

# aim 2019 CORPORATE PARTNER ADVERTISING OPPORTUNITIES

As an Aim Corporate Partner, you have access to advertising opportunities throughout the year. Please look through the opportunities below and complete the second page with your choices. If you have any questions or would like to discuss more in depth, contact Anne Trobaugh, Corporate Relations Director at [atrobaugh@aimindiana.org](mailto:atrobaugh@aimindiana.org).

Advertisement Type	Specifications	Annual Rate	Quarterly Rate	Monthly Rate
<b>Aim Ideas Summit Conference Program</b> The 2019 Summit will be held August 27 - 29, at the French Lick Resort and will include more than 25 educational workshops, business sessions, social events, and a two-day tradeshow (approx. 1,000 attendees).	Full page (8.5" x 8.5", plus 1/8" bleed) Half page (7.5" x 3.6" OR 3.6" x 7.5") Quarter page (3.6" x 3.6") Business Card (3.6" x 1.8")	\$785 \$575 \$425 \$300	n/a	n/a
<b>Aim Newsletters</b> Company logo linked to website link in each issue. Two publication choices available: Municipal Dispatch (published bi-weekly all year) or Legislative Summary (published weekly during Legislative Session). Both publications distributed to entire Aim membership, governmental agencies, corporate partners, legislators, and additional subscribers (approx: 6,000). Hometown Innovations newsletter (published biweekly all year) is distributed to subscribers (approx: 400).	Company Logo; EPS, JPEG, or PNG; 170px W  Banner ad for Hometown Innovations; 224 px H x 560px W; JPEG at 72 dpi	\$1,500  \$2,500	n/a  n/a	n/a  n/a
<b>Hometown Innovations E-Magazine</b> Quarterly magazine highlighting communities across the state posted on The Terminal and distributed to entire Aim membership, governmental agencies, corporate partners, legislators, and additional subscribers (approx: 6,000).	Full page (8.5" H x 11" W) Half page (8.5" H x 5.5" W) Quarter page (4.25" H x 5.5") Full color JPEG at 200 dpi	n/a \$1,000 \$650 \$400		n/a
<b>Hometown Innovations Podcast</b> Company name mentioned at the beginning and end of bi-weekly podcast episode. Mentioned on the podcast website post with company website linked.	n/a	\$1,000 for 5 podcasts	\$700 for 3 podcasts	\$250 for 1 podcast
<b>Mobile App</b> 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).	Art will be needed in two sizes. EPS, JPEG, or PNG; 160px H x 750px W and 350px H x 750px W	\$2,500	n/a	n/a
<b>Online Directory</b> Logo ads on both 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. Directory ads appear on both the website and mobile app versions of the Directory.	Grayscale (or black) logo; PNG or EPS w/ transparent background at 72 dpi	\$1,800	n/a	\$200
<b>Sponsored Content Article</b> News article to be published for one month in clickable tile box on The 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.	<i>Tile Photo:</i> 300px H x 600px W <i>Logo:</i> White logo w/ transparent background; 40px H x 150px W; PNG at 72 dpi	n/a	n/a	\$500
<b>Terminal Banner Website Ad</b> Traditional full color, rotating banner-type ad located along with the stories in The Terminal on the Aim website ( <a href="http://aimindiana.org">aimindiana.org</a> ). Choice of placement on one of The Terminals (Members, Media, Legislators).	300px H x 780px W; EPS, JPEG, or PNG at 72 dpi	\$2,500	\$900	\$375

Company Name		
Membership Contact		
City	State	ZIP
Phone	Email	
Signature		Date

Please select your advertisement choice #1.

- |  |   |
|--|---|
| <input type="checkbox"/> Aim Ideas Summit Conference Program | <input type="checkbox"/> Mobile App                 |
| <input type="checkbox"/> Aim Newsletters                     | <input type="checkbox"/> Online Directory           |
| <input type="checkbox"/> Hometown Innovations E-Magazine     | <input type="checkbox"/> Sponsored Content Article  |
| <input type="checkbox"/> Hometown Innovations Podcast        | <input type="checkbox"/> Terminal Banner Website Ad |
- Frequency \_\_\_\_\_ Rate \_\_\_\_\_

Please select your advertisement choice #2.

- |  |   |
|--|---|
| <input type="checkbox"/> Aim Ideas Summit Conference Program | <input type="checkbox"/> Mobile App                 |
| <input type="checkbox"/> Aim Newsletters                     | <input type="checkbox"/> Online Directory           |
| <input type="checkbox"/> Hometown Innovations E-Magazine     | <input type="checkbox"/> Sponsored Content Article  |
| <input type="checkbox"/> Hometown Innovations Podcast        | <input type="checkbox"/> Terminal Banner Website Ad |
- Frequency \_\_\_\_\_ Rate \_\_\_\_\_

Please select your advertisement choice #3.

- |  |   |
|--|---|
| <input type="checkbox"/> Aim Ideas Summit Conference Program | <input type="checkbox"/> Mobile App                 |
| <input type="checkbox"/> Aim Newsletters                     | <input type="checkbox"/> Online Directory           |
| <input type="checkbox"/> Hometown Innovations E-Magazine     | <input type="checkbox"/> Sponsored Content Article  |
| <input type="checkbox"/> Hometown Innovations Podcast        | <input type="checkbox"/> Terminal Banner Website Ad |
- Frequency \_\_\_\_\_ Rate \_\_\_\_\_

Please select your advertisement choice #4.

- |  |   |
|--|---|
| <input type="checkbox"/> Aim Ideas Summit Conference Program | <input type="checkbox"/> Mobile App                 |
| <input type="checkbox"/> Aim Newsletters                     | <input type="checkbox"/> Online Directory           |
| <input type="checkbox"/> Hometown Innovations E-Magazine     | <input type="checkbox"/> Sponsored Content Article  |
| <input type="checkbox"/> Hometown Innovations Podcast        | <input type="checkbox"/> Terminal Banner Website Ad |
- Frequency \_\_\_\_\_ Rate \_\_\_\_\_

Please enclose payment of with this form and return to Aim, Attn: Anne Trobaugh, 125 W. Market Street, Suite 100, Indianapolis, IN 46204.

Method of Payment					Amount:
Circle One	Check	MC	Visa	Discover	AmEx
Check Number (Payable to Aim)					
Card Number					
Expiration Date				Verification Code	
Name of Cardholder					
Billing Address					
City			State	ZIP	
Cardholder Signature					