

ASA INSIGHTS

REACH

3,600

WHOLESALE DISTRIBUTORS AND SUPPLIERS

EVERY WEEK

MEDIA KIT



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.

C1 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.

The screenshot shows the ASA website interface with several advertising spots highlighted by letters A through F:

- A (Leaderboard):** Located at the top of the page, featuring a banner for "LittleGIANT" and "ASA INSIGHTS".
- B (Skyscraper):** A vertical advertisement on the right side of the page for "LEGEND VALVE".
- C1 (Top/Bottom Banner):** A horizontal banner for "LA-CO" located below the main article.
- D (Product Showcase):** A section at the bottom of the page titled "PRODUCT SHOWCASES" featuring three product images: "WAVE Exposed Flushometers", "Stainless Steel Tank", and "ADA GreenSpec High Efficiency Cooler".
- E (Callout Text Ad):** A small text ad placed within the main article content, mentioning "The NEW Bradford White ICOD System™".
- F (Traditional Text Ad):** A small text ad for "Hir-Friedly Sealers and Cartridges" located on the right side of the page.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 3,600 wholesale distributors and suppliers (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$2000/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
150k



Product Showcase
\$1500

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

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



Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad
\$1500

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



Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et. [More](#)

Traditional Text Ad
\$500

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

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ASA INSIGHTS, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO WHOLESALE DISTRIBUTORS AND THEIR SUPPLIERS IN THE PLUMBING, HEATING, COOLING AND INDUSTRIAL AND MECHANICAL PIPE, VALVES AND FITTINGS INDUSTRIES.

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 and is delivered to the inboxes of these distributors and suppliers who spend billions of dollars a year on products and services - the top-tier people in the industry.

ASA INSIGHTS
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN ASA INSIGHTS:



CREDIBLE SOURCE

For over 40 years, our members have turned to the association as the informational authority of the industry. Advertising in ASA Insights solidifies your place among weekly information provided to ASA members.



TARGETED DISTRIBUTION

Advertising in ASA Insights allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to ASA Insights have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, ASA Insights ensures your ad will be seen every week by our 3,600 subscribers.



AFFORDABLE

Advertising in ASA Insights is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of ASA Insights has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in ASA Insights.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.