

aim 2020 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 Lesley Mosier (lmosier@aimindiana.org). If you have questions on advertising specifications, contact Erin Jamison-Koenig (ejamisonkoenig@aimindiana.org). **Non-members add 20% to listed rates.*

Advertisement Type	Specifications	Annual Rate	Quarterly Rate	Monthly Rate
Aim Ideas Summit Conference Program The 2020 Summit will be held October 6-8 at the South Bend Century Center 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"	\$900 \$660 \$475 \$350	n/a	n/a
Aim Newsletters Company logo linked to company 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).	Logo: 170px W; EPS, or PNG Banner Ad for Hometown Innovations: 224px H x 560px W; ESP or PNG at 72 dpi	\$1,800 \$2,500	n/a	n/a
Hometown Innovations E-Magazine 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 ESP or PNG at 200 dpi	n/a	\$1,000 \$650 \$400	n/a
Hometown Innovations Podcast 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	\$2,000 for 5 podcasts	\$1,200 for 3 podcasts	\$500 for 1 podcast
Mobile App Rotating banner ad on the Aim Indiana Mobile App.	160px H x 750px W; EPS or PNG	\$2,500	n/a	n/a
Online Directory 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; ESP or PNG w/ transparent background at 72 dpi	\$2,500	n/a	\$200
Quick Guide Video Video posted on the Aim website that offers a comprehensive look into specific municipal issue. Company name, logo, and 15-30 second description at the end of video. Choice of topic based on availability.	Logo: 1080px H x 1920px W; transparent background; EPS or PNG	\$2,500	n/a	n/a
Sponsored Content Article 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.	Tile Photo: 300px H x 600px W Logo: White logo w/ transparent background; 40px H x 150px W; PNG at 72 dpi	n/a	n/a	\$500
Terminal Banner Website Advertisement Traditional full color, rotating banner-type ad located along with the stories in The Terminal on the Aim website (aimindiana.org/members/terminal).	Ad: 300px H x 780px W; EPS or PNG at 72 dpi	\$2,800	\$1,000	\$450

Company Name		
Advertising Contact		
City	State	ZIP
Phone	Email	
Signature		Date

Please select your advertisement choice.

<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"/> Quick Guide
<input type="checkbox"/> Hometown Innovations Podcast	<input type="checkbox"/> Sponsored Content Article
	<input type="checkbox"/> Terminal Banner Website Ad

Frequency _____ Rate _____

Please select your advertisement choice.

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<input type="checkbox"/> Hometown Innovations E-Magazine	<input type="checkbox"/> Quick Guide
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Frequency _____ Rate _____

Please enclose payment of with this form and return to Aim, Attn: Lesley Mosier, 125 W. Market Street, Suite 100, Indianapolis, IN 46204. Upon receipt of completed form, Aim will contact you to confirm selections.

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					