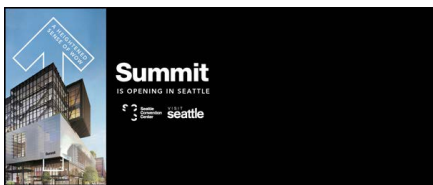# GET YOUR MESSAGE IN OUR MEMBERS' INBOXES

Showcase your company as a thought leader and elevate your brand's visibility and engagement with an exclusive Sponsored Eblast opportunity. Connect directly with our highly engaged audience of up to 40,000 association professionals through a personalized and seamless content experience! Contact your account manager to find out about custom options including sending to lists aimed at your target audiences.

Here is what an Eblast will look like with a link to a video you provide.

★ ANNUAL MEETING EXCLUSIVE ★

Reserved for exhibitors and partners attending our Annual Meeting only, there will be opportunities In June and July to get in front of the annual meeting attendees for $9,500 per blast. NOTE: there will be weekly Eblasts in June and July. Contact your Account Manager for details about this special, limited time offer.

LET'S GET STARTED

Eblasts will go out on either the **first Wednesday or third Thursday** of each month. ASAE will need to have all files ten (10) business days in advance of send. If you choose to send your email and art in HTML, send ASAE a zipped file. If not, you will need to provide us with the following:

> **Descriptive Subject Line:** 50 characters (including emojis) or less
> **Preview Text:** this is the text that appears at the top of the email and under the subject line in your inbox: 50-80 characters
> **Image Specs:** 600 x 300 pixels*
> **Social Media:** Up to four of your social media links (which we will pair with the appropriate logo)
> **Company Logo:** 150x75 in .jpg or .png format
> **Word Count:** 70-100 words of text with hyperlinks included
> **Call-to-Action (CTA) Button Text:** 2-5 words. If there is not one provided, the default will be "Learn More"; provide one URL for the Call-to-Action button

If you want to showcase a video in your eblast, upload the video to your company's YouTube Or Vimeo account and provide a link to it; from the video, indicate the time signature or a screenshot of a still shot from the video you want showcased for the body of the email; provide a caption of 25 characters that will appear under the video still; ASAE will overlay a PLAY icon over the still shot.

SPONSORED EBLAST PARAMETERS

> Content should include information that is useful and valuable to our association professional members
> ASAE reserves the right to edit or alter content as it is necessary to meet the requirements and provide maximum value for our members

PRICING & BENEFITS

> Exclusivity: $7,500 per eblast for this exclusive opportunity. We will only be offering two (2) eblasts per month (first Wednesday or third Thursday).
> Targeted Audience: Each eblast will be distributed to a maximum of 40,000 decision makers and influencers in our association professional community. Guaranteed!
> Comprehensive Metrics will be provided: Open Rates and Click-Thru Rates (CTRs) for one week after deployment