

# IofAM

## Advertising opportunities

The Institute's members include association managers from a broad group of industries up and down the country. Members include a high proportion of chief executives and senior staff but the Institute also encourages applications from anyone working in the association management field.

The Institute is pleased to promote your advertising in our effective news medium quarterly newsletter which **reaches 5,000 subscribers**.

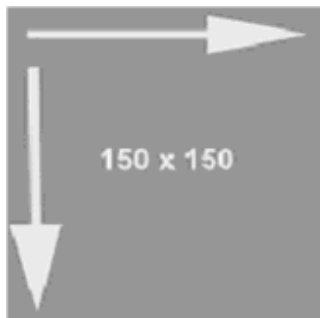
As seen below, you can see the position in which your advert will be placed and will also be featured in both members and non-members newsletters sent out four times a year.

**IofAM members are eligible for a 10% discount on any adverts placed.**

The screenshot shows a newsletter page with the IofAM logo at the top left. A 'Join' button with a starburst icon is positioned at the top right, with the text 'Be part of the growing UK-wide network of association managers'. Below the logo, there are two columns of text. The left column is titled 'Seminar Programme Mark your diary' and lists three seminars with dates and topics: 'How legal are you?' (17 September 2009), 'Working partnerships: managing association mergers' (20 October 2009), and 'The fine art of contract negotiation' (16 November 2009). The right column is titled 'Autumn Programme Welcome to our new-look newsletter' and includes a 'New member offer' and a 'Welcome' message from Hazel Morley, Chief Executive of the Society of Master Saddlers. At the bottom right, there is a contact box for advertising inquiries: 'If you are interested in advertising in this space in the Institute's next newsletter, please contact us: iofam@secretariat.org.uk 0207 227 3466'. A photograph of Hazel Morley and another man is visible at the bottom left of the newsletter page.

Advertisements should be **150 pixels in width and roughly 150 pixels in length**, although there is some flexibility in the length of the design.

- one newsletter - £400
- two newsletters - £700 (£350 per newsletter)
- three newsletters - £900 (£300 per newsletter)
- four newsletters - £1,000 (£250 per newsletter)



To arrange for the inclusion of your advertisement in the newsletters, please contact:

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