



GENERATIONS

Sponsorship & Advertising Opportunities

Contact: **Cindy Morris**
CMorris@asaging.org | 415-974-9604

ASA Publications are Going Digital and We Want Our Partners to Be Part of Our Story!

Our Stats



13,500

UNIQUE WEBSITE VISITORS PER MONTH



64,000+

FOLLOWERS ON SOCIAL MEDIA CHANNELS



52,000

EMAIL SUBSCRIBERS

ASA is committed to working with partners who want to share opportunities, ideas and innovation with our members and subscribers. Here's how you can get involved.

Sponsor Our Generations Website

The Generations Website will kick off in July and will feature all of our publications. Help us Bring ASA's award-winning, academic and practical insights to industry leaders, academics, professionals and practitioners.

Presenting Sponsor—\$20,000 (limit of 3 per year!)

Your 100% tax deductible contribution to ASA, a 501c3, will help us continue to provide all of our publications on this new digital platform.

Sponsorship Benefits

- ◇ Logo with link to your website on our Homepage
- ◇ Presented By You will be added to the Title of Generations and be visible in ALL literature promoting Generations
- ◇ Gratitude posts will be made on our social media sites with a link to your website
- ◇ Gratitude messaging will be placed throughout the Generations site throughout the year.

Advertise on Our Generations Website

- \$1000/month** Purchase all the ad space on the Generations Homepage
- \$750/month** One Banner Ad that will link to the website of your choice at the top of the Generations Homepage
- \$500/month** One Banner Ad that will link to the website of your choice in the bottom half of the Generations Homepage
- \$500/month** Your Ad will be placed on a minimum of 50% of all articles in a particular publication of your choice.

Advertisements are not tax-deductible.

New Website Special Offer

Contract for a minimum of \$8,000 in Advertising dollars and receive **FREE** Pop-up Ad Space on our ASA Website. This Pop-up Ad must include a unique opportunity, discount or experience for our membership. Pop-up Ads will be seen as soon as someone opens the website and user must click to close it.

Publications

GenerationsJOURNAL
Academics and Practitioners
Published 4x/year

GenerationsToday
Practitioners and Industry
Published 6x/year

Generationsnow
Blog
Published throughout the year