

ASA Community

ADVERTISING OPPORTUNITIES

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.

The screenshot shows the ASA Community homepage layout. At the top is a navigation bar with a search box and menu items: Home, Getting Started, Communities, Sections, Committees, Chapters, Network, Events, Browse, and Participate. Below the navigation is a large green banner area with the text "1200px x 250px". The main content is divided into three columns: "Recent Member Blogs", "Latest Discussions", and "Upcoming Events".

Recent Member Blogs:

- Statistician Prosecuted: Latest Developments in Andreas Georgiou Case** (By: Steve Pierson, 6 days ago)
- Ask Stats Consultant Kim Love Anything!** (By: Lara Harmon, 22 days ago)

Latest Discussions:

- Call for Papers for the FCSM Research and Policy Conference ...** (By: Pamela D. McGovern, 25 minutes ago)
- ENAR Webinar June 30 - Data Driven Decision Making/Precision ...** (By: Elena Polvanian, an hour ago)
- Building the world's biggest research methods libr ...** (By: Ronald LaPorte, 3 hours ago)
- RE: Merging to independent samples** (By: Ajit K. Thakur, 5 hours ago)

Upcoming Events:

- Managers, A&R | The Travelers Indemnity Company**
- Assistant/ Associate/ Full Professor of Data Analytics | Case Western Reserve University Department of Population and Quantitative Health Sciences**

1200px x 250px

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.

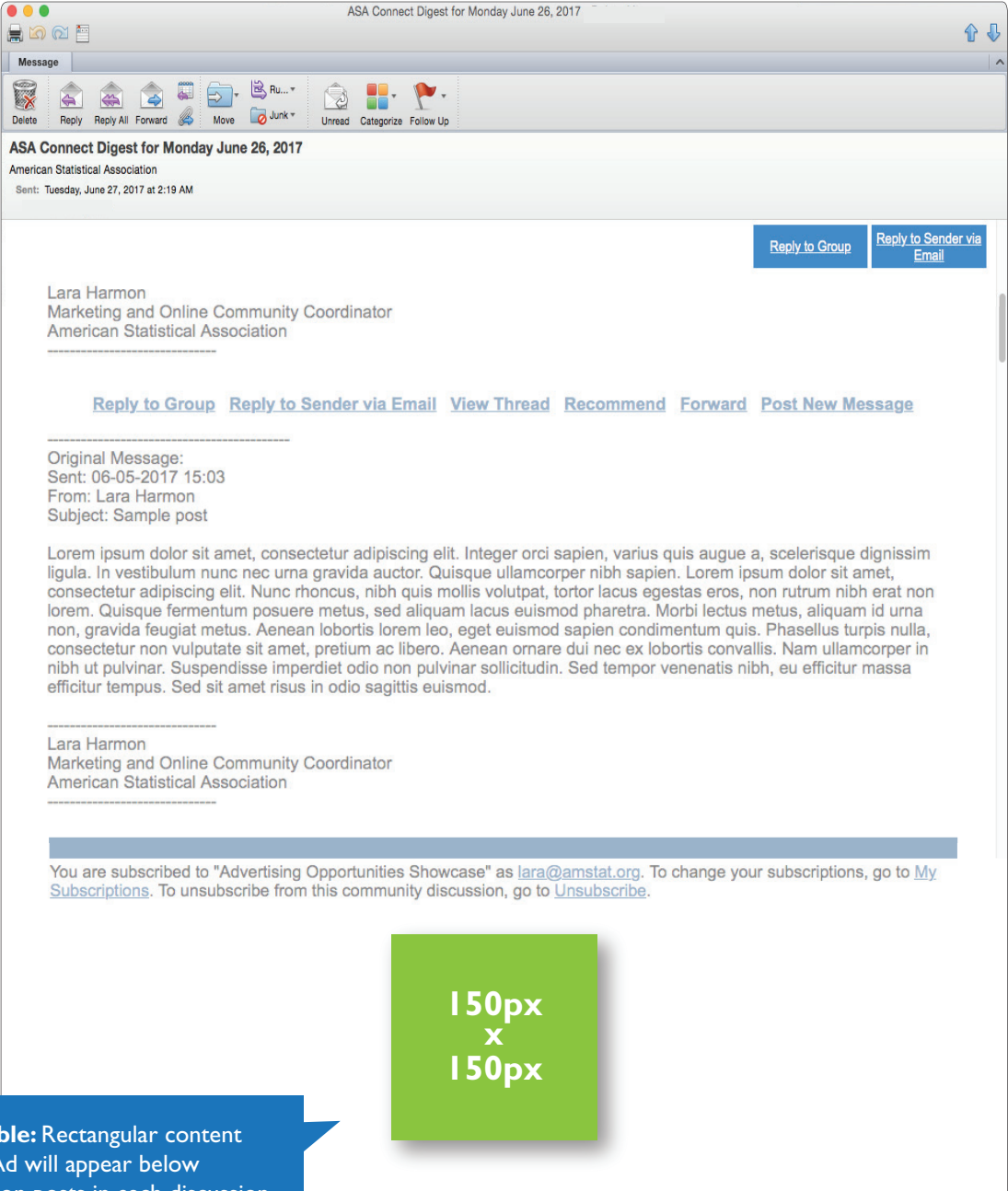
Available: Rectangular content block. Your rectangular ad will appear in one of three columns on the ASA Community homepage. This option includes a link out to one URL of your choice.

300px
x
250px

Individual discussion group pages and their corresponding emails

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>.

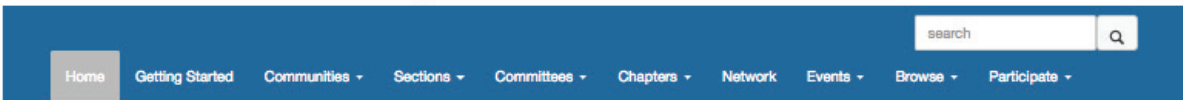


Available: Rectangular content block. Ad will appear below discussion posts in each discussion group digest email. Each ad block includes a link out to a URL of your choice.

Individual discussion group pages and their corresponding emails

Advertisements can be targeted to **specific discussion groups** (such as for ASA events) or appear in all discussion groups.

ASA Community



WSDS 2017 Discussion Group

Community Home Discussion 2 Library 0 Blogs 0 Members 61

1200px x 200px

We're looking forward to seeing you at [WSDS 2017!](#) Join the WSDS 2017 discussion group and use it to plan informal meet-ups, trade thoughts about sessions, post your takeaways and photos after you return home, and more! When you post a message, it will be sent via email and appear in the WSDS 2017 discussion group on the [ASA Community website](#). For details about posting to ASA Community discussion groups, see this [tutorial video](#).

How do I use the WSDS 2017 discussion group?

First, sign in and subscribe!

- Sign in using the blue "Sign In" button at the top right. After clicking on the button, use the login name and password. You will be redirected to the discussion group after logging in. (If the blue button shows your photo or a blue avatar instead of "Sign In", you are already signed in.)

Available: Event discussion group banners (sizes can vary). Choose to advertise on an event-specific discussion group page and reach attendees for the ASA's events. Each banner includes a link out to one URL of your choice.

ASA Community



2017 Joint Statistical Meetings [Settings](#)

Community Home Discussion 22 Library 1 Blogs 0 Members 4.6K

300px
x
250px

Are you attending JSM 2017? Join the JSM 2017 discussion group and use it to plan informal meet-ups, trade thoughts about sessions, post your takeaways and photos after you return home, and more! When you post a message, it will be sent via email and appear in the JSM 2017 discussion group on the [ASA Community website](#). For details about posting to ASA Community discussion groups, see this [tutorial video](#).

How do I use the JSM 2017 discussion group?

First, sign in and subscribe!

Sign in using the blue "Sign In" button at the top right. After clicking on the button, use the login name and password. You will be redirected to the discussion group after logging in. (If the blue button shows your photo or a blue avatar instead of "Sign In", you are already signed in.)

- Select how you receive your discussion content - Click the "Settings" button to the right of "2017 Joint Statistical Meetings". From the drop-down menu that appears, choose a subscription setting. "Real Time" is best if you want to receive notifications for each on-the-fly meetup. Pick "Daily Digest" if you want to get a roundup of the previous day's posts each morning.

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.

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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