



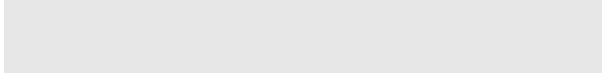
AOAP Weekly & AOAP Website

Ad Specs + Pricing

Prices are for participation in 13 emails to 12,804 Aquatic professionals. **(and 12 weeks on the AOAP Website)**

* 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
728x90	GIF,JPG	40k	\$2325

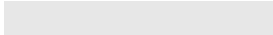
box ad



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
300x250	GIF,JPG	40k	\$1725

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
468x60	GIF,JPG	40k	\$1650

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.

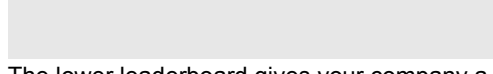
ad dimensions	file format	file size	cost
125x100	GIF,JPG	40k	\$1125

social text ad



Leverage the power of words and social media

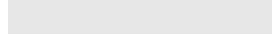
lower leaderboard



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

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

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
468x60	GIF,JPG	40k	\$1875

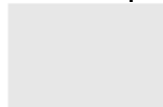
horizontal product showcase



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
275x175	GIF,JPG	40k	\$1875

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
300x125	GIF,JPG	40k	\$1650

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
35x35 (social media icon) (main image)	GIF,JPG	10k, 40k	\$938

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

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
N/A	GIF,JPG	40k	\$1875

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.