



# MEDIA KIT

2021



## CONTACTS

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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.

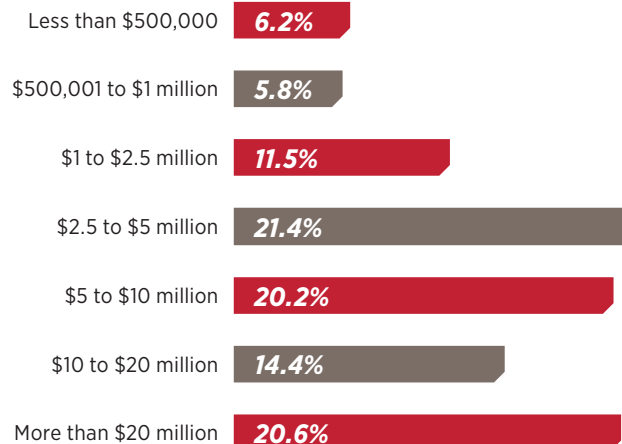
## BY THE NUMBERS

### Purchase Authority

Recommend Specific Products/Services **71%**  
Prepare/Approve Budgets **63%**  
Review Products/Services **61%**  
Make Final Purchase Decision **45%**



### Member's Association Budgets



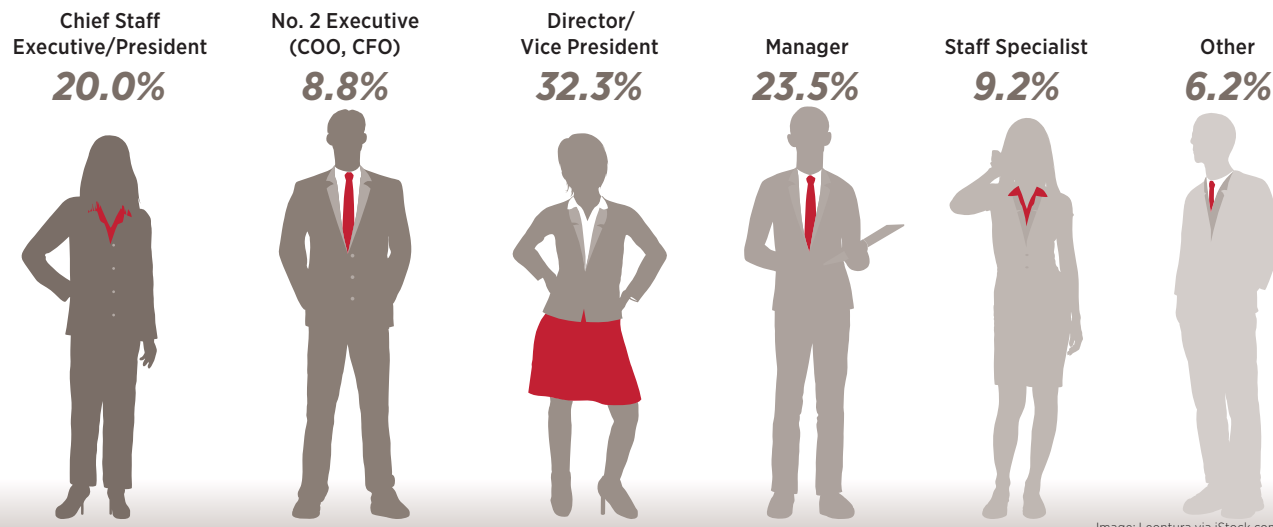
**80%** of Association Forum member organizations are national/international in scope.



**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](http://www.flaticon.com)

### Our Members



# Media Opportunities

## 4 FORUM MAGAZINE PRINT

The official magazine for Association Forum members, distributed in print once a year for Holiday Showcase

## 7 FORUM MAGAZINE ONLINE

The website that provides digital access for all *FORUM* readers

## 8 FORUM eALERT

An eBlast letting members know when a digital edition of *FORUM* is available

## 9 ASSOCIATIONFORUM.ORG

The website's home page, averaging more than 105,000 page views per year and 8,700 unique visitors per month

## 10 EDUCATION CALENDAR AND CAREER CENTER AT ASSOCIATIONFORUM.ORG

Popular webpages for the Association Forum community, averaging over 5,000 visitors per month

## 11 CEOnly eNEWSLETTER

Our informative eNewsletter delivered to CEO members on a quarterly basis

## 12 THIS WEEK eNEWSLETTER

Emails to 4,000 members every Monday of the year

## 13 EXCLUSIVE SPONSORED CONTENT eBLAST

Weekly eBlast to more than 4,000 key-decision makers

## 14 ONLINE BUYER'S GUIDE

The central location for members searching for products and services throughout the year

## 15 AUDIENCE RETARGETING

The retargeting solution to create highly targeted ad campaigns and reach your desired audience around the web



## 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:

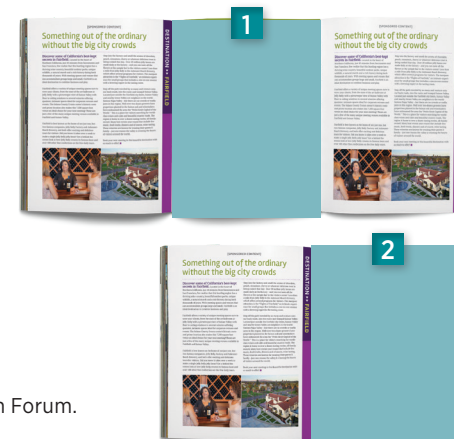
Become a thought leader among your peers and display your content side-by-side with your ad in this unique new position.

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
<b>2021 Issue</b>	Meeting Planning	<p>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.</p> <p>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.</p> <p>Bonus distribution at Holiday Showcase.</p>	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

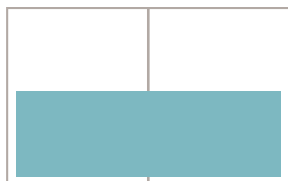
SPREAD AND FULL PAGE	Width	Depth
<b>Full-Page Spread (BLEED)</b>	17"	11.125"
<b>Full Page (BLEED)</b>	8.625"	11.125"

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

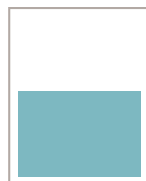
## FORUM FRACTIONAL AD FORMATS



Half-Page Spread (Bleed)



Half-Page Spread  
(Non-bleed)



Half-Page  
Horizontal



Half-Page  
Vertical



Half-Page  
Island



Third-Page  
Vertical



Quarter Page

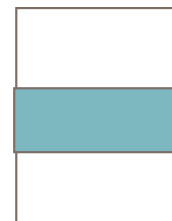
## ELECTRONIC FILE REQUIREMENTS

- 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.

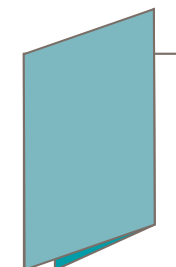
For questions about submitting artwork, please contact your Account Representative.

## CUSTOM PRINT OPTIONS

Bellyband



Inside Front Cover  
Gate Fold





# FORUM Magazine Online

Take advantage of the *FORUM* Magazine Online website, [forummagazine.org](http://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) <sup>1</sup>

2 total, 3 rotations each, home page only

3 months: \$385

6 months: \$690

12 months: \$1,250

### Category Ad (300x250 pixels) <sup>2</sup>

2 rotations

3 months: \$325

6 months: \$550

12 months: \$1,000

### Article Leaderboard (728x90 pixels) <sup>3</sup>

3 rotations

3 months: \$250

6 months: \$425

12 months: \$750

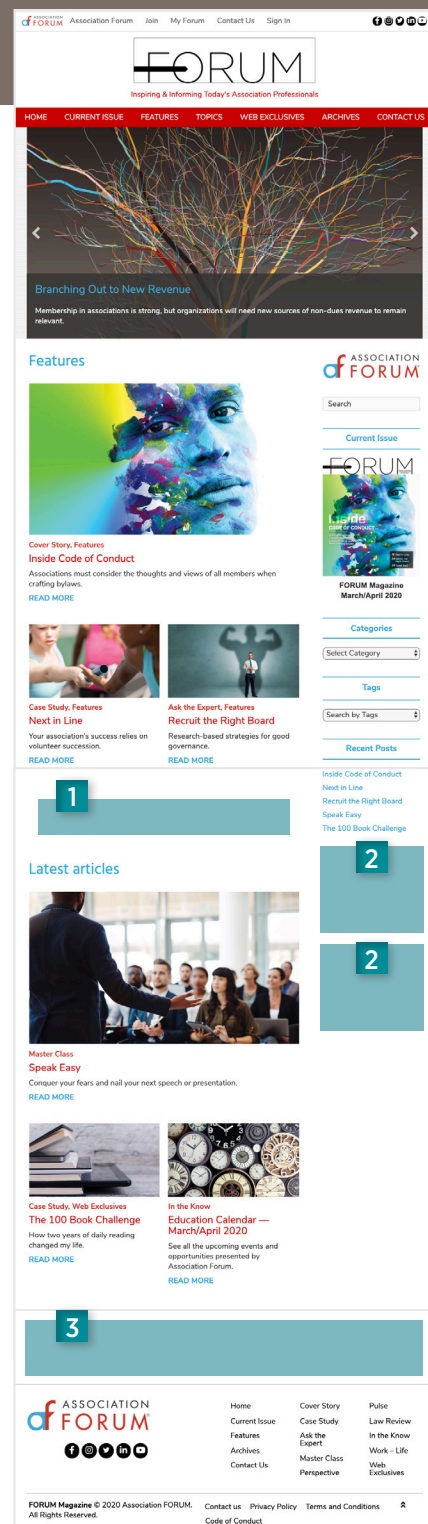
## MECHANICAL SPECS

### 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

# FORUM

INFORMING & INSPIRING  
TODAY'S ASSOCIATION  
PROFESSIONALS

ASSOCIATION **FORUM** of

**DIGITAL ISSUE**

**The Digital March/April FORUM is Now Available**


Visit the *FORUM* magazine website for:

**Cover Story**  
[Inside Code of Conduct](#)  
Associations must consider the thoughts and views of all members when crafting bylaws.


**Case Study**  
[Next in Line](#)  
Your association's success relies on volunteer succession.

**Ask the Expert**  
[Recruit the Right Board](#)  
Research-based strategies for good governance.

**Master Class**  
[Speak Easy](#)  
Conquer your fears and nail your next speech or presentation.



**Web Exclusive Content**

 **The 100 Book Challenge**  
[The 100 Book Challenge](#)

How two years of daily reading changed my life.

By Amy Thomasson

Mira Sonelli  
BIZBASH  
[2017 Preview: Emerging Event Tech You Should Know About](#)

Start the new year with an understanding of the technology tools and tactics that will shape events such as conferences, trade shows, meetings, fund-raisers, and more. Here are the top insights gathered from 10 industry professionals that we interviewed via phone and email. [Read more.](#)

**Chef's Table Invite**

Please join Explore St. Louis and Association Forum for an intimate gathering of association CEOs to enjoy fine dining and lively conversation.

**Thursday, February 2, 2017 | 6 - 9 p.m.**  
Eden  
1756 W. Lake St., Chicago, IL

There is no charge to participate; however, seats are limited. To reserve your seat, please [email Tina Jackson](#).



## 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



# Education Calendar & Career Center at associationforum.org

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) <sup>1</sup>

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) <sup>2</sup>

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

ASSOCIATION  
of  
FORUM

JOIN | ADVERTISE | MY FORUM | CONTACT US | SIGN IN

HOME EDUCATION + EVENTS ABOUT US RESOURCES CAREER CENTER MEMBERSHIP FORUM MAGAZINE

## UPCOMING EVENTS

1 1 1

SHOW FILTER

1 to 14 of 14 events 20 per page

March 2020

[WEBINAR: DEALING WITH LOST REVENUE IMPLICATIONS OF CORONAVIRUS ON CONFERENCE SPONSORSHIPS](#)  
When: Mar 30, 2020 from 10:00 AM to 11:00 AM (CT)

2

[H CRISIS](#)  
00 AM (CT)

[ION TOOLKIT](#)  
PM (CT)

[WORK SUCCESS ESSENTIALS](#)  
00 AM (CT)

[PRACTICES FOR SOCIAL MEDIA STRATEGY DEVELOPMENT](#)  
00 AM (CT)

[OMING ENVIRONMENT: FROM CONVERSATION TO](#)

ASSOCIATION  
of  
FORUM

JOIN | ADVERTISE | MY FORUM | CONTACT US

HOME EVENTS ABOUT US RESOURCES CAREERS MEMBERSHIP FORUM

## CAREER CENTER

1 1 1

2

Job Alerts | Sign Up

267 Job Listings | 179 Employers Hiring | Sign Up Now

Association Forum Online Career Center

Featured Employers

Association Forum Online Career Center Account Benefits

Post Your Resume | Apply for Jobs | Set Job Alerts

Get the most out of your Association Forum Membership

Career Coaching | Resume Writing | Reference Checking | Career Learning Center

Featured Employers

ASSOCIATION  
of  
FORUM

GET INVOLVED | STAY INFORMED

Shared Interest Groups | FORUM Magazine

# CEOnly eNewsletter

The CEOOnly eNewsletter is distributed quarterly in February, May, August and November. CEOOnly Membership, which is exclusive to CEOs/Executive Directors, includes the member benefit titled CEOOnly 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 (200x180 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

**d|CEOly® Newsletter**

Your Career. Your Organization. Your Impact.

#WeAreForum

1

## Public Policy Conversation Circle with U.S. Representative Mike Quigley

Association Forum is proud to announce that U.S. Representative Mike Quigley will be joining us for a special conversation circle:

### Public Policy Conversation Circle with U.S. Representative Mike Quigley

November 30, 2020  
11:10 a.m. – Noon (CT)

Attendees will have the chance to ask questions on whether COVID-related relief will happen in the lame duck period or under a new administration. Get answers on the government's plan for helping the meetings industry recover from the pandemic as well as ways organizations can become better advocates for the association management profession.

**Michael Bruce Quigley**  
U.S. Representative  
Illinois's 5th Congressional District

## Register Today

Featuring:

**Geoffrey E. Brown, CAE**  
Chief Executive Officer  
National Association of Personal Financial Advisors (NAPFA)

**Greg Heidrich**  
Executive Director  
Society of Actuaries (SOA)

**Michael Bruce Quigley**  
U.S. Representative  
Illinois's 5th Congressional District

**David Whitaker**  
President & CEO  
Choose Chicago

2

### We Are All In Chicago

All In Chicago was developed as a group meetings, conventions, and events recovery program. Please use this page as a resource throughout this entire recovery time as it will provide continual updates on the City of Chicago's reopening initiatives and strategies. Additionally, you will find information on the Choose Chicago All In Chicago incentive program to assist you in bringing your short-term meetings to our city.

[Learn More](#)

### Remote Earning: How to Make Money From Digital Events

FORUM Magazine

As the clock struck midnight on Jan. 1, 2020, associations readied themselves for the year's big plans. Calendars were dotted with in-person meetings, and conferences had been planned around the country and the world. Events looked like they would continue to be a large chunk of associations' non-dues revenue.

[Read More](#)

3

After COVID-19 hit, it was clear that 2020 was not going to be the same for associations. In fact, according to a study conducted by CS-Effect and Researchscape, 66% of association executives indicated they converted their live event to a virtual meeting this year, with another 12% canceling altogether.

[Read More](#)

1

# ► 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.

## Advertiser Content Feature **4**

One space available per issue; Includes 70 words, one image (200x180 pixels)

1 issue: \$500

## 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

ASSOCIATION  
FORUM | **thisweek**  
Association News Update

Association Forum News and Notes

**Is Your Association Ready for a Virtual Meeting?**  
*Forum Magazine*  
Change is hard. But nowhere is change harder than when it comes to re-imagining the tradeshow experience as a digital one. There is uncertainty about the technology to make this happen in a way that doesn't dilute the value that a face-to-face event brings to exhibitors. There is fear that a virtual event will siphon attendees from any in-person offerings. But for associations that have offered virtual events, whether by design or being forced to by the hand of unforeseen circumstances, the reward has been engagement from groups that might not otherwise have participated with the organization... [Read More](#)

**Making Bold Decisions**  
*FORUM Magazine*  
What challenge is your organization facing that may require a bold decision ... and that carries new risks? Perhaps totally revamping your governance structure? Considering a merger? Hiring a new type of executive director or CEO? Expanding into a new constituency? Rebranding? New twist on the organization's mission? Need to move your headquarters? Membership in decline?... [Read More](#)

**1**

Editor's Picks

**Leading During an Epidemic: Communicating With Staff and Members**  
*Associations Now*  
COVID-19 has placed new pressures on association leaders. How do you communicate with staff and members? What do you hold off on or prioritize? Three CEOs share their stories. "The biggest challenge is there's so many uncertainties," says Bill Schankel, CAE, interim CEO of NAFA, an association of vehicle fleet managers... [Read more](#)

**Free Tools, Resources and Financial Help for Business Owners Hit by COVID-19**  
*Inc.*  
A growing number of companies are offering their online tools, classes and resources at no cost in response to the impact on small business owners from the coronavirus. Below is a list that Inc. is curating and continuously updating... [Read More](#)

**2**

Live Webinars

**Leading at all Levels Through Crisis**  
April 2 from 10 to 11 a.m. (CT)

**The Association CEO Succession Toolkit**  
April 6 from 3 to 4:30 p.m. (CT)

**Communications SIG - Best Practices for Social Media Strategy Development**  
April 8 from 9 to 10:30 a.m. (CT)

**Medical & Recreational Marijuana: Ethics & Strategies to Keep Up with Rapidly-Changing Laws**  
April 21 from 10 to 11 a.m. (CT)

**3**

**4**

Mighty Citizen is the branding, marketing, and digital transformation agency for associations. For 20 years, we've helped

ASSOCIATION  
FORUM | **#WEareForum**

ACCREDITED BUSINESS  
BBB Rating: A+  
as of 3/27/2020  
Click for profile

Your Career. Your Organization. Your Impact.

f t i y

Association Forum | 10 S. Riverside Plaza Suite 800 | Chicago, IL 60606 | 312.924.7000 | [www.associationforum.org](http://www.associationforum.org)  
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# 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

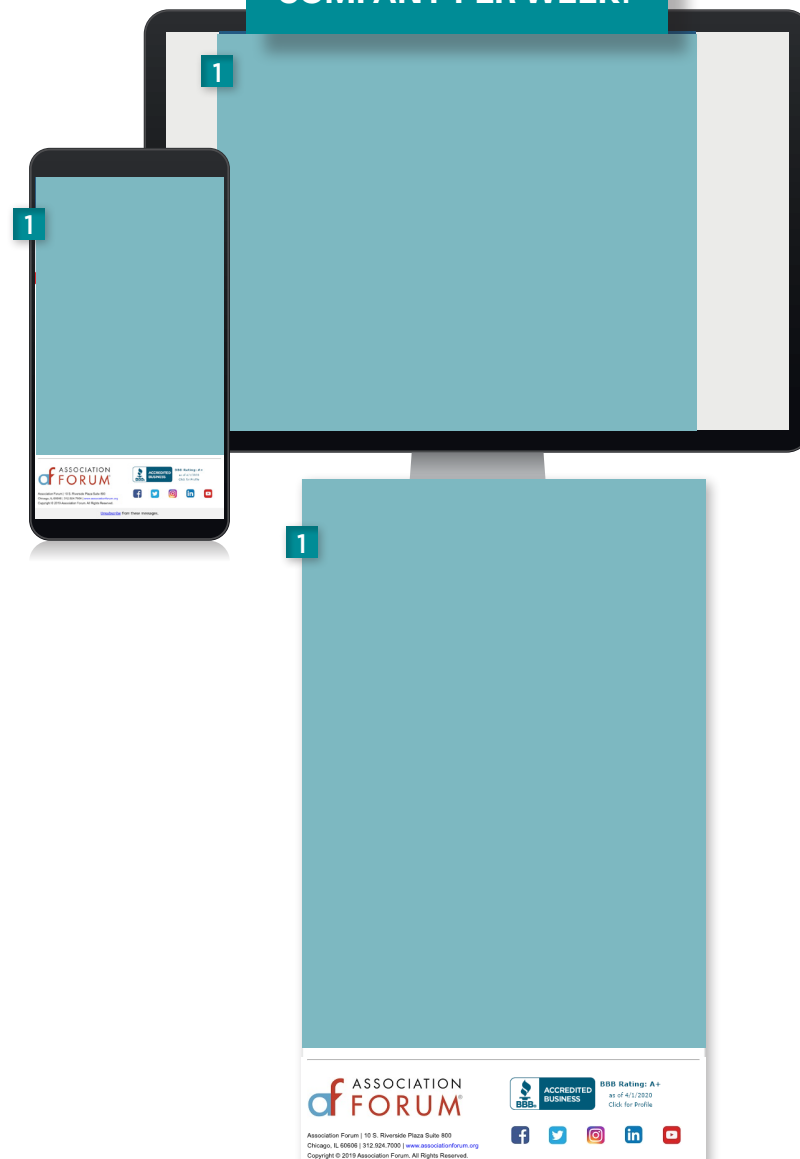
## HTML AD

- 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.

## Super Leaderboard <sup>1</sup>

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 <sup>2</sup>

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 <sup>3</sup>

First Listing: **\$995**

Second Listing: **\$895**

Third Listing: **\$795**

## Rectangle 1 <sup>4</sup>

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 <sup>5</sup>

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 <sup>6</sup>

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** <sup>7</sup>

## Premier Listings With Video **\$695** <sup>8</sup>

For more information, contact Brittany Harris [bharris@naylor.com](mailto: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.

**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.

The screenshot shows the Association Forum Buyers Guide website. The layout includes a top navigation bar with the Association Forum logo, 'Buyers Guide' text, and a 'Powered by MARKETBASE' logo. Below the navigation bar are links for Home, How to Use, Listing Index, Advertise With Us, Become a Member, and Career Center. The main content area features a search bar, a list of product and service categories, and a search result for 'Accounting & Financial' with 43 results. Numbered callouts indicate ad placement locations: 1 (Super Leaderboard), 2 (Skyscraper), 3 (Category Sponsor Listing), 4 (Rectangle 1), 5 (Rectangle 2), 6 (Category Rectangle), 7 (Premier Listing), and 8 (Premier Listing With Video). A 'Featured Listing' for 'Mighty Citizen' is also visible.



# 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.



## TARGETING TACTICS

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

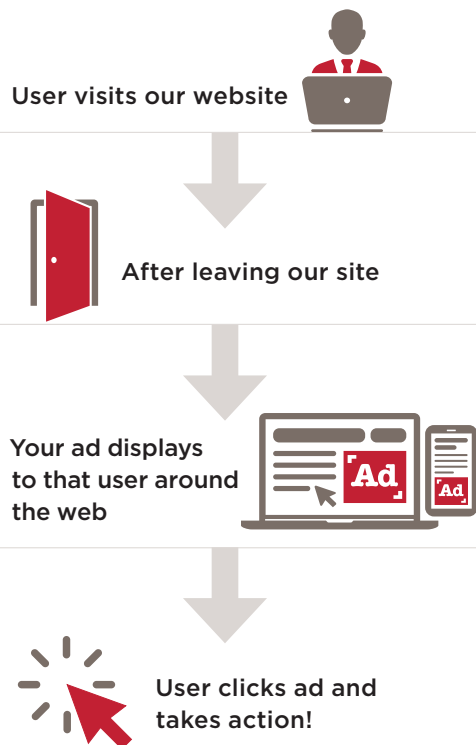
Geo-fencing location-based advertising focused on specific geographic shapes.

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



### 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](mailto:bharris@naylor.com) or (352) 333-3452.