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**

<table>
<thead>
<tr>
<th>Budget Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $500,000</td>
<td>6.2%</td>
</tr>
<tr>
<td>$500,001 to $1 million</td>
<td>5.8%</td>
</tr>
<tr>
<td>$1 to $2.5 million</td>
<td>11.5%</td>
</tr>
<tr>
<td>$2.5 to $5 million</td>
<td>21.4%</td>
</tr>
<tr>
<td>$5 to $10 million</td>
<td>20.2%</td>
</tr>
<tr>
<td>$10 to $20 million</td>
<td>14.4%</td>
</tr>
<tr>
<td>More than $20 million</td>
<td>20.6%</td>
</tr>
</tbody>
</table>

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.

**Our Members**

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

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.
Media Opportunities

4 **FORUM MAGAZINE**
The official magazine for Association Forum members, distributed 6x/year

8 **NEW! FORUM MAGAZINE ONLINE**
The website that provides digital access for all FORUM readers

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

9 **ASSOCIATION FORUM EVENT MOBILE APPS**
The apps used exclusively for Association Forum’s Signature Events

10 **ASSOCIATIONFORUM.ORG**
The website’s home page, averaging more than 105,000 page views per year and 8,700 unique visitors per month

11 **NEW! EDUCATION CALENDAR AND CAREER CENTER AT ASSOCIATIONFORUM.ORG**
Popular webpages for the Association Forum community, averaging over 5,000 visitors per month

12 **CEOnly eNEWSLETTER**
Our informative eNewsletter delivered to CEO members on a quarterly basis

13 **THIS WEEK AND EDUCATION ALERT eNEWSLETTER**
Emails to 4,000 members every Monday (This Week) or Friday (Education Alert) of the year

15 **NEW! EXCLUSIVE SPONSORED CONTENT eBLAST**
Once-a-month eBlast to more than 4,000 key-decision makers

16 **ONLINE BUYER’S GUIDE**
The central location for members searching for products and services throughout the year

17 **NEW! AUDIENCE RETARGETING**
The retargeting solution to create highly targeted ad campaigns and reach your desired audience around the web
"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

*Results based on 2017 FORUM reader survey.

Members rate the QUALITY OF WRITING as the top feature for FORUM magazine.
## FORUM 2020 Editorial Calendar

<table>
<thead>
<tr>
<th>MONTH</th>
<th>EDITORIAL AND EXTRAS</th>
<th>SPONSORED CONTENT/VALUE ADDED</th>
<th>AD CLOSING</th>
<th>MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN/FEB</td>
<td>Non-Dues Revenue</td>
<td>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 logo inclusion.</td>
<td>11/6/19</td>
<td>11/19/19</td>
</tr>
<tr>
<td>MAR/APR</td>
<td>Governance and Leadership</td>
<td>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 logo inclusion.</td>
<td>1/14/20</td>
<td>1/27/20</td>
</tr>
</tbody>
</table>
| MAY/JUN    | Technology                    | 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 logo inclusion.  
Bonus distribution at Forum Forward. | 3/13/20    | 3/26/20       |
| JUL/AUG    | Membership + Education        | 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 logo inclusion.  
Buyer’s Guide supplement issue. | 5/12/20    | 5/26/20       |
| SEP/OCT    | Welcoming Environment         | 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 logo inclusion. | 7/14/20    | 7/27/20       |
| NOV/DEC    | Meeting Planning              | All convention and visitor bureaus 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 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. | 9/14/20    | 9/25/20       |
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

<table>
<thead>
<tr>
<th>SPREAD AND FULL PAGE</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page Spread (BLEED)</td>
<td>17&quot;</td>
<td>11.125&quot;</td>
</tr>
<tr>
<td>Full Page (BLEED)</td>
<td>8.625&quot;</td>
<td>11.125&quot;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FRACTIONAL</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half-Page Spread (BLEED)</td>
<td>17&quot;</td>
<td>5.563&quot;</td>
</tr>
<tr>
<td>Half-Page Spread (NON-BLEED)</td>
<td>15.75&quot;</td>
<td>4.938&quot;</td>
</tr>
<tr>
<td>Half-Page Horizontal</td>
<td>7.375&quot;</td>
<td>4.938&quot;</td>
</tr>
<tr>
<td>Half-Page Vertical</td>
<td>3.68&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>Half-Page Island</td>
<td>4.86&quot;</td>
<td>7.375&quot;</td>
</tr>
<tr>
<td>Third-Page Vertical</td>
<td>2.35&quot;</td>
<td>7.375&quot;</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.6&quot;</td>
<td>4.938&quot;</td>
</tr>
</tbody>
</table>

**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.

**FORUM FRACTIONAL AD FORMATS**

- Half-Page Spread (Bleed)
- Half-Page Spread (Non-bleed)
- Half-Page Vertical
- Half-Page Island
- Half-Page Horizontal
- Third-Page Vertical
- Quarter Page

**CUSTOM PRINT OPTIONS**

- Inside Front Cover
- Gate Fold

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

Member Enhanced Listing $499*
- Organization name by one category
- Address
- Website
- Contact Information
  - Email
  - Phone
  - Title
- 75-word company description
- Additional category listings for $100 each

Non-Member Enhanced Listing $799**
- Introductory Industry Partner Membership with Association Forum (August 2019 through March 2020)
- Organization name by one category
- Address
- Website
- Contact Information
  - Email
  - Phone
  - Title
- 75-word company description
- Additional category listings for $100 each

*Complimentary with ½-page or greater in the July/August issue of FORUM magazine

**$399 with ½-page or greater in the July/August issue of FORUM magazine
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 (728 x 90 pixels)**

2 total, 3 rotations each, home page only
- 3 months: $385
- 6 months: $690
- 12 months: $1,250

**Category Ad (300 x 250 pixels)**

2 rotations
- 3 months: $325
- 6 months: $550
- 12 months: $1,000

**Article Leaderboard (728 x 90 pixels)**

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**

- **6 Issues:** $4,500
- **3 Issues:** $2,500

- Specs: 160x600 pixel banner with link
- Limit two advertisers per issue

Association Forum Event Mobile Apps

Advertise on any of the mobile apps for our Signature Events for additional exposure to our members. Advertising is only available for Signature Events (Forum Forward, SmartTech and Holiday Showcase.)

**HOME SCREEN BANNER RATES**

- **Signature Event Banner (640x130 pixels):** $750 per event
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
Rectangle (300x250 pixels)  
3 rotations each on associationforum.org  
3 Months: $2,475  
6 Months: $4,350  
12 Months: $7,500

MECHANICAL SPECS
• Supported file types: .jpg or .gif (static ONLY)  
• Color: 256 color max  
• Size: 300x250 pixels  
• 200K maximum
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)**

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)**

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**

*Stats from 8/16—8/17

**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
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 issue: $2,500
4 issues: $9,000

Advertiser Content Feature

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)

1 issue: $2,000
4 issues: $7,200

Bottom Leaderboard (600X150 Pixels)

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

CEONLY NEWSLETTER SCHEDULE:

February 2020: Ad close 2/1/20
May 2020: Ad close 5/1/20
August 2020: Ad close 8/3/20
November 2020: Ad close 11/2/20

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 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)

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)

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
Education Alert eNewsletter

Reach key Association Forum members through the Education Alert eNewsletter! Every Friday, more than 4,000 Association Forum members receive the Education Alert email that informs them of the upcoming education and events taking place at Association Forum.

Premium Banner — Exclusive (650x200 pixels)
1 Month: $900 | $225 per week (1–12 weeks)
3 Months: $2,250 | $188 per week (13–23 weeks)
6 Months: $4,125 | $172 per week (24–47 weeks)
12 Months: $7,500 | $144 per week (48–52 weeks)

Leaderboard — 2 Available (650X100 Pixels)
1 Month: $750 | $188 per week (1–12 weeks)
3 Months: $1,800 | $150 per week (13–23 weeks)
6 Months: $3,300 | $138 per week (24–47 weeks)
12 Months: $6,000 | $115 per week (48–52 weeks)

MECHANICAL SPECS
- Supported file types: .jpg or .gif (static only)
- Color: 256 color max
- Premium option size: 650x200 pixels
- Banner option size: 650x100 pixels
Establish your company as a thought leader by participating in our monthly eBlast opportunity. This exclusive opportunity is limited to only one company per month. Each eBlast is sent to more than 4,000 key decision-makers!

$2,500 PER EMAIL

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

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.

JPG AD
- Naylor will design or client supplies.
- Width: 650 pixels, Height: 1024 pixels
- Creative accepted: One file, JPG only (no animation)
- File must be created/saved in RGB color mode. (Most digital graphics and photos are already in RGB mode; check this by viewing the file properties.)
- File must be a minimum 72 dpi.
- 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.

For more information, contact Brittany Thompson bthompson@naylor.com or (352) 333-3452.
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

12 months: $3,000
- 970x90 banner
- Located above the site header
- Run-of-site

### Skyscraper

12 months: $2,000
- 160x600 pixels
- Located on the left side of the site
- Run-of-site

### Category Sponsor Listing

- First Listing: $995
- Second Listing: $895
- Third Listing: $795

### Rectangle 1

12 months: $1,500
- 300x250 pixels
- Located on the right side of the site, under the header

### Rectangle 2

12 months: $1,250
- 300x250 pixels
- Located on the right side of the site, under Rectangle 1

### Category Rectangle

On selected categories
12 months: $1,000
- 300x250 pixels
- Bottom rectangle located on the right side of the site

### Premier Listings

$495

### Premier Listings With Video

$695

---

**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.**

---

For more information, contact Brittany Thompson at bthompson@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 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
User visits our website
After leaving our site
Your ad displays to that user around the web
User clicks ad and takes action!

PROGRAMMATIC PACKAGES

<table>
<thead>
<tr>
<th></th>
<th>Go</th>
<th>Pro</th>
<th>Pro+</th>
<th>Pro+ Events</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Starting at $900/month</td>
<td>Starting at $1,200/month</td>
<td>Starting at $1,500/month</td>
<td>Starting at $3,000/event</td>
</tr>
<tr>
<td>12-Months Contract</td>
<td>6-Months Contract</td>
<td>3-Months Contract</td>
<td>Forum Forward Holiday</td>
<td></td>
</tr>
<tr>
<td>30,000 Approximate Impression Goal</td>
<td>40,000 Approximate Impression Goal</td>
<td>50,000 Approximate Impression Goal</td>
<td>Showcase limited to 5 companies per event</td>
<td></td>
</tr>
</tbody>
</table>

Includes:
- Standard month-end results
- End-of-campaign performance metric
- Strategic insights & recommendations

Includes:
- Standard month-end results
- End-of-campaign performance metrics
- Customized campaign reporting
- Creative optimization
- Strategic insights & recommendations

Includes:
- Standard month-end results
- End-of-campaign performance metrics
- Customized campaign reporting
- Creative optimization
- Strategic insights & recommendations

Includes:
- Standard month-end results
- End-of-campaign performance metrics
- Customized campaign reporting
- Creative optimization
- Strategic insights & recommendations

Customerized targeting solutions are available. Please contact Brittany Thompson bthompson@naylor.com or (352) 333-3452.