

ASTD.org

New banner rotation places your ad on more pages than ever before!

New Web Options for '09!

Snapshot:

- More than 110,000 unique visits per month
- Banner rotation provides 8 exclusive positions and rotates from homepage and nearly all sub-level positions

Cost:

- \$5,000 per month
- \$4,500 per month (6 months)
- \$4,000 per month (12 months)



ASTD.org receives more than 110,000 unique visitors per month!

Microsite Banner Options

T+D magazine Online

ASTD's flagship online publication. Updated each month for an engaged audience.

Stats: 7,000-10,000 unique visits per month



ASTD Conference Websites

Push event traffic to your website from both ASTD International and TechKnowledge® Conferences!



Job Bank (jobs.astd.org)

Visitors gain career advice, and can search job or resume databases

Stats: More than 615,000 job seekers annually

Microsites Banner Cost:

- \$1,500 per month
- \$1,350 per month (3 months)
- \$1,200 per month (12 months)

Banner/E-news Specifications

Banner Size: 120w x 240h pixels vertical position

File Size: No larger than 25k

Email banner file to:

Meredith Targarona
mtargarona@networkmediapartners.com
410-584-1985

Deadlines:

Banners due no later than the 25th of month prior to run date (example: 4/25 for a May run date)
Failure to submit artwork will not result in added ad time or refund.





Links

“News for members, by members, about members.” It includes practical advice from experts, success stories and creative ideas.



- sent to more than 44,000 members monthly

LX Briefing (Learning Executives Network)

The premier resource for the most experienced, senior-level workplace learning and performance professionals.



- sent to 2,100 senior executives monthly
- also open to ASTD members and industry

Learning Circuits

Learning Circuits Express provides technology news, updates, trends, and highlights as well as links to feature articles from ASTD’s highly acclaimed digital magazine, Learning Circuits.



- sent to 4,000 subscribers monthly

Reach ASTD members with media that provides implicit content for their jobs, network, and interests.

E-newsletter and Website Sponsorship Costs

- \$1,500 monthly
- \$1,350 per month (3 months)
- \$1,200 per month (12 months)

CASTS



T+D Webcasts

T+D conducts monthly webcasts featuring the latest trends in the industry.

Sponsorship includes:

- 30 second webcast intro
- Logo on webcast frame
- Logo on email promotions
- Unlimited seats for sponsor to attend webcast
- Email addresses of attendees
- Webcast archived on ASTD website that links to sponsor website
- 5 minute presentation at the end of webcast

Sponsorship Cost: \$5,000/webcast



ASTD Podcasts

ASTD releases free podcasts focused on T+D’s editorial content every month. Podcasts are available via the Apple iTunes website and T+D magazine Podcast page and are downloaded by more than 15,000 viewers a month!

Sponsorship includes:

- 2-sentence podcast intro
- Logo with linkable URL under “Sponsored by”
- Sponsor receives URL of podcast

Sponsorship Cost: \$1,500

ASTD ONLINE BUYERS GUIDE

Match your business with ASTD.org visitors looking for training suppliers! A company listing places your business in categories designed to help ASTD.org visitors select vendor partners.



Basic Listing \$500

- Company contact information (includes URL/email)
- Company tagline
- Extended company description
- Company logo (graphic)
- List up to 6 categories
- Post up to 4 products or services (includes descriptions with graphics)



Enhanced Listing \$1,000

- Featured company rotation places your business on ASTD’s homepage each day!
- Company contact information (includes URL/email)
- Company tagline
- Extended company description
- Company logo (graphic)
- List up to 9 categories
- Post up to 4 products or services (includes descriptions with graphics)
- Post up to 4 company press releases
- Post up to 4 multimedia presentations
- Post up to 4 white papers/case studies

WEB 2.0

