



AMERICAN ASSOCIATION of GEOGRAPHERS

ANNUAL MEETING

ADVERTISING FORM

April 6-10, 2020 - Denver, CO

The AAG is offering multiple advertising opportunities associated with the 2020 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 8,500 attendees, before, during, and after the meeting! Details are below.

Annual Meeting Onsite Print Booklets - \$875-1,500

Size and preference _____

Print booklets contain a variety of important information critical for attendees. They are distributed in all tote bags, as well as throughout the meeting space. The digital version appears on the website and in the mobile app. Each booklet page can accommodate two (2) half-width advertisements or one (1) full-width ad. Ad specs and deadlines will be provided upon receipt of this form. Inside half-width ad – \$875; inside full-width ad – \$1,250; premium back-page, full-width ad – \$1,500.

Mobile Meeting App/App Landing Page - \$2,500 banner

The Mobile Meeting App allows attendees to search the program for sessions, events, and other pertinent conference information. App graphic specs will be shared in subsequent documentation.

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 Denver, CO. All inserts must be a flat piece, no larger than 8.5" by 11." A sample of the insert must be sent to aagexhibits@conferencemanagers.com for approval by March 6, 2020. Advertisers are responsible for shipping the pieces to Denver, CO and will get shipping instructions once the sample is approved. All inserts must arrive no later than March 23, 2020 to the advanced shipping location.

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:

2020 AAG Advertising
512 Herndon Pkwy, Suite D, Herndon, VA 20180
Fax: 703-964-1246

**CREDIT CARD PAYMENTS CANNOT BE
ACCEPTED VIA EMAIL.
FAX ONLY: 703-964-1246**

Questions?

aagexhibits@conferencemanagers.com
703-964-1240, x410