



2018 ASSA Allied Membership Program and Advertising

To make the Allied Membership Program more flexible and cost effective for those participating, we have redesigned it for 2018. The major difference between 2017 and 2018 is advertising and the addition of email advertising and podcasts or webinars.

Allied Membership Levels

\$300 Basic Member

Membership Directory, Logo and Contacts on ASSA Website
Access to advertising (add'l costs, see Packages)

\$750 Sponsorship Member

Membership Directory, Logo and Contacts on ASSA Website
Access to advertising (add'l costs, see Packages)
Expo booth included for 2 people

\$1000 Bronze Sponsorship Member

Membership Directory, Logo and Contacts on ASSA Website
Level 1 Advertising
Expo booth included for 2 people

\$1500 Silver Sponsorship Member

Membership Directory, Logo and Contacts on ASSA Website
Level 2 advertising
Expo booth included for 2 people
Access to roundtable at expo

\$3000 Gold Sponsorship Membership

Membership Directory, Logo and Contacts on ASSA Website
Level 3 advertising
Expo booth included for 2 people
Access to roundtable at expo
Expo event sponsor

\$5000 Platinum Sponsorship Membership

Membership Directory, Logo and Contacts on ASSA Website
Level 3 advertising
Expo booth included for 2 people
Access to roundtable at expo
Expo event sponsorship
Banner on the ASSA website year round
Expo promotional materials

ADVERTISING INFORMATION AND PRICING

Print Advertising

- Three full color newsletters per year that include 1/4, 1/2, and full page ads
- Newsletter Article submission: Write or send in an article 500 words or less.
- Expo Program: 8.5 x 11 full color program provided to all expo attendees

Email/Internet Advertising

- Sponsorship of ASSA email blast (ASSA topic; our article, we include your ad, there may be more than one ad in each email)
- Sponsorship of Article (write or provide an article, ad, and contact; email will be sent to our mailing list)
- Sponsorship of Podcast (provide a podcast or webinar and your ad will be included in the email)
- Website Banners- Design a banner for our website and we will host it year round can include links for contact or direct to website.

PACKAGES

Packages Included With Most Allied Membership Levels

Level 1 Advertising :\$250

- Print: 1/4 page ad in two newsletters
- One ad included in an ASSA email (there may be multiple vendor ads in one email)

Level 2 Advertising: \$500

- Print: 1/2 page ad in two newsletters
- Print: Relevant article submission in newsletter
- 3 email ads- one ad within 3 ASSA emails (there may be multiple vendor ads in one email)
- 1 podcast or webinar sponsorship

Level 3 Advertising: \$750

- Full page ad in each newsletter and 2 article submissions
- 2 email ads (sole advertiser within two ASSA emails)
- 1 email article, webinar, or podcast (provide a podcast or sponsor one of ours, or contribute an article and ad)
- Banner on ASSA's website homepage
- Full page ad in Expo Program
- Sponsorship of email campaign for annual expo (up to 8 emails; ad and contact included in each email)