

CHICAGO AMA SPONSORSHIP & MEDIA KIT

Chicago Chapter, American Marketing Association
A NAYLOR partner

Naylor offerings:

Website Advertising 

Newsletter/Email Advertising 

Chicago AMA offerings:

Events 

Newsletter Advertising 

Career Fair 

List Rental 



CHICAGO AMA

NAYLOR 
ASSOCIATION SOLUTIONS


CONTACT:

David Glass, Media Director | 352-333-3402
dglass@naylor.com | www.naylor.com

Naylor Association Solutions
5950 NW 1st place, Gainesville, FL 32607

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WHO IS THE CHICAGO AMA?

Over seventy-five years strong, the Chicago AMA delivers cutting-edge marketing programming, and connects with over 10,000 Chicagoland marketers across all disciplines and business industries

With Chicago as an epicenter for marketing excellence today and tomorrow, no other organization connects as many marketers with as many opportunities as the Chicago AMA.

OUR PRESENCE IS STRONG

Over 50 events annually
Among top 5 in SEO for Chicago Marketing
Nationally recognized chapter

Reach Your Target Audience with the Chicago AMA...

Achieving results in today's segmented and fast-paced world presents new challenges to advertisers—especially when it comes to reaching marketing professionals. Connect to a network of more than 10,000 experienced marketers that includes leading marketing academics, researchers and professionals from every industry!

The Chicago AMA is the only organization that brings together marketers across all specialties to collaborate and inspire one another. Through relevant information, comprehensive training and targeted networking, the Chicago AMA helps marketers deepen their marketing expertise, elevate their careers and, ultimately, achieve better results.

Brand Awareness Influence customer buying behavior by giving your brand the recognition it needs. The AMA offers you a wealth of advertising opportunities to reach your intended audience.

Reach and Distribution By connecting with Chicago AMA, you are reaching:

- 1,100+ members
- 7,500+ email subscribers
- 4,000+ Twitter followers
- 3,500+ LinkedIn Group Members
- 7,000+ unique web visitors monthly
- 2,000+ Event Attendees Annually

Member and Attendee Demographics

Member and Attendee Demographics

- 50% are Director level or higher
- 75% are Manager level or higher
- 25% are corporate decision makers for marketing communications purchases
- 20% are brand decisions makers for their companies

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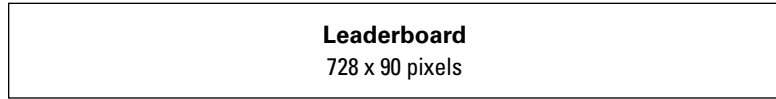
List Rental 

Website Advertising

www.chicagoama.org

Leaderboard 728 x 90 pixels

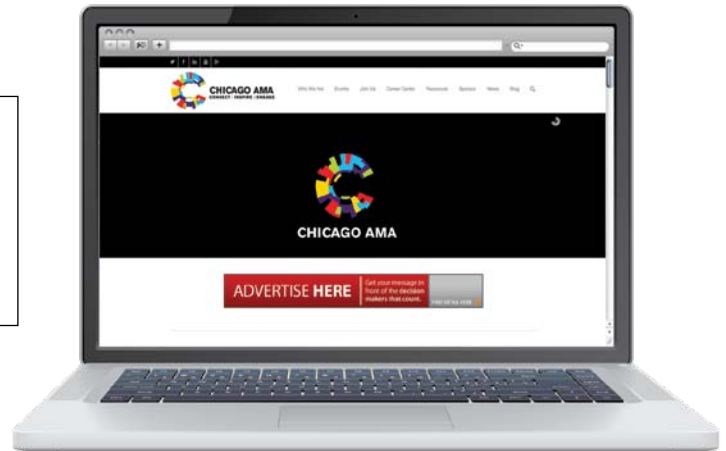
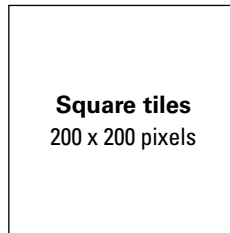
Run of site with 4 rotations



Square tiles

200 x 200 pixels
subpages only

3 rotations each



Pricing

Leaderboard

\$ 2,250 – 12 Months

\$ 1,250 – 6 Months \$ 675 – 3 Months

Square Tiles

\$ 1,750 – 12 Months

\$ 975 – 6 Months \$ 525 – 3 Months

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Newsletter/Email Advertising

AMACONNECTION e-Newsletter

Deliver your message directly to your audience!

Chicago AMA offers a variety of e-newsletters with broad and targeted positioning. Choose from a variety of pricing and distribution choices to fit your marketing plan and budget.

Whether marketers are interested in branding, B2B marketing, CRM, social media or anything in between, the Chicago AMA's newsletters are on marketers' must-read list.

8,000 Subscribers and growing

AMACONNECTION

Distributed Bi-Weekly

Custom Leaderboard – 650 x 90 pixels

\$ 5,000 – 12 Months

\$ 2,750 – 6 Months

\$ 1,500 – 3 Months

2 Custom Horizontal Banners – 400 x 75 pixels

\$ 4,000 – 12 Months

\$ 2,200 – 6 Months \$ 1,200 – 3 Months

2 Small Square Tiles – 150 x 150 pixels

\$ 3,000 – 12 Months

\$ 1,650 – 6 Months

\$ 900 – 3 Months

For Quarterly eNewsletter opportunities contact:
Michael Long, Executive Director
312-280-0449
michael@chicagoama.org



EMAIL Blast to Subscriber List

Include your message in a sponsored email blast to our full subscriber list of over 8,600 emails. A header will be attached to the email indicating that your message is sponsored.

This message must come with both HTML and Text files. Content must be approved by Chicago AMA and Naylor. Naylor will send the blast to the full subscriber list and provide a detailed click-through/open report within 7-10 business days upon request. At least 12 sponsored messages will be sent throughout the year.

\$1,500 per email

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CHICAGO AMA

**FOR MORE INFORMATION ON OTHER CHICAGO AMA SPONSORSHIP
OPPORTUNITIES, PLEASE CONTACT:**

Michael Long, Executive Director | 312-280-0449
michael@chicagoama.org | www.chicagoama.org

Chicago Chapter of the American Marketing Association
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