



# ASPEN Member Update Advertising Rate Card

Member Update is an e-newsletter that goes out to all opt-in ASPEN members on the third Friday of each month.

There is one sponsored ad or article in each issue.

Ad Options in e-Newsletter	
550 x 100 ad:	\$4,000
Featured Content article:	\$4,000

<b>5,250</b> Opt-in Recipients
<b>44%</b> Open rate
<b>5%</b> Click-through rate
<b>24%</b> Forward rate

## Ad Specifications

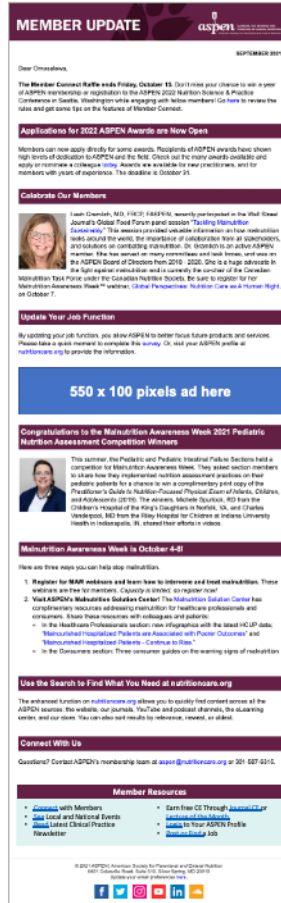
Creative is due 7 business days before the release of the newsletter. Submitted creative is subject to approval by ASPEN.

### 550 x 100 Ad

- File size: 40k
- File format: Jpg, gif
- Border, if needed: 1 px
- Animated gifs are permitted but only the first frame will display for many email clients. Please ensure the first frame has brand name and call to action.

## Contact Information

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## Sponsored Content

- Title: Maximum 55 characters including spaces
- Description: 320 characters including spaces
- Optional Image: 100 x 110 pixels