



2010 AAM Promotional & Sponsorship Opportunities

Reach Key Decision Makers. Increase sales. Promote and grow your business by supporting the Association for Accounting Marketing.

The Association for Accounting Marketing (AAM) is the only trade association of its kind providing resources and support to over 800 CPA and consulting firms, marketing and sales professionals, partners, firm administrators, and representatives of businesses who offer products and services to the accounting industry.

Membership Demographics:

- 30% of member firms generate between \$10 and 24.9 million; 19% between \$5 – 9.9 million; 19% between \$0 – 4.9 million; and 16% over \$100 million
- 38% of members identify themselves as a Marketing Director; 22% as Marketing Manager; and 22% as Marketing Coordinator
- 52% of members are involved in recommending products/services to their firm; 31% authorize the purchase

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MarketTrends - One of AAM's most highly anticipated benefits of membership is the bi-monthly newsletter. Each issue contains valuable articles developed by leaders in the industry to assist members advance their own firms. Issues also contain spotlights on partners, members, and news related to the Association. One sponsorship opportunity is available per issue. You'll receive a ½ page, black/white ad on the inside back cover of the issue. Half page dimensions of 4-1/2" h x 6-3/4" w.

Cost per ad: \$595 for AAM members or \$695 for non-members.

Marketplace Vendor Emails - Have a special message you would like to send by email? Although AAM does sell our mailing list we do not sell email addresses. For this AAM offers a way for vendors to send their electronic messages out through us. You create the content of the email and have the ability to drop images into the AAM email blast template (requires Headquarters approval). New in 2010, we will include company name in the subject line. Certain restrictions apply:

- Only 12 per year (one per month).
- Each company is limited to 4 vendor emails a year. Additional emails require Headquarters' approval.
- Each company is limited to 2 vendor emails in back-to-back months.

Cost per Email: \$100 for AAM members; \$200 non-members

**To reserve space, please notify Pete Pomilio (ppomilio@ahint.com) on the number of emails you would like, as well as your preferred months listed in order of preference. We will do our best to meet the preferred timing for your promotion.*

Minute – AAM's e-newsletter is emailed to all members, member prospects and select media contacts once a month (circulation 900). New in 2010, AAM will allow one clickable banner ad (125x125 pixels) to a URL of your choice placed in the email side bar. Purchasing companies will receive a report one week after circulation detailing impressions and clicks. Same restrictions apply as Marketplace Vendor emails, as well as process of *reserving space. Please contact Headquarters to view sample.

Cost per ad: \$50 for AAM members; \$100 for non-members

Mailing Lists – AAM does not sell email addresses but we do have options for purchasing our member mailing lists. Other pricing breakdowns available for more targeted lists and mailing campaigns. Contact AAM Headquarters for more information.

Current rate: \$1 per name

Marketplace! - AAM Marketplace! is a vendor listing located on our Web site. Get noticed by members visiting this page for vendor information by placing a banner ad at the top of the page. AAM Marketplace! requires AAM Headquarters approval. The ad can be purchased on a monthly basis; months are awarded on a first-come, first-served basis not to exceed 3 months in a year. Ads must be received two weeks prior to their actual posting, companies are responsible for production of the ad. Specifications: 600 x 60 Pixel jpeg, no larger than 30 kb or flash file, limited to two rotations.

Current Rate: \$200 members/400 non-members, per month (reduced from last year).

Look for a new sponsorship recognition program in 2010 offering additional ways to recognize our supporters.

For additional opportunities or potential packaging options please contact AAM Executive Director, Pete Pomilio at ppomilio@ahint.com. Thank you.