

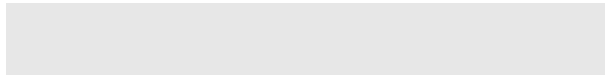


## Ad Specs + Pricing

Prices are for participation in 13 emails to 12,804 Aquatic professionals.

\* Payment is made directly to AOAP

### leaderboard



This premier position provides your company with top exposure and quality traffic.

ad dimensions	file format	file size	cost
<b>728x90</b>	<b>GIF,JPG</b>	<b>40k</b>	<b>\$2325</b>

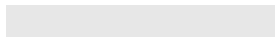
### box ad



This large-format position provides your company with good exposure in the body of the news brief, bringing quality traffic to your website.

ad dimensions	file format	file size	cost
<b>300x250</b>	<b>GIF,JPG</b>	<b>40k</b>	<b>\$1725</b>

### bottom banner



Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

ad dimensions	file format	file size	cost
<b>468x60</b>	<b>GIF,JPG</b>	<b>40k</b>	<b>\$1650</b>

### callout text



Integrated into the feel of the brief, a callout Text ad targets your buying audience with an image, 5-word headline and 25-word description.

ad dimensions	file format	file size	cost
<b>125x100</b>	<b>GIF,JPG</b>	<b>40k</b>	<b>\$1125</b>

### social text ad



Leverage the power of words and social media

### lower leaderboard



The lower leaderboard gives your company a prominent position right under the association's masthead.

ad dimensions	file format	file size	cost
<b>580x70</b>	<b>GIF, JPG</b>	<b>40k</b>	<b>\$2100</b>

### top banner



Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

ad dimensions	file format	file size	cost
<b>468x60</b>	<b>GIF,JPG</b>	<b>40k</b>	<b>\$1875</b>

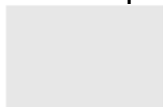
### horizontal product showcase



Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.

ad dimensions	file format	file size	cost
<b>275x175</b>	<b>GIF,JPG</b>	<b>40k</b>	<b>\$1875</b>

### vertical product showcase



Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.

ad dimensions	file format	file size	cost
<b>300x125</b>	<b>GIF,JPG</b>	<b>40k</b>	<b>\$1650</b>

### sponsored content

with a 5-word headline and 15-word text ad to drive traffic to your website and social media channels.



5 unique headlines, logo with max width of 150px

ad dimensions	file format	file size	cost
<b>35x35 (social media icon) (main image)</b>	<b>GIF,JPG</b>	<b>10k, 40k</b>	<b>\$938</b>

ad dimensions	file format	file size	cost
<b>150x100</b>	<b>GIF,JPG</b>	<b>40k</b>	<b>\$1875</b>

## featured article



Feature your best content with this placement and include a 5-7 word headline, 100-word description and link to the article of your choice.

ad dimensions	file format	file size	cost
<b>N/A</b>	<b>GIF,JPG</b>	<b>40k</b>	<b>\$1875</b>

### Direct Email Blasts:

Dedicated Email Blasts sent out just for your company. \$1500 per time

### Website Advertisements:

Advertise on the AOAP Website. Banner ads are located throughout the site. Price is dictated by the placement of the ad and how long it is on the site.

\*\* Discounts are available when you advertise for multiple months and include dedicated email blasts and/or website advertisements.