

# now associations daily news

## Associations Now Daily News Monday - Friday

*Daily news, analysis, and insight straight to CEOs' and executives' inboxes*

ASAE members and a growing non-member audience start every day with exclusive association news analysis and insight from AN. Daily News delivers essential breaking news, daily themed content and blogs, and expert advice every weekday morning on CEOs' and executives' desktops or mobile devices.

- Mobile-first design ensures easy mobile access
- Engaging blogs, practical tips, and insightful commentary from AN editors and other expert media outlets
- Resources for association professionals delivered through AI guaranteeing reader engagement

## Associations Now Daily News Weekend Edition

*This is an exclusive single advertiser newsletter with content designed to align with your sponsored content.*

- Each Saturday we'll deliver Weekend Edition straight to CEO's and executives' inboxes – at a time when inboxes are less cluttered, and agendas are not as demanding.
- As the exclusive advertiser of this special edition, your content and ad message will be the only advertiser messaging in Daily News on this day.
- Eight consecutive editions. A minimum of two pieces of content from Associations Now that is topic specific will be published along with your sponsored content.
- You'll work with our Content Marketing Editors to create your own sponsored content piece that will accompany Weekend Edition.



The Center for Association Leadership

Ask us about how AI has increased our click-to-open-rate from 18% to 33%



**63,000+**  
subscribers

**DAILY IMPRESSION RANGE: 13,000 - 17,000**

**Retargeting available**

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## Specs & Rates

### MONDAY-FRIDAY

SIZE	1 EDITION	6 EDITIONS	12 EDITIONS	24 EDITIONS	48+ EDITIONS
Leaderboard	\$2,540	\$7,930	\$11,115	\$20,085	\$33,150
First Rectangle	\$2,680	\$8,380	\$11,835	\$21,715	\$35,795
Second Rectangle	\$2,510	\$7,420	\$10,445	\$19,080	\$30,665
Anchor Leaderboard	\$2,160	\$6,310	\$8,830	\$15,980	\$26,365

ALL ABOVE RATES ARE NET

### DIMENSIONS:

Leaderboards: 468x60

Rectangles: 300x250

### WEEKEND EDITION

Single Advertiser Newsletter

Sponsored Content and Medium Rectangle

8 Editions

\$39,000 net

### STANDARD IMAGE BANNER AD SPECIFICATIONS

File formats accepted: JPG, PNG, GIF (Flash SWF not supported)

Maximum file size: 40kb

Image color mode: RGB (not CMYK)

Image resolution: 72dpi

FOR GIFS WITH ANIMATION:

Please use slow animation (no blinking ads permitted).

Maximum 5 layers

Note: Include important information in the first frame for banners appearing in emails as outlook doesn't support animated files.

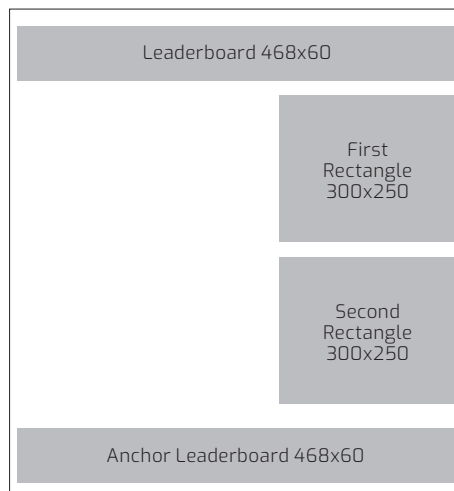
### EMAIL-FRIENDLY BANNER AD GUIDELINES

Be sure to use RGB (not CMYK) image color mode.

Microsoft Outlook 2007/2010 and higher will not display CMYK format images.

For GIFs with animation, be sure to include all important information in the first frame.

Microsoft Outlook 2007/2010 and higher, and other email software, will only display the first frame.



### DEADLINE & SUBMISSION

Materials due:

15 business days prior to start date

**Ad Material Submission:**

Please upload digital ad materials to the following FTP site:

<http://upload.asaecenter.org>

**username:** anupload

**password:** @nfiles

### PAYMENT POLICY:

Full payment for your digital placement is required at the start date of your schedule. One invoice will be generated and due net 30. Cancellations made to digital ad schedules must be made in writing at least 30 days prior to your scheduled start date. We will prorate your schedule as applicable.

The screenshot shows the NOW Daily News website interface. At the top, it says "NOW DAILY NEWS" and "TUESDAY, DECEMBER 7, 2021". Below the header, there are several article teasers and advertisements. One prominent article is titled "Presenteeism" with a sub-headline "Workforce Pro Tip - Understand the Risks of Presenteeism". Other articles include "A Game Plan for Talking to Your Manager About Organizational Career Growth" and "ALBUQUERQUE". There are also several ads, including one for "Free Study" and another for "FREE TEC Insider Demos | December 13 @ asae". The bottom of the page features a "Around the Web" section with links to various news items and a "Latest Jobs" section listing positions like "Membership Manager" and "Senior Accountant". The ASAE logo and contact information are visible at the very bottom.

**asae**<sup>®</sup>  
The Center for Association Leadership