

ASSOCIATION BRIEFS

REACH  
3,000

ASSOCIATION & NON-PROFIT LEADERS

BI-WEEKLY

MEDIA KIT



**ASSOCIATION FORUM** of ChicagoLand  
**ASSOCIATION BRIEFS**  
 Top business news for association and non-profit leaders

**A** **Aeronet** website strategy & design & technology for organizations and associations

**What associations can learn from the Reinvention Summit 2010**  
 Association Subculture Blog  
 Shelly Alcorn, a former executive director, writes about a few experiences she had at the Reinvention Summit that she feels should be replicated in other online conferences. "Like many association professionals who specialize in conferences and professional development, I come to any educational experience with some pretty high expectations. On any given day I am either the bombard-EE or the bombard-EE in terms of planning, executing, attending, presenting at, marketing, developing, celebrating and/or lamenting this thing we call "conference." So, not only is it hard to get my attention in the first place, you can lose me at any number of points along the way." **MORE**

**C** **We only know one way**

**App map: How to produce a mobile meeting guide**  
 Meetings Net  
 The Dutch company Log On was a bit ahead of its time. In 2006 it earned a meetings industry technology competition for a tool that allowed conference-goers to use mobile phones to network, view the agenda, participate in polls, and more. But that was before the iPhone redefined the smartphone, before app had made it into the vernacular, and back when Facebook had a meager 7 million users (versus more than 500 million today). **MORE**

**Lessons learned from recession to recovery**  
 Apparel News  
 The trade show landscape is perpetually shifting — with new shows launching and growing and existing shows changing direction or shutting down altogether. That was especially true in 2010, as venues such as the Action Sports Retailer Trade Expo shut down after almost 30 years, and ENK's Brighter ended after seven years in Los Angeles. Newcomer GlobalTex, launched two years ago in Los Angeles, also closed this year. And yet other trade shows charted new territory in 2010, including Designers and Agents, which launched a Paris edition; Messe Frankfurt, which this year launched the International Apparel Sourcing Show and Home Textiles Sourcing Expo, and the Office show, which opened a new Taste of Office show in Los Angeles. And there are more changes and expansion plans on tap for 2011. **MORE**

**C1** **trust partner**

**Bookblogging: Creativity or stewardship?**  
 Acronym  
 While we all can probably enhance our ability to generate great ideas and being more creative, innovation requires us to not only have the idea, but also to successfully implement it so that our members and stakeholders experience enhanced value. So often we seem to be looking for the breakthrough idea that will transform our organization or lamenting our seeming inability to be more innovative. But stop for a second and think about you. Think about your organization. Are you really short on ideas? Is the association community really running on low on creative thinking, new insights, alternative approaches? **MORE**

**E** **Advanced Solutions International Advanced Solutions International**  
 MIS is the #1 association software, provides a complete association solution in one database. This unique combination of membership, website, e-commerce, and e-marketing management eliminates costly integration and enables real-time business intelligence. **MORE**

**Events rebound, advertising declines - monetization, anyone?**  
 LeaderConnect  
 According to the Center for Exhibition Industry Research, exhibitors broke their nine consecutive quarters of revenue declines to post a 5.6% quarter-over-quarter increase in the third quarter of 2010. This is great news for associations which host or collaborate in large conferences and trade shows. However, at the same time, American Business Media, one of CEIR's partners, reports that B2B print advertising pages and revenues both continued to fall in 2010. Associations that successfully combined events and advertising to publish the largest annual issue of their magazine and to sell premium-priced sponsorship packages lost a non-dues revenue opportunity. In this glass half full/half empty scenario, social media is supposedly the answer. **MORE**

**The benefit of shifting from presenting to participating**  
 Mikovics Correction  
 What is the benefit from shifting from one mindset to the other? It benefits the participants' learning. That's our goal, isn't it? To help the learner. Learning is fundamentally social. True learning is an act of participation. The depth of our learning depends on the depth of our participation. Who learns the most from presenting? Typically the presenter, not the audience. Thus the depth of our learning depends on the depth of our participation. **MORE**

**Can introverts lead?**  
 The Leader Lab  
 Francesca Gino, associate professor at Harvard Business School recently conducted research showing that extroverted bosses can sometimes be a liability. In the following video, Gino explains how quiet bosses with proactive teams can be highly successful. **MORE**

**PRODUCT SHOWCASES**

**D** **Projection Presentation Technology**  
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 Get Your Non-Profit Help

Projection Presentation Technology offers total presentation management solutions for conventions, meetings and professional events. Projection services include: audio visual equipment, computers, custom stage designs, production management for General Sessions, digital signage, webcasting services, simultaneous interpretation and much more. **More info**

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Everybody needs some "help" sometimes...such as:  
 Adding value to membership; Energizing meeting attendance; Raising non-dues revenues; Growing market share; Effective issue advocacy; Building web traffic; Making your brand work harder; Upgrading member learning; Managing technology.  
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# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 7 emails to the 3,000 association professionals and suppliers (one 90 day cycle)



Leaderboard  
**\$3500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$3000/\$2750**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$3000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$2950**

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Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**  
Max File Size **30k**



Callout Text Ad  
**\$2500**

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Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**  
Max File Size **30k**



Traditional Text Ad  
**\$1500**

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 tempor [More](#)

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**  
Max File Size **15k**

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ASSOCIATION BRIEFS, POWERED BY  
MULTIBRIEFS, PROVIDES BI-WEEKLY NEWS  
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The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. delivered to the inboxes of association and non-profit leaders and professionals in the Chicago area, the Association Briefs keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

THE ASSOCIATION BRIEFS  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS

# TOP TEN REASONS TO ADVERTISE IN THE ASSOCIATION BRIEFS:



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For over 80 years, our members have turned to the association as the informational authority of the industry. Advertising in the Association Briefs solidifies your place among bi-weekly information provided to AFC members.



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