



2018 Aim Advertising Opportunities

Mobile App

*Description: Rotating banner ad on the Aim Indiana Mobile App runs in two different sizes (small banner when menu is closed, large banner when menu is open). **Both file sizes of artwork are required.***

- Banner Ad
 - 750 pixels wide X 160 pixels high (small banner)
 - 750 pixels wide X 350 pixels high (large banner)
 - Rate: \$2,500 per year

Online Membership Directory

Description: This group of logo ads is located both on the home screen and at the bottom of the screen when you first enter the Directory search. Once results are returned on the directory page it jumps up between the search bar and the results. The Directory ads appear on both the website and mobile app versions of the Directory. URL: <https://aimindiana.org/directory/>

- Directory Bar – Company Logo
 - 200px W x 60px H Grayscale (or Black) PNG with transparent background at 72 dpi.
 - Rate: \$1,800 per year; \$200 per month

Terminal Banner Website Ad

Description: This ad is a traditional full color, rotating banner-type ad located above the listings in the Terminal on the Aim website at www.aimindiana.org. Choice of placement on one of three terminals (Members, Media, Legislators. View Members Terminal at <https://aimindiana.org/members/terminal/>

- Banner Specs
 - 780px W x 300px H JPG at 72 dpi.
 - Rate: \$2,500 per year; \$900 per three months; \$375 per month

Sponsored Content Article

Description: Submit your news article to be published for one month in clickable tile box on Member Terminal page OR in two issues of bi-weekly E-newsletter Municipal Dispatch. Maximum reservation limit: Two 1-month spots per year. Choice of month based on availability – contact Anne Trobaugh to schedule.

- Rate: \$500 per month;
- Content Guidelines
 - A photo for tile (provided by advertiser or stock photo selected by Aim) will be placed in appropriate tile; click photo to bring up article.

- Tile Photo (you can provide or use Aim stock photo)
 - 600px wide x 300px high
- Company Logo (we can add in top corner of tile photo)
 - 150px wide x 40px high; PNG, white logo with transparent background at 72 dpi.
- Subject matter provided by advertiser must be focused on municipally-related problem solving, information sharing or education and approved by Aim in advance of submission
- Article should include a listing of author's name, title, company and email address; no more than two authors will be acknowledged
- Video link may be incorporated into article

Aim E-Newsletters

Description: Company Logo w/ website link in each issue. Two publication choices available:

**Municipal Dispatch – published bi-weekly all year;*

**Legislative Summary – published weekly during Legislative Session only.*

Both publications distributed to entire Aim membership, governmental agencies, corporate partners, legislators, and additional subscribers. Approx: 4,500 dist.

- Rate: \$1,500 per year per publication; \$3,000 per year for both publications

Aim Ideas Summit Conference Program *(all options black and white)*

Description: The 2018 Summit will be held October 2-4, at French Lick Resort and will include more than 20 educational workshops, business sessions, social events, and a two-day tradeshow.

Art deadline: August 3, 2018

**Please note on Page 3 on AD TYPE line which size ad space you would like to reserve.*

- Program Print Ad Options
 - Full page (8.5" x 8.5", plus 1/8" bleed) – \$785
 - Half page (7.5" x 3.6" OR 3.6" x 7.5") – \$575
 - Quarter page (3.6" x 3.6") – \$425
 - Business Card (3.6" x 1.8") – \$300

AD TYPE	SPECS	Annual Rate	3-month Rate	1-month Rate
MOBILE APP BANNER <i>Same ad runs in two sizes – need art in both sizes; small banner runs when app menu is closed; large banner runs when app menu is open.</i>	750px W x 160px H 750px W x 350px H	\$2,500	n/a	n/a
ONLINE DIRECTORY LOGO <i>Appears in both website and mobile app versions of Membership Directory</i>	200px W x 60px H Grayscale (or Black) PNG w/ transparent background at 72 dpi	\$1,800	n/a	\$200
WEBSITE: TERMINAL BANNER <i>Full color, rotating, clickable banner ad; choice of placement on one of three terminals: Members/Media/Legislators</i>	780px W x 300px H JPG at 72 dpi	\$2,500	\$900	\$375
WEBSITE: SPONSORED CONTENT ARTICLE <i>Max. run of two months on website or two issues of E-newsletter; News article on website n clickable tile box w/ company logo on Member Terminal section of website;</i>	Tile Photo: 600px W x 300px H Logo: 150px W x 40px H PNG; White logo w. transparent background at 72 dpi <i>Please indicate below if you would like Aim to provide a stock tile photo</i>	n/a	n/a	\$500
E-NEWSLETTER LOGO AD <i>Municipal Dispatch published bi-weekly all year; Legislative Summary published weekly during Legislative Session.</i>	Company logo; PNG or JPEG; Width: 170	\$1,500	n/a	n/a

Company Name: _____

Contact Person: _____

Phone () _____ Fax () _____

Email _____

Your Signature _____ Date _____

AD TYPE	FREQUENCY/RUN TIME	RATE
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Invoice
 Check (payable to Aim)
 Credit Card (Visa, MC, Discover, AMEX) circle card type

CC# _____ Exp. Date _____ Ver. Code _____

Name on Card: _____

Billing Address: _____

To reserve your advertising space, return this completed form to Aim, Attn: Anne Trobaugh, atrobaugh@aimindina.org, fax to (317) 237-6206, or mail to 125 West Market St. Suite 100, Indianapolis, IN 46204. Question? Call (317) 237-6200, ext. 239