



# MEDIA KIT

Smart Ads, Real Results

*Dear Valued Partner,*

*At Association Forum, we connect thousands of association professionals who represent millions of members worldwide. As the hub for leadership, learning, and collaboration in the association community, we provide unparalleled access to decision-makers and influencers who are shaping the future of their industries.*

*Our advertising and sponsorship opportunities are designed to help you build meaningful connections, increase visibility, and position your organization as a trusted partner in the association space.*

*From digital platforms and targeted eBlasts to high-profile events and print, Association Forum offers multiple ways to engage with our vibrant and growing community.*

*We invite you to explore this media kit and discover how partnering with Association Forum can help you achieve your marketing goals while making a lasting impact on the association community. Together, we can create opportunities that elevate your brand and drive results.*

*We look forward to working with you!*

*The Association Forum Team*

For more info,  
[bizdev@associationforum.org](mailto:bizdev@associationforum.org)





# MEDIA KIT

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For more info, [businessdev@associationforum.org](mailto:businessdev@associationforum.org)



# BOLD TIMES

## WEEKLY NEWSLETTER

Launched in April 2024, BOLD Times Weekly Newsletter continues to be our members' passport to a weekly oasis of professional insight—delivering curated content that blends industry knowledge, a pinch of inspiration and a lot of fun!

49%

average open rate

BOLD Times Weekly Newsletter

# BOLD TIMES

ASSOCIATION **FORUM** of

## CAREER CORNER LEADERSHIP INGREDIENTS TO BEING UNSTOPPABLE

It takes an extra special human to raise one's hand and choose to lead in the world of associations and nonprofits.

READ NOW >

YOUR WEEKLY FORUM FIX | MARCH 20, 2025 | POWERED BY: VISIT OMAHA



*Boston.*





## Banner Options

### 1 Premium Leaderboard

- 650x200-pixel banner ad with hyperlink.
- 1 Available

### 2 & 4 & 6 Banner

- 650x100-pixel banner ad with hyperlink.
- 3 available

### 3 & 5 Advertiser Content Feature

- 200x150-pixel image
- Headline (5-7 words)
- Body text (50-70 words)
- Call-to-action (Learn More, Click Here, etc.)
- 2 available

Advertisers will be invoiced in full, due upon activation. Ads must be JPG or PNG (max 100kb; no animation/Flash).

Contract advertisers may update artwork monthly at no extra cost. Performance reports with impressions and click-throughs are available upon request. Renewals: 12-month advertisers receive priority; all others are first-come, first-served.

PLEASE NOTE: mockup shows overall layout. Exact ad location will vary based on the amount of editorial content per issue.

#### BOLD TIMES RATES

|  |          |
|--|----------|
| Premium Leaderboard - 12 months        | \$10,900 |
| Premium Leaderboard - 6 months         | \$6,540  |
| Premium Leaderboard - 3 months         | \$3,597  |
| Banner - 12 Months                     | \$8,500  |
| Banner - 6 Months                      | \$5,100  |
| Banner- 3 Months                       | \$2,805  |
| Advertiser Content Feature - 12 Months | \$9,000  |
| Advertiser Content Feature - 6 Months  | \$5,400  |
| Advertiser Content Feature - 3 Months  | \$2,970  |

# BOLD TIMES

## WEEKLY NEWSLETTER



For more info, [businessdev@associationforum.org](mailto:businessdev@associationforum.org)



# FORUM MAGAZINE

Showcase your company to industry leaders in  
FORUM Magazine – featuring curated content, fresh  
perspectives, and valuable connections.



2024 | SUMMER ISSUE | V111

NEW POWER LEADERSHIP



2024 | FALL ISSUE | V112

AMPLIFY



2025 | WINTER ISSUE | V113

TOMORROW IS NOW



2025 | SPRING ISSUE | V114

UNSTOPPABLE



# FORUM MAGAZINE

Continuously ranked as a top member benefit



**61%** read FORUM Magazine for at least 15 minutes.



**47%** shared an article/issue with a colleague, staff, etc.



**12%** visited advertiser's website as a result of seeing their ad in FORUM.



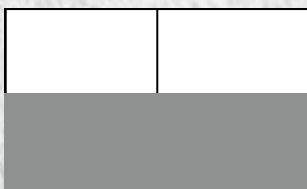
**73%** perceive those that advertise in FORUM as more supportive of the industry.

## TWO SPECIAL PRINT EDITIONS

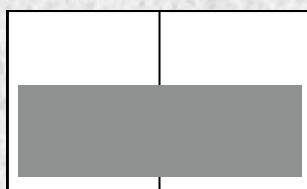
All four 2025 issues of the acclaimed FORUM magazine are available in an engaging digital format. Plus, the Fall/Holiday Showcase and Spring/Women's Executive Forum editions feature exclusive limited print runs, distributed onsite at each signature events!

### FORUM MAGAZINE RATES

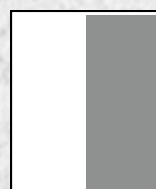
|                              | Digital | Digital/Print | Width  | Height  |
|------------------------------|---------|---------------|--------|---------|
| Full Page Spread (bleed)     | \$6,940 | \$8,328       | 17"    | 11.125" |
| Full Page Spread (non-bleed) |         |               | 15.75" | 10"     |
| Full Page (bleed)            | \$3,750 | \$4,500       | 8.625" | 11.125" |
| Full Page (non-bleed)        |         |               | 7.375" | 10"     |
| Two-Page Content Spread      | \$5,180 | \$6,216       | N/A    | N/A     |
| Half-Page Spread (bleed)     | \$5,780 | \$6,936       | 17"    | 5/563"  |
| Half-Page Spread (non-bleed) |         |               | 15.75" | 4.938"  |
| 1/2 Page - Horizontal        | \$3,140 | \$3,768       | 7.375" | 4.938"  |
| 1/2 Page - Vertical          |         |               | 3.68"  | 10"     |
| 1/3 Page                     | \$2,700 | \$3,440       | 2.35"  | 10"     |
| 1/4 Page                     | \$2,370 | \$2,844       | 3.6"   | 4.98"   |



Half-Page Spread (bleed)



Half-Page Spread (non-bleed)



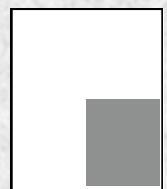
Half-Page Vertical



Half-Page Horizontal



Third-Page



Fourth-Page

For more info, [businessdev@associationforum.org](mailto:businessdev@associationforum.org)

# FORUM MAGAZINE

## EDITORIAL CALENDAR 2025-26

### Summer 2025 – New Power Leadership

New Power Leadership is a style of leadership that relies on networks of people rather than hierarchal leadership structures. It's more about leveraging staff talent and empowering people than exercising control or power over them. It's also a type of leadership that is dispersed and held by many rather than condensed at the top level of an organization.

- Ad Sales Close: April 14, 2025
- Ad Materials Due: May 2, 2025
- Online: June 16, 2025

### Fall 2025 – Holiday Showcase® Theme

This issue will stay focused on the key segment of our industry: meetings and conferences. The issue dovetails right into Holiday Showcase and will be promoted to meeting planners specifically, while also having enough content for all segments of the membership.

- Ad Sales Close: July 2, 2025
- Ad Materials Due: August 1, 2025
- Online: October 6, 2025
- **Printed copies to be distributed at the Holiday Showcase.**

### Winter 2025 – Tomorrow is Now

This theme is all about what's next—preparing for the future by being proactive rather than reactive. It's not only about the rapid evolution of technology, but also the shifting landscape of work, leadership, and business as a whole. At its core, it's an invitation to embrace change with confidence and lead the way forward.

- Ad Sales Close: October 2, 2025
- Ad Materials Due: November 3, 2025
- Online: January 5, 2026

### Spring 2026 – Intrapreneurship + Women's Executive Forum Theme

Intrapreneurship is the idea of innovating from within an organization. It's about supporting staff who show an entrepreneurial spirit and using organizational resources to support their ideas. The Spring issue will align with our signature event, Women's Executive Forum™.

- Ad Sales Close: November 24, 2025
- Ad Materials Due: December 29, 2025
- Online: March 5, 2026
- **Printed copies to be distributed at the Women's Executive Forum.**



# WEBSITE

## ASSOCIATIONFORUM.ORG

In 2024, [www.AssociationForum.org](http://www.AssociationForum.org) welcomed 111K visitors, nearly doubling traffic from the previous year with steady growth continuing. This expanding audience creates a powerful advertising opportunity for brands looking to reach engaged association professionals.

# 91%

*[www.AssociationForum.org](http://www.AssociationForum.org)  
website traffic nearly doubled  
year over year this past year  
with 111K total visitors in 2024*

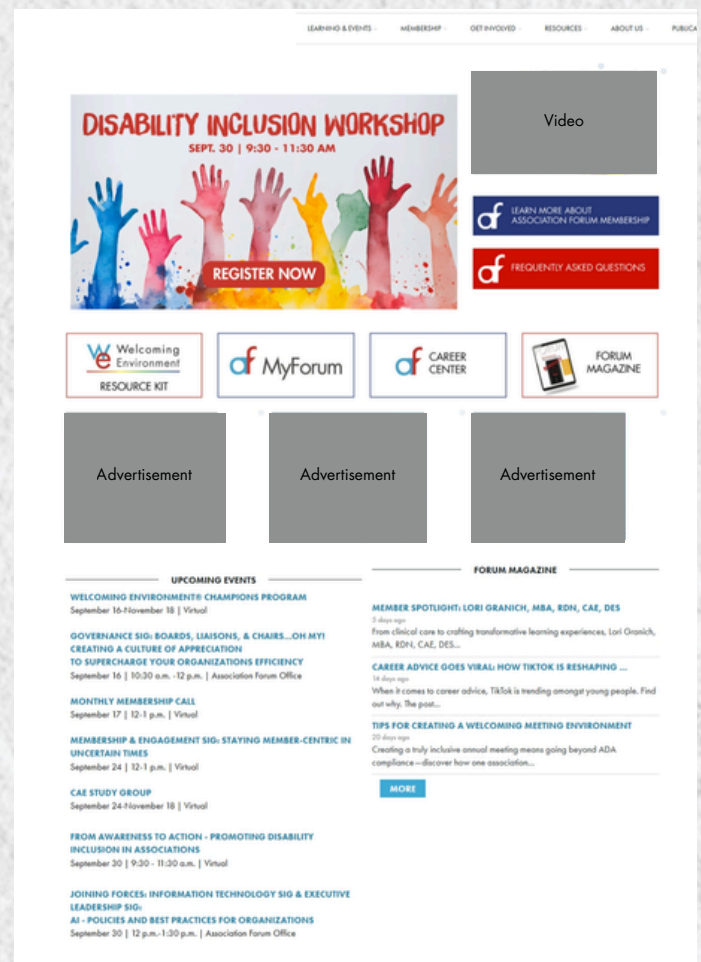
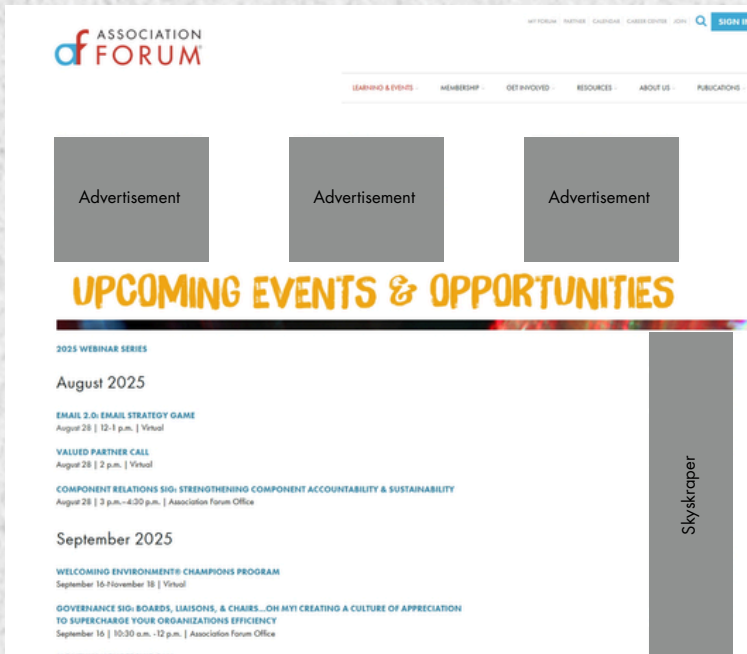
MY FORUM PARTNER CALENDAR CAREER CENTER

LEARNING + EVENTS JOIN US GET INVOLVED RESOURCES ABOUT US PUBLICATIONS



# WEBSITE

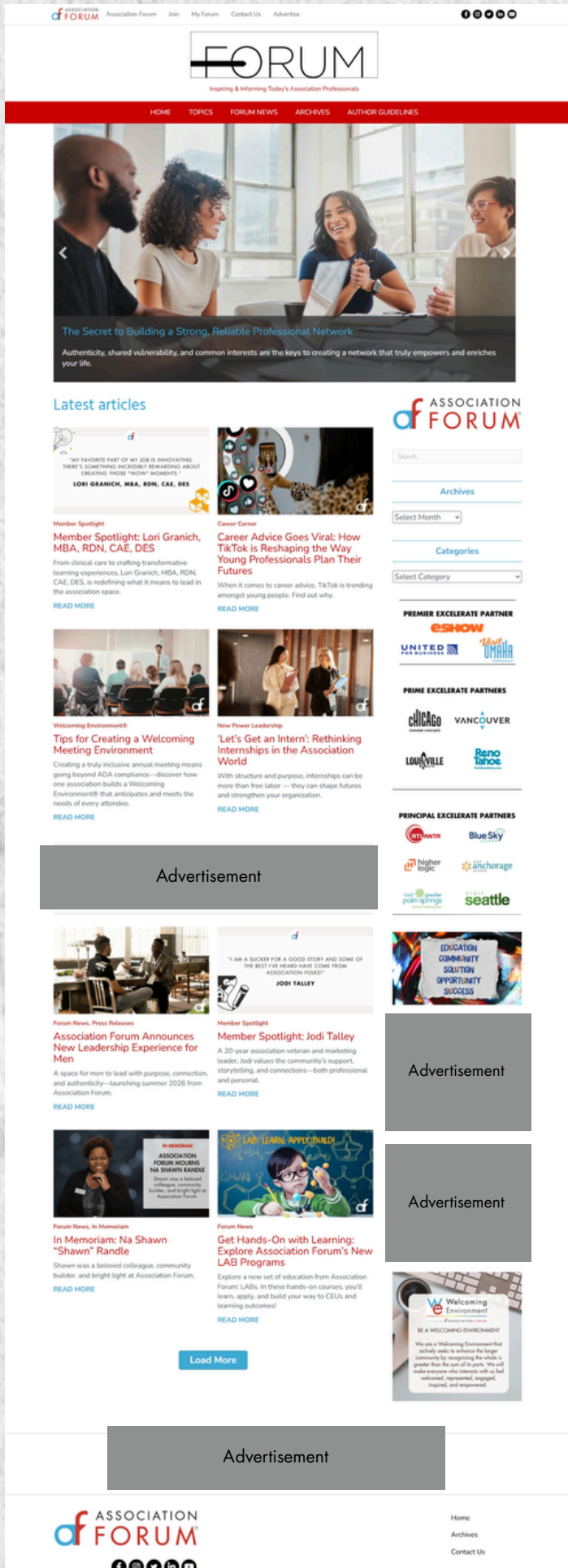
## ASSOCIATIONFORUM.ORG



| ASSOCIATIONFORUM.ORG WEBSITE                       |         |
|--|---------|
| Position   | Rate    |
| Home Page Rectangle - 12 Months                    | \$8,260 |
| Home Page Rectangle - 6 Months                     | \$4,790 |
| Home Page Rectangle - 3 Months                     | \$2,730 |
| Home Page Video - 3 Months                         | \$6,190 |
| Home Page Video - 1 Month                          | \$2,760 |
| Events Calendar Rectangle - 12 Months              | \$8,260 |
| Events Calendar Rectangle - 6 Months               | \$4,790 |
| Events Calendar Rectangle - 3 Months               | \$2,730 |
| Events Calendar Skyscraper - Exclusive - 12 Months | \$6,080 |
| Events Calendar Skyscraper - Exclusive - 6 Months  | \$3,700 |
| Events Calendar Skyscraper - Exclusive - 3 Months  | \$2,180 |

For more info, [businessdev@associationforum.org](mailto:businessdev@associationforum.org)





# WEBSITE

## FORUMMAGAZINE.ORG

### FORUMMAGAZINE.ORG WEBSITE

| Position                      | Rate    |
|-------------------------------|---------|
| Top Leaderboard - 12 months   | \$1,380 |
| Top Leaderboard - 6 months    | \$770   |
| Top Leaderboard - 3 months    | \$430   |
| Lower Leaderboard - 12 months | \$1,170 |
| Lower Leaderboard - 6 months  | \$700   |
| Lower Leaderboard - 3 months  | \$370   |
| ROS Rectangle - 12 Months     | \$1,110 |
| ROS Rectangle - 6 Months      | \$610   |
| ROS Rectangle - 3 Months      | \$360   |

For more info,  
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# EBLASTS

Establish your brand as a thought leader through sponsored advertorial eblasts! This high-impact opportunity delivers your message directly to the inbox of approximately 2,500 key decision-makers—ensuring your content reaches the right audience at the right time. With an impressive average open rate of 50%, eBlasts amplify your exposure.

50%

average open rate on  
sponsored advertorial eblasts

See the latest news and announcements

Email not displayed  
[View it in your inbox](#)



## Meet anywhere in the world with United Meetings

Whether you're planning a meeting, conference, tradeshow or reunion, travel should be the least of your worries. Our meetings solution handles the work of getting your attendees to your destination with discounted air travel and preferred traveler benefits.

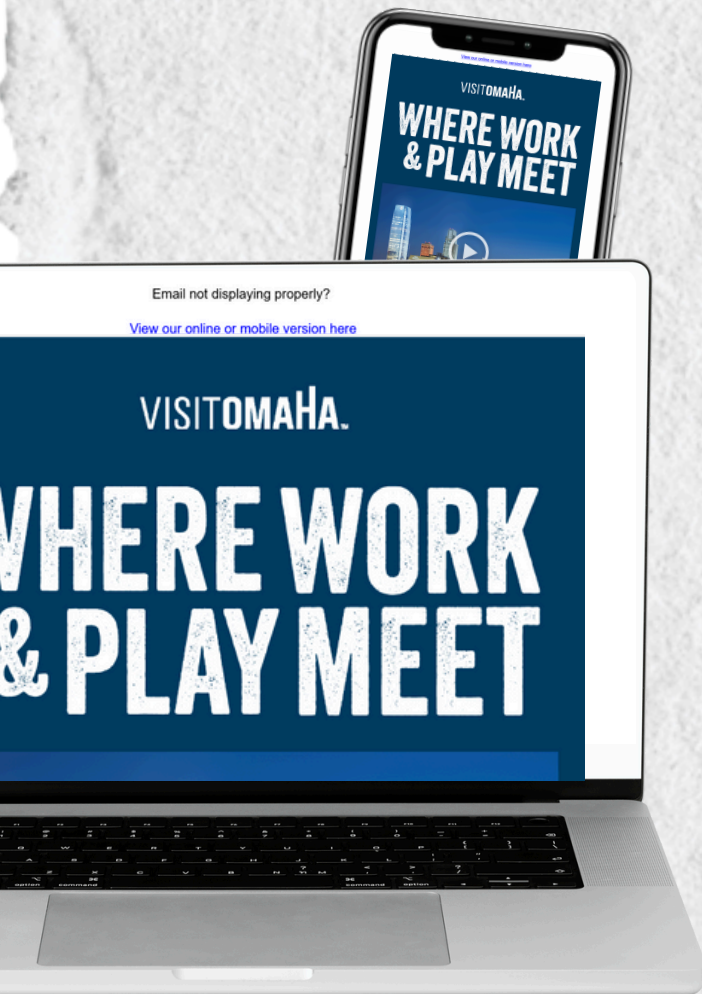
Designed for 10 or more people flying from different cities to the same destination, we will have your attendees arrive ready and refreshed so you can focus on what truly matters – a successful event.



# EBLASTS

**Continuously reporting above average  
open and click-through rates**

*Own the spotlight with an Exclusive Sponsored Content eBlast. Cut through the noise and spotlight your solutions in a targeted communication that reaches decision-makers. Drive awareness, action, and measurable impact.*



## SPONSORED EBLAST

| Position                     | Rate    |
|------------------------------|---------|
| Sponsored Advertorial Eblast | \$2,760 |

## SPECS

- Ready to use HTML file
- Subject line

Alternative option:

- 600x350 banner
- Subject line
- One company logo (150 pixels wide max)
- Company tagline (5–10 words)
- 70–100 words of text
- Call to action text (5-7 words).
- One URL/call-to-action link