125"

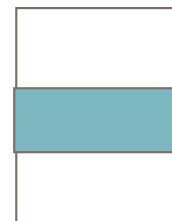| FRACTIONAL	Width	Depth
Half-Page Spread (BLEED)	17"	5.563"
Half-Page Spread (NON-BLEED)	15.75"	4.938"
Half-Page Horizontal	7.375"	4.938"
Half-Page Vertical	3.68"	10"
Half-Page Island	4.86"	7.375"
Third-Page Vertical	2.35"	10"
Quarter Page	3.6"	4.938"

ELECTRONIC FILE REQUIREMENTS

- Please supply only a print-ready .pdf file. We cannot accept any native application file formats (no MS Word, InDesign, Publisher, etc.) or any other file format. PDF must be a hi-res, print-ready file. All raster images should be 300dpi. All fonts must be embedded.
- Do NOT include printer's marks (crop marks, registration marks, etc.) in the file submission.
- Do NOT include a bleed with fractional ads unless specified.
- Color ads must use CMYK color only. RGB color or spot colors (such as Pantone colors) are NOT acceptable.
- Black and white ads should use black only (not 4-color). Images should be greyscale.
- We use an on-screen soft-proofing process. You are not required to send a printed proof.
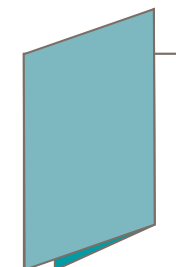
For questions about submitting artwork, please contact your Account Representative.

FORUM FRACTIONAL AD FORMATS

Half-Page Spread (Bleed)

Half-Page Spread (Non-bleed)

Half-Page Horizontal

Half-Page Vertical

Half-Page Island

Third-Page Vertical

Quarter Page

CUSTOM PRINT OPTIONS

Bellyband

Inside Front Cover Gate Fold

FORUM Magazine Online

Take advantage of the *FORUM* Magazine Online website, forummagazine.org, to extend the reach and exposure of your business. The website will be updated with every new issue release, along with a digital archive of past *FORUM* articles and information members can access.

BANNER RATES

Leaderboard (728x90 pixels) 1
2 total, 3 rotations each, home page only
3 months: *$385*
6 months: *$690*
12 months: *$1,250*

Category Ad (300x250 pixels) 2
2 rotations
3 months: *$325*
6 months: *$550*
12 months: *$1,000*

Article Leaderboard (728x90 pixels) 3
3 rotations
3 months: *$250*
6 months: *$425*
12 months: *$750*

MECHANICAL SPECS

Leaderboards:
- Supported file types: .jpg or .gif (static ONLY)
- Color: 256 color max
- Size: 728x90 pixels
- 200K maximum

Category Ads:
- Supported file types: .jpg or .gif (static ONLY)
- Color: 256 color max
- Size: 300x250 pixels
- 200K maximum
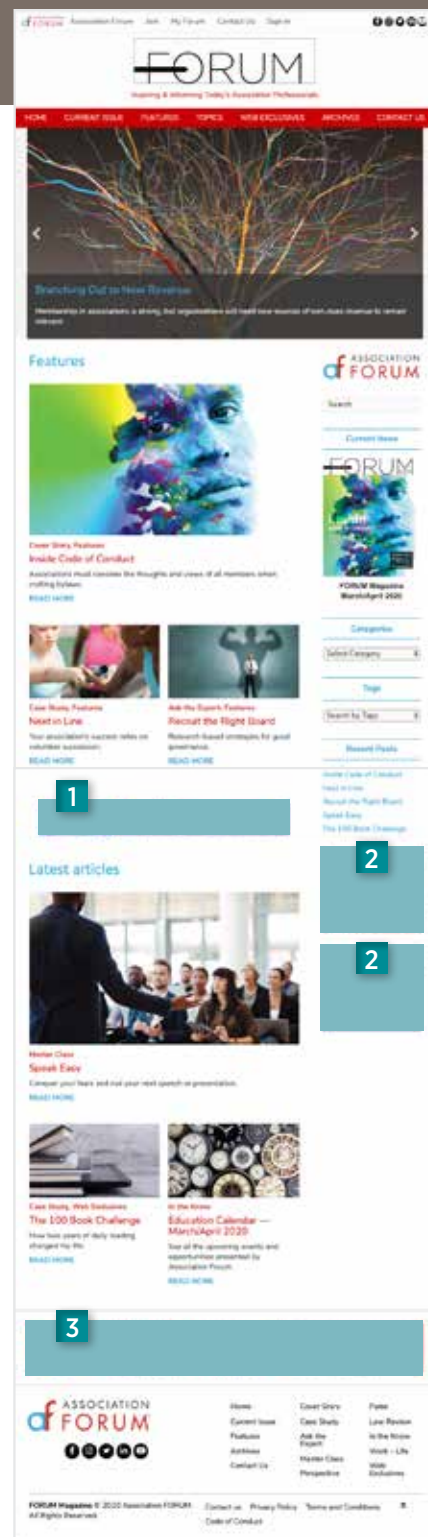
FORUM eAlert Advertisement

Include your ad on the email that is sent letting members know that the digital edition of *FORUM* is now available.

eALERT RATE
Skyscraper (160x600 Pixels)

1 issue: *$825* | 4 issues: *$3,000* **1**
- Specs: 160x600 pixel banner with link
- Limit two advertisers per issue

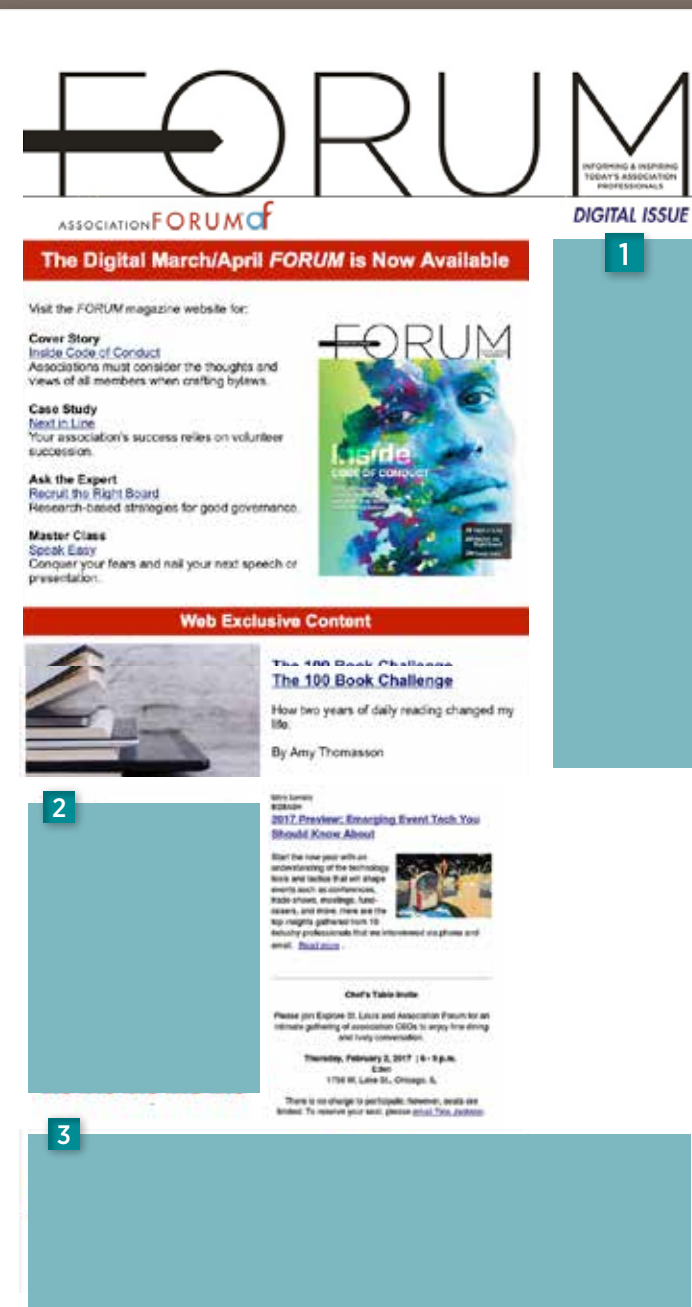### Large Rectangle (275x350 Pixels) **2**

1 issue: *$1,400*
4 issues: *$4,800*

Bottom Leaderboard (600x150 Pixels) **3**

1 issue: *$1,600*
4 issues: *$5,600*

MECHANICAL SPECS
- Supported file types: .jpg or .gif (static ONLY)
- Color: 256 color max
- Rectangle size: 160x600 pixels
- Leaderboard size: 600x150 pixels
- Bottom large rectangle size: 275x350 pixels
- 200K maximum

Associationforum.org

ONLINE EXPOSURE

Stay in front of Association Forum's online community by featuring your ad on associationforum.org. Our website averages more than 105,000 page views per year, 8700 unique visitors per month!

HOMEPAGE BANNER RATES

With Audience Retargeting (120,000 guaranteed impressions)

Pixel specs: 160x600, 320x50, 728x90

9 Campaigns Per Year

3 Months: *$3,675*
6 Months: *$6,750*
12 Months: *$12,300*

MECHANICAL SPECS

- Supported file types: .jpg or .gif (static ONLY)
- Color: 256 color max
- 200K maximum

NEW! HOMEPAGE VIDEO

With Audience Retargeting (20,000 guaranteed impressions for one month or 60,000 guaranteed impressions for three months)

1 month: *$3,300*

- 30-60 second video on Association Forum's homepage
- Located on the top right side of the site
- Pixel specs: 300x250, 160x600, 320x50, 728x90 (Audience Retargeting)
- Re-engage with Association Forum site visitors around the web
- 20,000 guaranteed impressions

3 months: *$8,025*

- 30-60 second video on Association Forum's homepage
- Located on the top right side of the site
- 300x250, 160x600, 320x50, 728x90 (Audience Retargeting)
- Re-engage with Association Forum site visitors around the web
- 60,000 guaranteed impressions

Stay in front of Association Forum's online community by featuring your ad on the Association Forum Education Calendar and the Career Center section of associationforum.org.

BANNER RATES

Sponsored Content (300x250 pixels) 1

3 rotations each. Will also appear on the Career Center page on associationforum.org

3 Months: *$2,475*
6 Months: *$4,350*
12 Months: *$7,500*

Skyscraper (160x600 pixels) 2

Exclusive. Will also appear on the Career Center page on associationforum.org

3 Months: *$1,980*
6 Months: *$3,360*
12 Months: *$5,520*

MONTHLY WEB STATISTICS

Average page views: **85,013**

Average sessions: **17,091**

MECHANICAL SPECS

Sponsored Content:
- Supported file types: .jpg or .gif (static ONLY)
- Color: 256 color max
- Size: 300x250 pixels
- 200K maximum

Skyscraper:
- Supported file types: .jpg or .gif (static ONLY)
- Color: 256 color max
- Size: 160x600 pixels
- 200K maximum
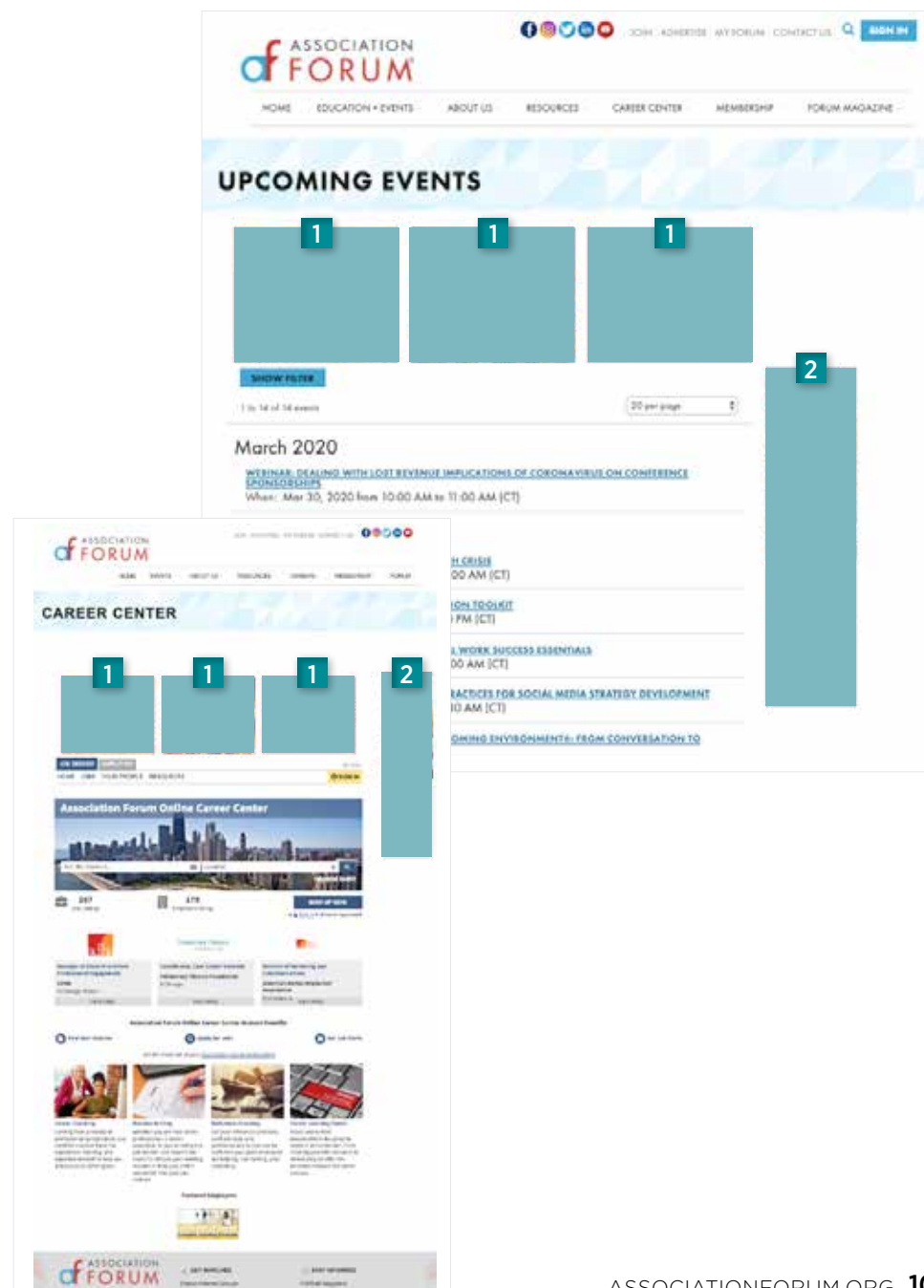
CEOnly eNewsletter

The CEOnly eNewsletter is distributed quarterly in February, May, August and November. CEOnly Membership, which is exclusive to CEOs/Executive Directors, includes the member benefit titled CEOnly Newsletter, reaching nearly 400 CEO members quarterly. By participating, your company's message will reach C-Level executives in the Chicago association community.

RATES

Leaderboard (600x150 Pixels) 1
1 issue: *$2,500*
4 issues: *$9,000*

Advertiser Content Feature 2
Two spaces available per issue; Includes 70 words, one image (125x125 pixels)
1 issue: *$1,500*
4 issues: *$5,400*

Bottom Large Rectangle (275x350 Pixels) 3
1 issue: *$2,000*
4 issues: *$7,200*

Bottom Leaderboard (600x150 Pixels) 4
1 issue: *$1,600*
4 issues: *$5,600*

CEONLY NEWSLETTER SCHEDULE:
February 2021: Ad close 2/1/21
May 2021: Ad close 5/3/21
August 2021: Ad close 8/2/21
November 2021: Ad close 11/1/21

MECHANICAL SPECS
- Supported file types: .jpg or .gif (static only)
- Color: 256 color max
- Leaderboard size: 600x150 pixels
- Bottom large rectangle size: 275x350 pixels
- Advertiser content feature: 125x125 pixels and 70 words

This Week eNewsletter

Start the week off right by aligning your message with the must-read Monday update that's delivered to more than 4,000 Association Forum members. This Week is also available and archived online for all Chicagoland association executives!

Premium Option-Exclusive (650x200 pixels) 1

1 Month: *$2,500* | $625 per week (1–12 weeks)
3 Months: *$6,344* | $550 per week (13–23 weeks)
6 Months: *$11,050* | $488 per week (24–47 weeks)
12 Months: *$18,876* | $363 per week (48–52 weeks)
Premium option includes 650x200 pixel banner ad with hyperlink.

Banner Option (650x100 pixels) 2

1 Month: $1,500 | $450 per week (1–12 weeks)
3 Months: $4,400 | $375 per week (13–23 weeks)
6 Months: $6,838 | $315 per week (24–47 weeks)
12 Months: $11,700 | $225 per week (48–52 weeks)
Includes 650x100 pixel banner ad with hyperlink.

Partner Ad (200x200 pixels) 3

1 Month: $1,000 | $250 per week (1–12 weeks)
3 Months: $2,600 | $225 per week (13–23 weeks)
6 Months: $4,550 | $200 per week (24–47 weeks)
12 Months: $7,800 | $150 per week (48–52 weeks)
Includes 200x200 pixel square ad with hyperlink.

MECHANICAL SPECS

- Supported file types: .jpg or .gif (static only)
- Color: 256 color max
- Premium option size: 650x200 pixels
- Banner option size: 650x100 pixels
- Partner ad size: 200x200 pixels

Exclusive Sponsored Content eBlast Opportunity

Establish your company as a thought leader by participating in our weekly eBlast opportunity. This exclusive opportunity is limited to only one company per week. Each eBlast is sent to more than 4,000 key decision-makers!

$4,750 PER EMAIL 1

With AdBlast Audience Retargeting (75,000 guaranteed impressions scheduled the week of the email blast)

THIS OPPORTUNITY INCLUDES:
- 600x350 banner
- One company logo (150 pixels wide max)
- Company tagline (5–10 words)
- 70–100 words of text
- One URL/call-to-action link
- Pixel specs: 300x250, 160x600, 320x50, 728x90 (AdBlast Audience Retargeting)
    - •Re-engage with Association Forum site visitors around the web

HTML AD
- Client supplies HTML code. (Naylor does not provide HTML ad creation service.)
- Width: 650 pixels; Height: Variable, inline styles
- Images/supporting files must be served from client server. (Naylor does not host files.)
- Full absolute path for images/supporting file; Third party tags and 1x1 tracking pixels tags not accepted.
- One URL click tag is accepted.

ADVERTORIAL GUIDELINES:
- Content should include practical, useful information in which the member would find value, which should be independent of the particular advertiser. The overall message and tone should not be promotional in nature.
- Association Forum reserves the right to edit or alter content as it deems necessary to meet the above requirements and provide maximum value for its members.

THIS OPPORTUNITY IS LIMITED TO ONE COMPANY PER WEEK!
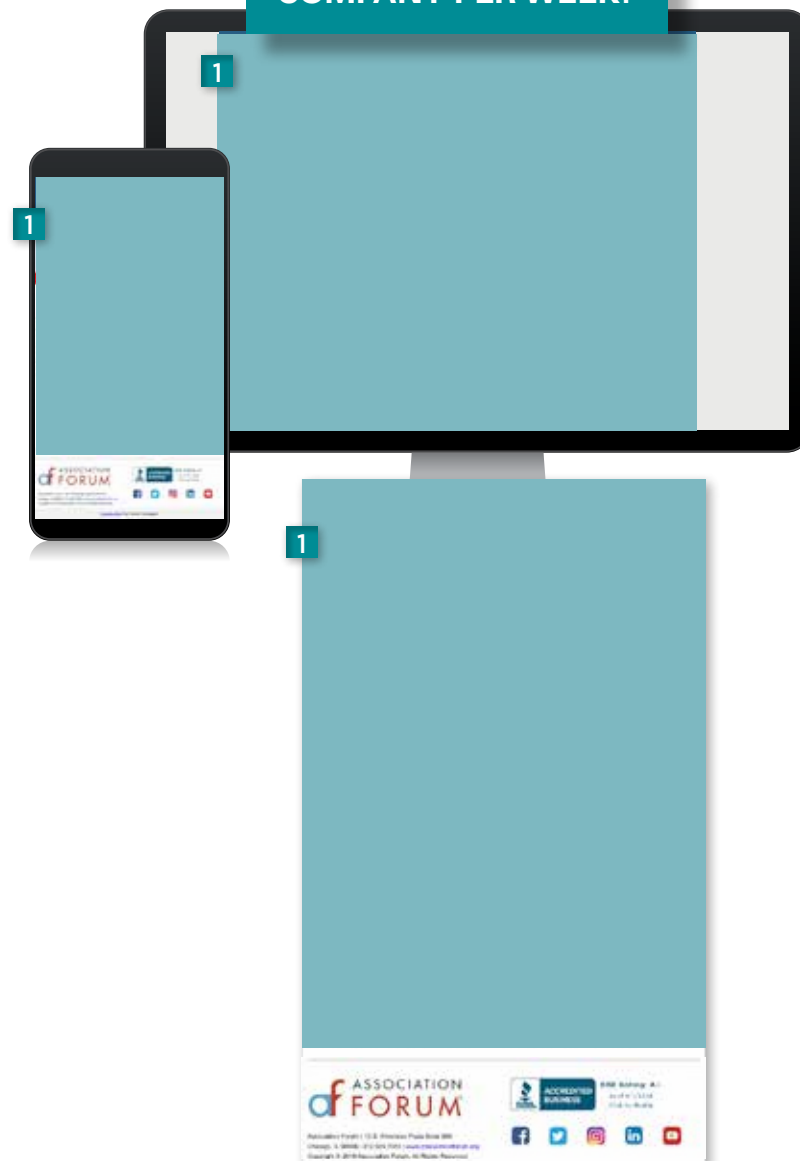
Online Buyer's Guide

For companies that want maximum online exposure, our Online Buyer's Guide lets your customers find products and services with the click of a button. Visitors can search for your company by name, location, product category or keyword. The Online Buyer's Guide has advertising options for every company, from high-profile banner ads to premier listings designed to fit a variety of sizes and budgets.

Extend your print advertising investment with the unique benefits of online media.

Link your ad to the landing page of your choice.

Interact with viewers and facilitate the buying process.

Increase traffic to your website.

Generate an immediate response from customers.

Super Leaderboard 1
With Audience Retargeting (120,000 guaranteed impressions)- EXCLUSIVE*
12 months: *$7,800*
- 970x90 banner
- Located above the site header
- Run-of-site
- Pixel specs: 300x250, 160x600, 320x50, 728x90 (Audience Retargeting)
- Re-engage with Association Forum site visitors around the web

Skyscraper 2
With Audience Retargeting (120,000 guaranteed impressions)- THREE AVAILABLE*
12 months: *$6,800*
- 160x600 pixels
- Located on the left side of the site
- Run-of-site
- Pixel specs: 300x250, 160x600, 320x50, 728x90 (audience retargeting)
- Re-engage with Association Forum site visitors around the web

Category Sponsor Listing 3
First Listing: $995
Second Listing: $895
Third Listing: $795

Rectangle 1 4
With Audience Retargeting (120,000 guaranteed impressions)- THREE AVAILABLE*
12 months: *$6,300*
- 300x250 pixels
- Located on the right side of the site, under the header
- Pixel specs: 300x250, 160x600, 320x50, 728x90 (Audience Retargeting)
- Re-engage with Association Forum site visitors around the web

Rectangle 2 5
With Audience Retargeting (120,000 guaranteed impressions)- THREE AVAILABLE
12 months: *$6,050*
- 300x250 pixels
- Located on the right side of the site, under Rectangle 1
- Pixel specs: 300x250, 160x600, 320x50, 728x90 (Audience Retargeting)
- Re-engage with Association Forum site visitors around the web

Category Rectangle 6
With Audience Retargeting (120,000 guaranteed impressions)- EXCLUSIVE PER CATEGORY
On selected categories
12 months: *$5,800*
- 300x250 pixels
- Bottom rectangle located on the right side of the site
- Pixel specs: 300x250, 160x600, 320x50, 728x90 (Audience Retargeting)
- Re-engage with Association Forum site visitors around the web

Premier Listings *$495* 7

Premier Listings With Video *$695* 8

For more information, contact Brittany Harris **bharris@naylor.com** or **(352) 333-3452**.

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.

Audience Retargeting

EXTEND YOUR REACH beyond the Association Forum website and keep your brand top-of-mind with leading association management industry professionals, such as association CEOs, suppliers and consultants. The Association Forum website has **over 195,000 unique visits each year** from members and other industry professionals who **spend approximately $947 million annually** on products and services. Through programmatic retargeting you can create customized campaigns to reach only your target audience, increasing your ROI and eliminating wasted impressions.

NAYLOR
PROGRAMMATIC NETWORK

TARGETING TACTICS

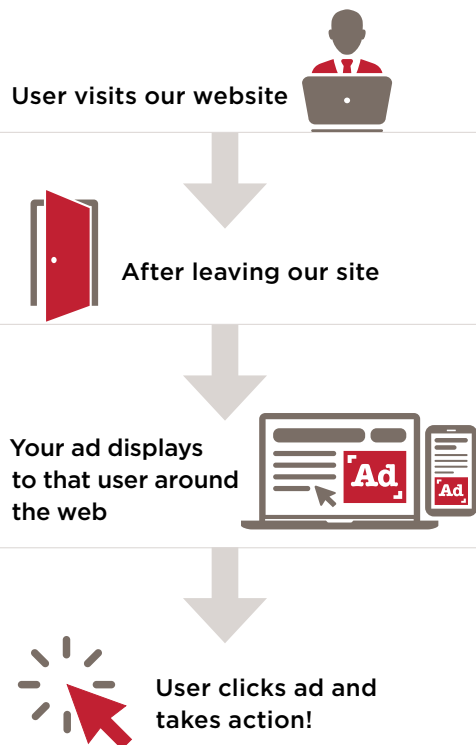**Using a combination of our top targeting tactics will help you achieve your campaign goals.**

Geo-fencing location-based advertising focused on specific geographic shapes.

Search retargeting targets prospects with display ads based on the searches they perform across the web.

Site retargeting targets users who have already visited your site while they are visiting other sites across the web.

Contextual targeting looks at the category or keywords of the current page a consumer is viewing and then serves them ads that are highly relevant to that content.

HOW RETARGETING WORKS

User visits our website

After leaving our site

Your ad displays to that user around the web

User clicks ad and takes action!

RETARGETING PACKAGES

Quarterly Audience Retargeting
(75,000 guaranteed impressions)
3 months: *$3,000*
- 300x250, 160x600, 320x50, 728x90 (Audience Retargeting)
- Re-engage with Association Forum site visitors around the web

Annual Campaign Audience Retargeting
(300,000 guaranteed impressions)
12 months: *$9,000*
- 300x250, 160x600, 320x50, 728x90 (Audience Retargeting)
- Re-engage with Association Forum site visitors around the web

Annual Campaign Audience Retargeting
(600,000 guaranteed impressions)
12 months: *$15,000*
- 300x250, 160x600, 320x50, 728x90 (Audience Retargeting)
- Re-engage with Association Forum site visitors around the web

Ad Blast Audience Retargeting
(75,000 guaranteed impressions)
1 Day : *$2,250*
- 300x250, 160x600, 320x50, 728x90 (Audience Retargeting)
- Re-engage with Association Forum site visitors around the web

Pre-conference/Trade Show Audience
Retargeting (50,000 guaranteed impressions)
30 Days: *$2,000*
- 300x250, 160x600, 320x50, 728x90 (Audience Retargeting)
- Re-engage with Association Forum site visitors around the web

Post-conference/Trade Show Audience
Retargeting (50,000 guaranteed impressions)
30 Days: *$2,000*
- 300x250, 160x600, 320x50, 728x90 (Audience Retargeting)
- Re-engage with Association Forum site visitors around the web

Pre- and Post-conference/Trade Show
Audience Retargeting (100,000 guaranteed
impressions)
60 Days: *$3,000*
- 300x250, 160x600, 320x50, 728x90 (Audience Retargeting)
- Re-engage with Association Forum site visitors around the web

Customized targeting solutions are available. Please contact Brittany Harris at **bharris@naylor.com** or **(352) 333-3452**.