REACH MORE THAN 13,000 ASSOCIATION PROFESSIONALS MONTHLY!

ASSOCIATION ADVISER MEDIA GUIDE

Newsletter • Magazine • Website • Podcast

FOR MORE INFORMATION, CONTACT:

Brittany Thompson
bthompson@naylor.com
352-333-3452
OUR AUDIENCE

The Association Adviser audience represents a variety of industries, from academia to veterinary, construction to cars, and education to electricity. Our readers have a common desire to grow in their knowledge and a need to access products and services that will help them and their staffs efficiently fulfill their organizations' missions.

Association Adviser reaches more than 13,000 association leaders and influencers each month. More than 60 percent hold a title at the director level or higher:

- 27% are directors
- 18% are vice presidents
- 15% are specialists
- 15% are C-level executives
- 13% are managers
- 4% are business owners

OUR PORTFOLIO

Association Adviser Online naylor.com/associationadviser

The Association Adviser website is the central hub for the newsletter, magazine and podcast. Updated weekly, this site is a robust library of archived webinars, eBooks, infographics and interviews with association luminaries.

Association Adviser Magazine and Digital Edition

Published annually, our magazine is a full-color, glossy publication that showcases the best, most popular stories from the year. This compilation stays on the desks of association professionals year-round and is accessible online 24/7. It is frequently requested at events and by mail.

Association Adviser eNews

Sent to more than 13,000 association professionals every month, our eNewsletter features an interview with an association influencer as well as features from a curated slate of association industry subject-matter experts.

The Association Adviser Podcast

A 40-minute monthly podcast that showcases conversational topics of interest to association professionals in an engaging audio format perfect for busy association professionals needing a way to stay informed on their schedule.

Audience Retargeting

Use Association Adviser’s audience retargeting solution to create highly targeted ad campaigns to reach your desired audience around the web.
BY THE NUMBERS

13,100 monthly recipients of Association Adviser eNews.

8,400 Visits to Naylor.com/AssociationAdviser each month.

3 OUT OF 4 of readers agree that the content in Association Adviser is relevant to their jobs.

NEARLY 9 IN 10 of readers have some input into the purchasing process at their organization.

READERS ARE INTERESTED IN:

- Member communications
- Social media/advertising
- Membership recruitment
- Technology and its applications to association management
- Government/legislative issues
- Professional development
- Governance
- Association/member marketing
- Event management
- Volunteer management
- Research and analytics methods
- Career resources
- Leadership skills

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<thead>
<tr>
<th>TOP STATES</th>
<th>TOP PROVINCES</th>
<th>TOP CITIES</th>
</tr>
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<tbody>
<tr>
<td>California</td>
<td>Ontario</td>
<td>New York</td>
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<tr>
<td>New York</td>
<td>British Columbia</td>
<td>Chicago</td>
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<td>Texas</td>
<td>Alberta</td>
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<td>Atlantic Canada</td>
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<td>Dallas</td>
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<tr>
<td>North Carolina</td>
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<td>San Francisco</td>
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</table>
Association Adviser eNewsletter
MONTHLY INFO FOR BUSY ASSOCIATION PROFESSIONALS

Now more than ever, professionals consume information on the go. Our Association Adviser eNewsletter allows readers to stay informed about timely industry topics and association news whether they are in the office or on the road.

Your ad in the Association Adviser eNews will:

• Reinforce your brand with association professionals who trust the voice of Association Adviser and its supporters each issue.
• Be shared with additional industry professionals not yet subscribed: Dozens of subscribers forward this newsletter to their colleagues each issue.
• Be part of a limited opportunity in Association Adviser eNews: We limit advertisers to ensure your message stands out.
• Direct visitors to the landing page of your choice.
• Be placed within the news section most relevant to your products and services, and most popular among Association Adviser readers.

1 Horizontal Banner (728 x 90 px)
12 Months | $2,000
• Only two spots available – NO ROTATION
• Located between popular sections of the eNewsletter

2 Rectangle (300 x 250 px)
12 Months | $1,750
• Only two spots available – NO ROTATION
• Placed next to content and visible the entire time the eNewsletter is being viewed

Distributed on the last business day of every month

Sections include
• Technology
• Leadership
• Communications
• Revenue
• Events
• Careers

For the latest online specs, please visit www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.
## 2019 NEWSLETTER EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>FEATURES</th>
<th>SPACE RESERVATION</th>
<th>AD COPY DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Innovation: How Associations Are Staying Relevant through Technology and New Ideas</td>
<td>1/24/19</td>
<td>1/29/19</td>
</tr>
<tr>
<td>February</td>
<td>Events: How to Engage Members and Keep Them Coming Back</td>
<td>2/21/19</td>
<td>2/26/19</td>
</tr>
<tr>
<td>April</td>
<td>Young Professionals: What to Expect from the Next Generation of Association Leaders</td>
<td>4/23/19</td>
<td>4/26/19</td>
</tr>
<tr>
<td>May</td>
<td>Non-Dues Revenue: How to Maximize Revenue Opportunities</td>
<td>5/24/19</td>
<td>5/29/19</td>
</tr>
<tr>
<td>June</td>
<td>Membership: All About Attracting, Engaging and Retaining Members</td>
<td>6/21/19</td>
<td>6/26/19</td>
</tr>
<tr>
<td>July</td>
<td>Careers: What Associations Can Do to Be Their Members’ Primary Professional Resource</td>
<td>7/24/19</td>
<td>7/29/19</td>
</tr>
<tr>
<td>August</td>
<td>Leadership: Developing and Perfecting the Art of Association Leadership</td>
<td>8/23/19</td>
<td>8/28/19</td>
</tr>
<tr>
<td>September</td>
<td>Advocacy/Governance: Strategies and Tactics to Advance Your Association’s Agenda</td>
<td>9/23/19</td>
<td>9/27/19</td>
</tr>
<tr>
<td>October</td>
<td>Non-Dues Revenue: A Second Helping of Revenue Optimization Strategies</td>
<td>10/24/19</td>
<td>10/29/19</td>
</tr>
<tr>
<td>November</td>
<td>Print vs. Digital Communications: How Associations Can Use Both to Reach More Members</td>
<td>11/22/19</td>
<td>11/27/19</td>
</tr>
<tr>
<td>December</td>
<td>Technology: What’s Next for Tech in Associations</td>
<td>12/13/19</td>
<td>12/18/19</td>
</tr>
</tbody>
</table>

*Editorial Calendar is tentative and subject to change.*
The Association Adviser Podcast is a 40-minute monthly podcast that showcases conversational topics of interest to association professionals in an engaging audio format.

**Episode outline:**
- A monthly, 40-minute long recording hosted by Kaydee Brown and Kelly Clark.
- In-depth conversations with top association professionals, association community influencers and thought leaders, and subject matter experts about association management, communications, events, revenue generation and careers.

**Promoted on Association Adviser and Naylor social media platforms:**
- Facebook: 1,000+ followers
- Twitter: 2,500+ followers
- LinkedIn: 2,800+ followers

**Promoted in Association Adviser eNews:**
- Reaching 13,000+ readers
- Podcasts are available on Anchor.fm and 11 other popular podcasting platforms.

**SPONSORSHIP OPPORTUNITY INCLUDES:**
- Sponsor Read (70 words/30 seconds)
- Hyperlink on all promotions
- Sponsored Banner (728 x 90 px)

1 Episode | $2,000
Advertise on the Association Adviser Website

Advertising on the Association Adviser website is a great way to reach association decision makers and reinforce your marketing message. Visitors log on to Naylor.com/AssociationAdviser to learn about association management trends, view the latest issues of Association Adviser Magazine, listen to The Association Adviser Podcast and search for resources about association leadership, revenue generation and more. Advertising on Naylor.com/AssociationAdviser offers several cost-effective opportunities to position your company as a leader in front of an influential group of association professionals.

Features of Association Adviser website advertising:

- Stand out: We limit ads on the Association Adviser website so your business is sure to be noticed.
- Cultivate a presence as a trusted association affiliate. Our long-term ad contracts translate to increased brand recognition for your business.
- Help your buyers choose you: Direct visitors to the promotion, blog post, product info, video or microsite that will help decision-makers learn about you best.
- Allows dynamic, time-sensitive promotion

On average, Naylor.com/AssociationAdviser receives:

- More than 4,900 unique visitors per month
- 5,600 visits per month
- 6,700 page views per month
- Average of two articles viewed per visit

*Traffic numbers from 1/2018 - 12/2018

1st leaderboard (728 x 90 px) | $1,750
Homepage only. 3 rotations. 12 months.

2nd leaderboard (728 x 90 px) | $1,500
Homepage only. 3 rotations. 12 months.

1st rectangle (300 x 250 px) | $1,000
Sub pages only. 3 rotations. 12 months.

2nd rectangle (300 x 250 px) | $1,000
Sub pages only. 3 rotations. 12 months.

For the latest online specs, please visit www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
ASSOCIATION ADVISER MAGAZINE DIGITAL EDITION

Association Adviser Magazine is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

Formats Available to Readers:

- Reading view (default): The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading.
- Page view: The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!

Leaderboard (all views)
The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

Rectangle (all views)
The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)
The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

Top TOC Mobile Banner | 2nd TOC Mobile Banner

HTML5 Ad | $1,290
This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | $1,030
The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert
Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | $780
- Medium Outsert | $440

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit www.naylor.com/onlinespecs
### ASSOCIATION ADVISER IN PRINT

**Net Advertising Rates**
All rates include an ad link in the digital edition of the magazine.

<table>
<thead>
<tr>
<th>Full-Color Rates</th>
<th>Annual Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$2,987.55</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$2,698.55</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,498.55</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,988.55</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,745.55</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,385.55</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,214.55</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$962.55</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$827.55</td>
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<tr>
<td>1/8 Page</td>
<td>$710.55</td>
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</table>

<table>
<thead>
<tr>
<th>Black-and-White Rates</th>
<th>Annual Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,223.55</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,070.55</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$845.55</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$665.55</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$548.55</td>
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<tr>
<td>1/6 Page</td>
<td>$413.55</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$314.55</td>
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</table>

**BONUS VISIBILITY:**
**ALL RATES INCLUDE A FREE E-LINK IN THE DIGITAL EDITION OF ASSOCIATION ADVISER MAGAZINE.**

**BEYOND THE PRINTED PAGE:**
**DIRECT MAIL OPTIONS**

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of $35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. Rates as of 1/15/19.
AUDIENCE RETARGETING
EXTEND YOUR REACH

Our programmatic network allows you to stay in front of those high intent industry professionals who visited our websites, as well as those with characteristics, behaviors, and online activities similar to your target market. By expanding your reach with display targeting tactics, you have infinite possibilities to make an impression. You can drive brand awareness and reach your targeted audience across the web, while increasing accuracy and eliminating waste.

Targeting Tactics
Using a combination of our top targeting tactics will help you achieve your campaign goals.

- **Geo-fencing** location based advertising focused on specific geographic shapes
- **Search retargeting** target prospects with display ads based on the searches they perform across the web
- **Site retargeting** targets users who have already visited your site while they are visiting other sites across the web
- **Contextual targeting** looks at the category or keywords of the current page a consumer is viewing and then serves them ads that are highly relevant to that content

**HOW RETARGETING WORKS**

User visits our website → After leaving our site → Your ad displays to that user around the web → User clicks ad and takes action!

**PROGRAMMATIC PACKAGES**

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<th>GO</th>
<th>PRO</th>
<th>PRO+</th>
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<tr>
<td></td>
<td>Starting at $1,500/month</td>
<td>Starting at $3,000/month</td>
<td>Starting at $6,500/month</td>
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<td>Contract</td>
<td>12 Months Contract</td>
<td>6 Months Contract</td>
<td>3 Months Contract</td>
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<td>Impression</td>
<td>46,000 Approximate</td>
<td>92,000 Approximate</td>
<td>200,000 Approximate</td>
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<td>Goal</td>
<td>Impression Goal</td>
<td>Impression Goal</td>
<td>Impression Goal</td>
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<td>INCLUDES:</td>
<td>Standard Month End Results</td>
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<td>Standard Month End Results</td>
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<td>End of Campaign Performance Metrics</td>
<td>End of Campaign Performance Metrics</td>
<td>End of Campaign Performance Metrics</td>
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Customized targeting solutions are available, please contact:

**NAYLOR PROGRAMMATIC NETWORK**
ONLINE SPECIFICATIONS

DIGITAL EDITION
For the latest digital edition specs, please visit www.naylor.com/onlinespecs.

eNEWSLETTER

**Horizontal Banner**
- 728 x 90 px
- JPG only (no animation)
- Max file size 100 KB

**Rectangle**
- 300 x 250 px
- JPG or GIF accepted
- Max file size 100 KB

WEBSITE: NAYLOR.COM/ASSOCIATIONADVISER

**Rectangle**
- 300 x 250 px
- JPG or GIF accepted
- Max file size 100 KB

**Leaderboard**
- 728 x 90 px
- JPG or GIF accepted
- Max file size 100 KB

THE ASSOCIATION ADVISER PODCAST

**Sponsor Read (70 words/30 seconds)**
- Sponsorship of individual episodes includes notice of sponsorship and a link on each episode page. Text will read as follows: "This episode is presented by ___."
- Within each episode, sponsors will be acknowledged in the episode's open and close ("presented by___"). There will be a sponsor read about 2 minutes into each episode using pre-determined text that is provided by the sponsor. Text can include a featured product or service, description of a company and a sponsor website for listeners to visit.
- Sponsored read is of approximately 70 words for a total of approximately 30 seconds.
- Sponsorship should be written in the third person.

**Hyperlink on all promotions**
- The sponsored company's name will be hyperlinked on all promotions of the podcast episode in the text that will read "This episode is presented by ___."

**Sponsored Banner (728 x 90 px)**
- Featuring the sponsored company. Placed on Naylor.com/AssociationAdviser for increased exposure.

For the latest online specs, please visit www.naylor.com/onlinespecs
PRINT ADVERTISING SPECIFICATIONS

ASSOCIATION ADVISER MAGAZINE

Magazine/Directory Trim Size: 8.375" x 10.875"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com/adupload

Production Services, Proofs and Revisions

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"
1 Page / 2 surface: 8.375" x 10.875"
2 Page / 4 surface: 8.375" x 10.875"
Postcards: 6" x 4.25"
Heavy Card Stock Insert: 8.25" x 10.75"
Postal Flyersheets: 8.5" x 11"

Digital Edition

For the latest online specs, please visit www.naylor.com/onlinespecs

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (24.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of $15.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of the contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billing has been based. Artwork Creation Charge is not cancellable once ad has been created.
ASSOCIATION ADVISER MAGAZINE
DIGITAL EDITION BRANDING OPPORTUNITIES

Please select from the following options and return the completed form to your account executive today. All display positions are exclusive and will be awarded on a first-come, first-served basis.

Select from the following options:

- Display Ad Package A | $1,130
- Display Ad Package B | $1,020
- HTML5 Ad | $1,290
- Digital Video Sponsorship | $XXX.XX
- Large Insert | $780
- Medium Insert | $440

All rates are per insertion. Invoices are issued upon publication.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ADVERTISER INFORMATION

Company Name: ________________________________________________________________________________________________________________
Primary Contact: _________________________________________________Position: ________________________________________________________
Address: ________________________________________________________________________________________________________________________
City: ____________________________________________________________state/Province: _____________Zip/Postal Code: _____________________
Phone: _________________________________________________________fax: ____________________________________________________________
email: __________________________________________________________Website: _______________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X ________________________________date: __________________________________________________________

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from the, or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves the right to discontinue the or any ad from the site, or, to discontinue the site. Any invoice shall be paid upon receipt or Naylor, LLC may take any action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 26.82% per year as damages for breach of contract. All returned checks shall have a charge of $35.00 added to the invoice amount. Acceptance of this contract is subject to the approval of the association. The advertiser represents that they have the rights to use any artwork supplied to Naylor, LLC in the manner contracted.

Please sign and return to:

Brittany Thompson
bthompson@naylor.com
352-333-3452
ASSOCIATION ADVISER WEBSITE

WEBSITE SPACE RESERVATION

To reserve your space on Naylor.com/AssociationAdviser, please select from the options below, then return this completed form to your Naylor account executive.

1st Leaderboard (728 x 90 px)
☒ 12 Months | $1,750

2nd Leaderboard (728 x 90 px)
☒ 12 Months | $1,500

1st Rectangle (300 x 250 px)
☒ 12 Months | $1,000

2nd Rectangle (300 x 250 px)
☒ 12 Months | $1,000

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ADVERTISER INFORMATION

Company Name: ________________________________________________________________________________________________________________

Primary Contact: ____________________________________________________________ Position: ____________________________________________________________

Address: ________________________________________________________________________________________________________________________

City: ____________________________________________________________ state/Province: _____________ Zip/Postal Code: _____________________

Phone: ____________________________________________________________ Fax: ____________________________________________________________

Email: ____________________________________________________________ Website: _______________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X ____________________________________________ Date: ____________________________________________

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves the right to discontinue this or any ad from the site, or, to discontinue the site. Any invoice shall be paid upon receipt or Naylor, LLC may take any action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 26.82% per year as damages for breach of contract. All returned checks shall have a charge of $35.00 added to the invoice amount. Acceptance of this contract is subject to the approval of the association. The advertiser represents that they have the rights to use any artwork supplied to Naylor, LLC in the manner contracted.

Please sign and return to:

Brittany Thompson
bthompson@naylor.com

352-333-3452
ASSOCIATION ADVISER eNEWS
eNEWSLETTER BRANDING OPPORTUNITIES

To be included in the Association Adviser eNews, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

<table>
<thead>
<tr>
<th>1st Horizontal Banner (728 x 90 px)</th>
<th>Rectangles (2 spots, 300 x 250 px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>❑ 12 Months</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2nd Horizontal Banner (728 x 90 px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>❑ 12 Months</td>
</tr>
</tbody>
</table>

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue. Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ADVERTISER INFORMATION

Company Name: ____________________________________________________________
Primary Contact: __________________________________Position: __________________________________________
Address: ____________________________________________________________________
City: __________________________________State/Province: ___________Zip/Postal Code: ___________
Phone: __________________________________Fax: __________________________________
Email: __________________________________Website: ______________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____________________________ Date: _____________________________

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from the, or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves the right to discontinue the or any ad from the site, or, to discontinue the site. Any invoice shall be paid upon receipt or Naylor, LLC may take any action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 26.82% per year as damages for breach of contract. All returned checks shall have a charge of $35.00 added to the invoice amount. Acceptance of this contract is subject to the approval of the association. The advertiser represents that they have the rights to use any artwork supplied to Naylor, LLC in the manner contracted. Advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued.

Please sign and return to:

Brittany Thompson
bthompson@naylor.com
352-333-3452
ASSOCIATION ADVISER MAGAZINE

Total your order: $_____________ (Ad Price) x ______ (Number of Issues) = $_____________ TOTAL PRICE

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ADVERTISER INFORMATION

Company Name: ________________________________________________________________________________________________________________

Primary Contact: _________________________________________________Position: ________________________________________________________

Address: ________________________________________________________________________________________________________________________

City: ____________________________________________________________state/Province: _____________Zip/Postal Code: _____________________

Phone: _________________________________________________________fax: ____________________________________________________________

email: __________________________________________________________Website: _______________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X ________________________________________________Date: ________________________________________

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of $35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. NAV54005 Rates as of 1/1/19.

Please sign and return to:

Brittany Thompson
bthompson@naylor.com
352-333-3452