

On

Online

In today's high-tech business environment, web advertising is a necessary and crucial ingredient in any marketing mix.

Web advertising is a great way to drive online sales traffic. ASTD's online marketing opportunities can be tailored to fit any budget and are the perfect compliment to any traditional marketing mix.

On

ASTD now offers a variety of online marketing channels, enabling you to customize your online advertising package for repeated visibility to a targeted audience. Channel packages are created to best align with your marketing goals and areas of expertise. Contact your Account Executive for customized channel options and maximize the effectiveness of your online campaigns.

ONLINE BANNER SPECIFICATIONS

- 120 x 240 vertical
- No larger than 25K
- Web banners and URL links should be emailed to advertising@astd.org
- If no confirmation received, please contact Meredith Libercci at mlibercci@networkmediapartners.com

CHANNEL OPTIONS

(partial list)

- Professional Development
- Return-on-Investment (ROI) and Measurement
- International
- Leadership Development
- Branding
- E-learning
- Becoming Best-in-Class



E-Newsletters

ASTD Links

“News for members, by members, about members” *ASTD Links* is circulated via email and archived on the ASTD website every month. It includes practical advice from experts, success stories, and creative ideas; information on other ASTD and industry publications; interviews with members, authors, and industry leaders; news about ASTD and its awards program, chapter activities, legislative updates, and member benefits; and a calendar of upcoming events.

- The *ASTD Policy Brief*, delivered with *ASTD Links*, alerts recipients of policy developments and political contacts surrounding current legislature that affects workplace learning and performance on Capitol Hill.



Learning Circuits Express

Learning Circuits Express provides technology news, updates, trends, and highlights as well as links to feature articles from ASTD's highly acclaimed e-learning magazine, *Learning Circuits*.



LX Briefing

(Learning Executives Network)

LX Briefing readership is comprised of senior executives in workplace learning and performance. *LX Briefing* is the premier resource for the most experienced, senior-level workplace learning and performance professionals.



Banner Price: \$1,500/issue

Frequency and multiple newsletter pricing may apply.
Contact your Account Executive for more information.

Newsletter	Audience	Issues
ASTD Links	> 43,000 members	Monthly
Learning Circuits Express	> 5,000 subscribers	Monthly
ASTD Policy Brief	> 43,000 members	Quarterly
LX Briefing	> 2,100 senior executives	Monthly

EXPO 365

EXPO 365: the New ASTD Buyer's Guide is the premier source for quick member access to supplier solutions. ASTD's easy-to-use EXPO 365 is the first place members and customers look for supplier referrals.



“As a small training consultant business, we have to make effective and economical decisions when it comes to promoting ourselves. We have counted on ASTD and you have delivered—year after year. Thanks so much!”

ALLWOOD AND ASSOCIATES, INC

FEATURES + BENEFITS

- Rolling 12 month listing
- Streamlined categories
- Inclusion in the 2009 edition

COMPANY LISTING PRICING

Basic Listing: \$500
Enhanced Listing: \$1,000

Webcasts

ASTD conducts monthly webcasts featuring the latest trends in the industry. Please see the 2009 Editorial Calendar (page 11) for monthly webcast topics and contact your Account Executive for more details.

Sponsorship Pricing: \$5,000/webcast
\$3,500/webcast for frequency sponsors (three or more)

Sponsorship Benefits

- Sponsor webcast introduction (30 seconds)
- Logo on webcast frame
- Logo on email promotions
- Unlimited seats for sponsor to attend webcast
- List of attendees (email addresses only)
- Webcast archived on ASTD website that links to sponsor website
- Sponsor to provide five minute presentation at the end of the webcast

Podcasts

Free podcasts focused on *T+D's* editorial content are released every month. Podcasts are available via the Apple iTunes website and are downloaded by more than 3,300 viewers a month. Please see the 2009 Editorial Calendar (page 11) for *T+D's* monthly editorial focus and contact your Account Executive for more details.

Sponsorship Price: \$1,500

Sponsorship Benefits

- Sponsor podcast introduction
- Sponsor website URL on podcast
- Sponsor slogan on podcast
- Sponsor logo on marketing promotions

Websites

BANNER PRICING

1–3 months: \$1,500/per month

4–7 months: \$1,350/per month

8–12 months: \$1,200/per month

(applies to all websites except ASTD.org)

www.ASTD.org

The ASTD website has more than 600,000 visitors a month and includes a large number of segmented micro-sites—each tailored to a specific audience. Advertise on the ASTD homepage to reach the full breadth of ASTD's members and customers or a micro-site for a more targeted audience. Contact your Account Executive to determine the best mix of ASTD website advertising for your needs.

Banner Pricing: \$5,000-\$10,000

LearningCircuits.org

With more than 100,000 visits a month, *Learning Circuits* details the latest trends and applications of technology for workplace learning. Readers depend on *Learning Circuits* to keep current.

Features

- Articles about e-learning
- Product reviews
- Answer Geek—you ask the question, we find the answer
- E-learning glossary with hundreds of definitions
- Newsbytes that deliver supplier industry news
- Try It—test drive new online products
- Polls, discussion boards, and calendars

Sponsorship

- Company logo and link on all pages of the *Learning Circuits* website
- Company logo and link on every issue of *Learning Circuits Express*
- Skyscraper banner at top of the *Learning Circuits* homepage (image size 120 x 240)
- Company logo on all marketing, advertising, and PR materials associated with *Learning Circuits*.

Sponsorship Price: \$15,000/year, non-exclusive sponsorship

T+D Online

(www.ASTD.org/TD)

ASTD's flagship publication—ONLINE! *T+D* magazine online has more than 5,600 visits a month.

Learning Communities

Training professionals use ASTD's learning communities to network with other professionals, obtain articles, and find tools for immediate use. To reach an extremely targeted audience, advertise on community pages devoted to learning specifics including career development, consulting, practice, evaluation and ROI, e-learning, management development, managing training, organizational development, performance improvement, and training basics.

ASTD Conferences Websites

ASTD's conferences welcome more than 12,000 attendees, annually. All attendees are directed to the conference website for conference information and navigation through the exposition process. Banners are available on the ASTD International Conference & Exposition website, the ASTD TechKnowledge® website, the international section of the ASTD website, and more.

Job Bank

(jobs.astd.org)

More than 615,000 potential job seekers visit Job Bank, annually, to search our database of training and related positions, receive career advice, and plan their career progression.

Sales Training Website

(salestrainingdrivers.org)

Please contact your Account Executive for more information and banner/sponsorship options.

Contacts

Sean Soth

Vice President, Sales

410-584-1986

ssoth@networkmediapartners.com

US: South, West

Int'l: Canada, Australia, and Asia

Katy Shearman

Account Executive

410-584-1974

kshearman@networkmediapartners.com

US: South, West

Int'l: Canada, Australia, and Asia

Mark Stout

Account Executive

410-584-1949

mstout@networkmediapartners.com

US: Northeast, Midwest

Int'l: Europe, Caribbean, Middle East, South America, Central America, Africa