Whether you want to reach **ALL STATISTICIANS** or target statisticians in a **PARTICULAR SUBFIELD**, we have advertising opportunities to suit your needs. The ASA Community website and discussion groups can support ads, each with options to help you target the right audience. Locations include the following:

**ASA Community homepage**

**Individual discussion group pages and their corresponding emails**

Contact Online Community Coordinator **Lara Harmon** *(lara@amstat.org)*

For current pricing, visit community.amstat.org/advertising/pricing.
ASA Community homepage

The hub around which ASA members gather, the ASA Community welcomes between 1,000 and almost 3,000 visitors every weekday.

Available: Banner carousel image. Your banner ad will appear in our ASA Community homepage’s slider in rotation with four to five other banner ads. This option includes a link out to one URL of your choice.

Available: Rectangular content block. Your rectangular ad will appear in one of three columns on the ASA Community homepage. This option includes a link out to one URL of your choice.

300px x 250px
The ASA Community website hosts discussion groups for a range of special-interest groups aligned with the ASA’s sections (www.amstat.org/sections) and chapters (www.amstat.org/chapters).

For a live sample, see our dummy discussion board: http://bit.ly/2t20QDq.
Advertisements can be targeted to specific discussion groups (such as for ASA events) or appear in all discussion groups.

ASA events include conferences such as:

- Joint Statistical Meetings
- Conference on Statistical Practice
- Biopharmaceutical Workshop
- Women in Statistics and Data Science Conference
- And more!

See [ww2.amstat.org/meetings](http://ww2.amstat.org/meetings).
A READABLE AD IS A SUCCESSFUL AD!

• Avoid blinking or flashing text and images

• Choose high-contrast background and font color combinations

• Account for color blindness and other vision disorders

• Highlight key phrases

• Keep backgrounds plain and include white space

• Make sure images clearly support your text and message

• Craft short, clear sentences and paragraphs

• Use common fonts, such as Georgia and Gill Sans, that match ASA graphic standards (http://bit.ly/2t2q04w)

Submission Guidelines

• Submit ad graphics in the appropriate dimensions for the ad location you have purchased.

• Use .jpg, .gif, or .png format.

• Typeset your ads in adherence to the ASA’s graphic standards.

• Submit one week prior to the date your ad run begins.

The ASA reserves the right to refuse ads at its sole discretion for any reason, including for offensive or inappropriate content.

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