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**

- 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.**

**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%

Our member’s organizations spend nearly $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.

**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.**
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
“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.

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.

EXCLUSIVE POSITIONS

<table>
<thead>
<tr>
<th>Position</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover Fold Out</td>
<td>$9,750</td>
</tr>
<tr>
<td>Print Bellyband</td>
<td>$7,960</td>
</tr>
</tbody>
</table>

PREMIUM POSITIONS

<table>
<thead>
<tr>
<th>Position</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 4</td>
<td>$4,875</td>
</tr>
<tr>
<td>Covers 2 &amp; 3</td>
<td>$4,375</td>
</tr>
<tr>
<td>Opposite Table of Contents</td>
<td>$3,750</td>
</tr>
</tbody>
</table>

4-COLOR RATES

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,400</td>
</tr>
<tr>
<td>Half Page</td>
<td>$2,850</td>
</tr>
<tr>
<td>Third Page</td>
<td>$2,450</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$2,150</td>
</tr>
<tr>
<td>Two-Page Spread</td>
<td>$6,300</td>
</tr>
<tr>
<td>Half Horizontal Spread</td>
<td>$5,250</td>
</tr>
</tbody>
</table>

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
Two-Page Spread: $4,700

- 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

<table>
<thead>
<tr>
<th>MONTH</th>
<th>EDITORIAL AND EXTRAS</th>
<th>SPONSORED CONTENT/VALUE ADDED</th>
<th>AD CLOSED</th>
<th>MATERIALS CLOSED</th>
<th>IN-HOME START DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021 Issue</td>
<td>Meeting Planning</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 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.</td>
<td>9/21/21</td>
<td>10/1/21</td>
<td>12/1/21</td>
</tr>
</tbody>
</table>
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

### Print Ad Specs

#### 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.

#### Full-Page and Full-Page Spread (BLEED)

<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>

#### Fractional Ad Sizes

<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>

#### 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

For questions about submitting artwork, please contact your Account Representative.
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)**
- 2 total, 3 rotations each, home page only
- 3 months: $385
- 6 months: $690
- 12 months: $1,250

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

**Article Leaderboard (728x90 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
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

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

**Large Rectangle (275x350 Pixels)**

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

**Bottom Leaderboard (600x150 Pixels)**

- 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

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**eNEWSLETTER THEMES FOR 2021-2022**

<table>
<thead>
<tr>
<th>Month</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>Welcoming Environment</td>
</tr>
<tr>
<td>July</td>
<td>Future of Work</td>
</tr>
<tr>
<td>August</td>
<td>Leadership</td>
</tr>
<tr>
<td>September</td>
<td>Education</td>
</tr>
<tr>
<td>October</td>
<td>Non-dues Revenue</td>
</tr>
<tr>
<td>November</td>
<td>Innovation</td>
</tr>
<tr>
<td>December</td>
<td>Meeting Planning</td>
</tr>
<tr>
<td>January</td>
<td>Healthcare</td>
</tr>
<tr>
<td>February</td>
<td>Technology</td>
</tr>
<tr>
<td>March</td>
<td>Governance</td>
</tr>
<tr>
<td>April</td>
<td>Member Engagement &amp; Marketing</td>
</tr>
<tr>
<td>May</td>
<td>Future of the Association Industry</td>
</tr>
</tbody>
</table>
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: 300x250, 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)**

- 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**

**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 (200x180 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 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 Month: $2,500 | $625 per week (1-12 weeks)
3 Months: $6,544 | $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.

Advertiser Content Feature

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
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

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.
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

*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

*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

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

### Rectangle 1

*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

### Category Rectangle

*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**

**Premier Listings With Video $695**

For more information, contact Kira Krewson at kkrewson@naylor.com or (770) 810-6982.
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!

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 Kira Krewson at kkrewson@naylor.com or (770) 810-6982.