



Association Chat Media Kit

COMMUNITY. CREATIVITY. CURIOSITY.

ASSOCIATIONCHAT.COM
KIKI@AMPLIFIEDGROWTH.NET
MARCH/APRIL 2020

#ASSNCHAT



ALL ABOUT THE COMMUNITY

Established in 2009 and growing ever since, Association Chat is an online home for association industry, which includes a private community, active website with daily posts, social media channels, and a weekly podcast, developed by KiKi L'Italien. Her content revolves around community, creativity, and curiosity for the association community.



SERVICES OFFERED

- Website advertising
 - Homepage Ad slot 728x90
 - Homepage Mobile/Zone 2 Ad slot 300x250
 - Sidebar Top Ad slot 300x250
- Newsletter promotions
- Social Media Promotion
- Sponsored Posts
- Product Reviews
- Affiliate Advertising
- Representation, Hosting at Events
- Freelance Writing

METRICS & ANALYTICS

- Facebook private group: 1.2k+ fans
- Twitter AC: 3k+ followers
- Twitter KiKi: 8.6k+ followers
- Instagram AC: 621 followers
- Instagram KiKi: 2.4k followers
- Monthly Libsyn: 12k downloads
- YouTube: 172 Subscribers
- Domain Authority: 30
- Monthly Pageviews: 10.8k
- Average Time on Site: 7.8 Minutes
- Mailing list: 17k+ subscribers

INDIVIDUAL PRICING



BLOG POST, ARTICLE, INTERVIEW \$545

One customized 750 word blog post, article, or recorded 30-minute interview using Zoom or Crowdcast.

3-MONTH WEBSITE + NEWSLETTER PROMO \$1500

ASSOCIATIONCHAT.COM

Placement for your ads in 3 areas on the Association Chat website for 3 months, You can swap out ads once each month.

- Homepage Ad slot 728x90
- Homepage Mobile/Zone 2 Ad slot 300x250
- Sidebar Top Ad slot Ad slot 300x250
- Newsletter promo ad (1x/month)

1-MONTH SIMPLE PROMO PACKAGE \$750

- Facebook private group: 1 post pinned to top of group (3 days)
- Twitter AC + KiKi: 3 tweets per account to association hashtags
- Instagram AC: 1 post
- 1 promo in weekly newsletter to mailing list (4 weeks)

ANNUAL PACKAGES



ROCKSTAR

\$30K

Exclusive listing as Rockstar sponsor on Association Chat homepage; Listed/mentioned as sponsor on Association Chat social media channels; linked logo, company info and lead generation form on special sponsors page; 2 Association Chat interviews featuring your org and/or client of choice any topic on available dates (marketing to include at least 2 emails and social media) over 12 months; Logo listed in all outbound emails (12+ over 12 months); 3 guest blog posts throughout year; 4 unique 1000+ word articles for your blog/newsletter/website Sponsorship message at beginning AND mid-roll of each Association Chat interview; option to send 1 monthly message to entire Association Chat email list for all chat registrants during sponsorship; introduction email to Association Chat email list, sharing information about YOUR business; plus all features in other packages.

GOLD SPONSOR \$20K

Gold sponsor listing on Association Chat homepage; Listed as sponsor on Association Chat social media channels; linked logo, company info and lead generation form on AssociationChat.com sponsors page; 1 Association Chat interview featuring organization and/or client of choice on a topic of choice (marketing to include at least 2 emails and social media); logo listed in all outbound emails (12+ over 1 year); 1 guest blog post on the Association Chat website; Kiki will write one unique 1000+ word article for your blog/newsletter; sponsorship message at the middle OR end of each Association Chat; option to send 1 monthly message to entire Association Chat email list for all chat registrants during sponsorship.

SILVER SPONSOR \$10K

Listed as silver sponsor on Association Chat homepage; Listed as sponsor on Association Chat social media channels; Linked Logo, Company Info and Lead Generation Form on AssociationChat.com sponsors page; logo listed in all outbound emails (12+ over 1 year); 1 guest blog post on the Association Chat website; sponsorship message at the middle of each Association Chat; option to send 1 monthly message to entire Association Chat email list for all chat registrants during sponsorship.

TESTIMONIALS



Joan Eisenstodt
Chief Strategist,
Eisenstodt Associates, LLC

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Association Chat provides two methods of interacting live that we find no where else: KIKI L'Italien brings to us interesting guests on topics relevant to association leaders, and during those chats, we can interact with the guests and with each other. The platforms used have changed over time and with them, greater interaction for us all. Best of all, KIKI tackles big issues that some believe should be just put aside. She doesn't, and to her I am grateful that we are talking.

The world of associations touches everyone. Our professional associations can only do so much. In KIKI and Association Chat we've found a home for the bigger topics in deeper ways.

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If you have only one hour each week to focus on your professional growth in the association community, make a commitment to tune in to Association Chat. Each week, KIKI L'Italien will bring sector leaders addressing forward-thinking topics right to your desktop or mobile device. Plus, you'll build connections to other Association Chat participants, an invaluable national network.

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Association Chat is the way to keep up on key trends and very important topics in the association space. It is very well produced and well-planned and KIKI asks all the right questions. I find that Association Chat gives me a glimpse into some of the best minds in the association space on a weekly basis. What more could you ask for than that?

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Association Chat was my initial and most effective onramp into the ASAE community. Not only do you get to learn from the best, but you get to connect and interact with them, too. Some of my closest friends and business networking partners have been made through the group. Participation is an absolute MUST for anyone looking to keep their finger on the pulse of the association world!

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Association Chat is by far the most beneficial bang for the buck in the entire association community. KIKI inspires us each week to think bigger and push harder for a better association world. I don't know how she does it, but the guests are the brightest thinkers and innovators in the space. The best part is that she's not afraid to ask them tough questions which rewards all of us with unparalleled intel.

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Carl Weaver, CAE
Website Content Manager
at International Association of Movers

KIKI L'Italien asks questions I didn't think to ask. With Association Chat, I can learn not only from her unique perspective, but that of an entire community. Association Chat wrangles experts in our industry for professional yet approachable discussion about relevant topics. With people from various backgrounds interacting online, I know that I will get a new and valuable perspective on whatever the topic is.