AAG ADVERTISING PRICING AND SPECS

EMAIL BLASTS*

- 1x = $650; 2x = $575 each blast; 6x = $425 each blast
- 400 (w) x 100 (h) pixels; 300 dpi; JPEG format only
- Each blast has up to four (4) advertisement slots
- Dates for each blast will be assigned on a first-come, first-serve basis
- Email blasts are typically sent once (1x) a week on Fridays, but more frequently around deadlines and closer to the annual meeting
- Artwork is due at least two weeks prior to assigned ad run date
- Emails are optimized for desktop and mobile devices
- Reach 25,000 - 45,000 readers (reader builds as membership and annual meeting registrations increase)

ANNUAL MEETING WEBSITE*

- 1x = $575/month; 2x = $425/month; 6x = $350/month
- 400 (w) x 100 (h) pixels; 300 dpi; JPEG format only
- Three (3) advertisers may run simultaneously in the center bottom placement and appear on a firstcome, first-served basis
- Ads will be placed on seven (7) landing pages
- All ad placements begin on the 1st of the month
- Artwork is due at least two weeks prior to start date
- Website is optimized for desktop and mobile devices
- Reach 50,000 users and 200,000 pageviews or 165,000 unique pageviews (reader builds as more frequent communications point to the website)

MOBILE APP

- banner ad with full-screen app landing page (limited spaces available for $2,500; first-come, first-served; appears in perpetuity within that meeting app)
- banner ad on home screen: 640 (w) x 110 (h) pixels; 300 dpi; JPEG format only
- full-screen app landing page: 320 (w) x 418 (h) pixels, 640 (w) x 1008 (h) pixels, 1536 (w) x 1920 (h), 1408 (w) x 1408 (h), 1080 (w) x 1920 (h) pixels (please supply each size to accommodate various screen dimensions)
- banners rotate at top of mobile app dashboard page; when tapped, user is directed to advertiser’s full-screen app landing page
- provide URL for link from full-screen landing page to advertiser’s website page, which opens within the mobile app (trackable links not available in this format)
- Artwork is due by Jan. 31
- Reach 14,000 users on all devices (mobile, tablet and desktop)

ANNUAL MEETING ONSITE PRINT BOOKLETS

- Inside half-width ads = $875; inside full-width ads = $1,250; premium back-page, full-width ad = $1,500
- 264 (w) x 66 (h) pixels: 1/2 width ad
- 540 (w) x 66 (h) pixels: full width ad
- 300 dpi; JPEG format only
- Each page can accommodate two (2) half-width advertisements or one (1) full-width ad
- Ad positions and dates will be assigned on a first-come, first-served basis
- Print booklets are distributed in all attendee tote bags and throughout the meeting space; digital version appears on the website and in the mobile app
- Artwork is due at least six weeks prior to first day of the annual meeting to accommodate production, printing time
- Reach 10,000 readers

* PLEASE NOTE: Advertisers are encouraged to use trackable links with their digital ads, as AAG may not be able to provide ad performance statistics.

For more questions about advertising, please contact Alison Bashian at abashian@conferencemanagers.com