



The AAG is offering multiple advertising opportunities associated with the 2018 Annual Meeting. Ad space is offered in the Printed Program, Mobile Meeting App, meeting website, and meeting e-newsletter, the Geogram. You can design a complete marketing package that reaches our 9,500 attendees, before, during, and after the meeting! Details are below.

Printed Program - \$750 per inside page

Number of pages _____

The Printed Program is offered to attendees for a nominal fee. Attendees use the program to access all conference information and many keep it as a permanent reference tool after the meeting. Ads are approximately 8.25" x 10.75", black and white. Ad specs and deadlines will be provided upon receipt of this form. Cover ads are also available: Inside front cover - \$1,000; Inside back cover - \$800; Back cover - \$1,200.

Mobile Meeting App - \$2,500 banner

The Mobile Meeting App allows attendees to search the program for sessions, events, and other pertinent conference information. App graphics must be JPG or PNG format at 300dpi, 640x110px.

Meeting Website – rates vary, see chart below

Preference _____

The Annual Meeting website, annualmeeting.aag.org, is the go-to place for all meeting information prior to the conference. Attendees must visit the site to register, find hotel and other meeting information, and to view the program schedule. Ads will be placed on seven landing pages within the Annual Meeting site. Website graphics may be GIF, PNG, or JPG format at 300dpi, 400x100px. Premium placements are available during peak website traffic months for an additional \$100/month, first-come first-serve.

Geogram (e-newsletter) – rates vary, see chart below

Preference _____

The Geogram is the e-newsletter used to communicate information to current and potential meeting attendees. The Geogram averages 9,000 opens per blast and is sent multiple times each month and more frequently as the conference gets closer. Geogram graphics may be GIF, PNG, or JPG format at 300dpi, 400x100px. Premium placements are available for high readership blasts for an additional \$50/blast, first-come first-serve.

	Dimensions	1x	3x	6x
Website (cost per month)	<i>WxH in pixels</i>	<i>Per month</i>		
Rectangle	400x100	\$575	\$425	\$350
Geogram (cost per inclusion)		<i>Per blast</i>		
Rectangle	400x100	\$650	\$575	\$425

Tote Bag Insert - \$1,000

Advertise with a promotional piece of your choice in the AAG Annual Meeting Tote Bags that every attendee receives upon checking-in in New Orleans. All inserts must be a flat piece, no larger than 8.5" by 11." Advertisers are responsible for shipping the pieces to New Orleans.

Company Name _____

Contact Name _____

Company Address _____

Phone _____ Email _____

Payment Information

TOTAL DUE: _____

- Please send me an invoice for payment processing
 Check enclosed (*made payable to AAG*)
 Visa MasterCard (*Sorry, no AmEx or Discover*)

Card Number _____ Exp. Date ____-____

Name on Card _____ CVV: _____

Signature _____

Please return this completed form to:

2018 AAG Advertising
512 Herndon Pkwy, Suite D, Herndon, VA 20180
Fax: 703-964-1246

**CREDIT CARD PAYMENTS CANNOT BE
ACCEPTED VIA EMAIL.
Send via mail or fax only.**

Questions?

aagexhibits@conferencemanagers.com
703-964-1240, x130