



# Association Chat Media Kit

COMMUNITY. CREATIVITY. CURIOSITY.

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ASSOCIATIONCHAT.COM



# COMMUNITY

Established in 2009 and growing ever since, Association Chat is the online home for the association industry, which includes a private community, active website, social media channels, weekly podcast, and live events.

Developed and moderated by KiKi L'Italien, content revolves around community, creativity, and curiosity for the association industry.

## VISIBILITY



# 88.4K

Impressions Achieved Across  
the YouTube Channel  
(a **1,775%** increase in 2024!)



# 6K+

Magazine Print & Digital  
Distribution and Readership  
since August 2024!



# 32

Podcasts Produced in 2024

# 22

Different Guests Featured in 2024



### MAGAZINE

Digital Subscribers: 2,400  
Print Subscribers: 280



### SMS/TEXT

Text Subscribers: 2,400



### NEWSLETTER

Newsletter Subscribers: 3,740  
Open Rate: 40%



### PODCAST

Listeners: 4,170



### SOCIAL MEDIA

Facebook: 755  
LinkedIn: 1,000  
LinkedIn Newsletter: 390  
YouTube Subscribers: 504

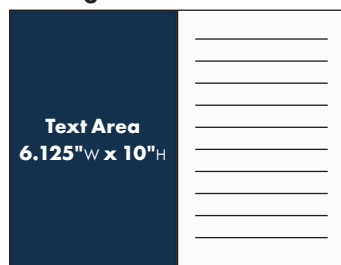
# MAGAZINE ADVERTISING

Association Chat's newest offering is a quarterly print publication mailed to over 200 association executives from around the country. Content includes engaging articles, expert interviews, and innovative ideas to help staffers thrive in their professional journey.



## ADVERTISING OPTIONS

**Inside Front Covers & Full Pages WITH Bleed**



**6.875"W x 10.5"H**  
(6.625"W x 10.25"H (trim size))

**Inside Front Covers & Full Pages NO Bleed**



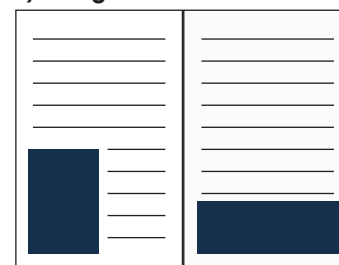
**5.625"W x 9.25"H**

**1/2 Page**



**5.625"W x 4.5"H**

**1/4 Page**



**2.75"W x 4.5"H**  
**5.625"W x 2.125"H**

## ADVERTISING RATES

	<b>1x</b>	<b>4x</b>
<b>Full Page Covers</b> INSIDE FRONT COVER & BACK COVERS	\$2,400	\$2,000
<b>Full Page</b>	\$1,800	\$1,000
<b>1/2 Page</b>	\$600	\$500
<b>1/4 Page</b>	\$375	\$350

## SUBMISSION DEADLINES\*

**Quarter 1, 2025**  
PUBLISHES 2/3/2025

January 6, 2025

**Quarter 2, 2025**  
PUBLISHES 5/5/2025

April 7, 2025

**Quarter 3, 2025**  
PUBLISHES 8/4/2025

July 7, 2025

**Quarter 4, 2025**  
PUBLISHES 11/3/2025

October 6, 2025

\*Deadlines are subject to change due to holidays and/or office closures.

### Art Requirements

A high resolution .JPG is the preferred file format (fonts embedded).



To reserve your space, please contact:  
marketing@associationchat.com

# DIGITAL ADVERTISING

Association Chat is more than just a publication, it's a community. The community connects via social media as well as it's website, offering various ways for companies to engage with participants on multiple platforms.

## WEEKLY NEWSLETTER "ASSOCIATION CHAT TOP 5"

Association Chat's weekly newsletter is delivered to over 3,700 subscribers representing the entire association community.



	3x	6x	12x
Banner Ad 4x PER MONTH	\$3,250	\$5,850	\$10,400

## WEBSITE: ASSOCIATIONCHAT.COM

AssociationChat.com is the home to all platforms of AssociationChat, including multiple directories, community pages, Knowledge Hub and more. Nearly 11,000 visitors view the page monthly, with an average visit duration of almost 8 minutes. Advertisements are available in a pre-fold banner ad.

	3x	6x	12x
Banner Ad	\$3,250	\$5,850	\$10,400



## SOCIAL MEDIA

Association Chat offers both Facebook and LinkedIn groups acting as a digital community. Facebook has nearly 800 members, while LinkedIn has over 1,000 followers and nearly 400 newsletter subscribers. It's more than a place to share content, it's a place to engage. Members post questions to the group daily, encouraging engagement. Advertising is available

### **Featured Post on Facebook Group or LinkedIn Group:**

\$1,000/post inclusive of links to your social pages and an additional comment/post in the comments section.

Interested in sharing more than ads? See the **"Create Your Own Content"** section of the media kit.



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# PODCAST SPONSORSHIP

The Association Chat Podcast was founded and is hosted by KiKi L'Italien. In each episode, Association Chat delves deep into the heart of associations, uncovering the latest trends, challenges, and opportunities that shape the world of organizational leadership. KiKi's thought-provoking conversations with industry leaders, innovators, and change-makers not only inspire but also provide actionable strategies and insights. Our guests come from diverse backgrounds, offering a mosaic of perspectives that enrich the understanding of what it takes to thrive in today's dynamic environment.

Association Chat guests have included acclaimed author, Seth Godin, TV's Mo Rocca and ASAE CEO Michelle Mason.

Each episode runs between 10–20 minutes, and has an average of 5,000 plays.

## SPONSORSHIP OPTIONS

### PRE-ROLL AD

We'll record a **:15** ad for your brand that rolls before the episode.

Six Episodes     \$1,500

### MID-ROLL AD

We'll record a custom **:60** ad for your brand that rolls in between segments in the episode.

Six Episodes     \$3,000

### POST-ROLL AD

We'll record a **:30** ad for your brand that rolls at the end of the episode.

Six Episodes     \$900



## INTERESTED IN SPEAKING ON THE PODCAST?

See the **"Create Your Own Content"** section of the media kit.



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# CREATE YOUR OWN CONTENT

Interested in sharing your content and ideas with the community? Association Chat can help you with that as well. Not only does each opportunity allow you to showcase your expertise, but it will also be cross-promoted across almost all platforms.

To honor the editorial content, sponsors may only purchase one of the below per year.



## ADVERTORIAL IN ASSOCIATION CHAT MAGAZINE

Write an article and have it shared in Association Chat magazine, along with a special promotion on all social pages and in the newsletter and website. Content topics to be approved by Association Chat.

One Issue      \$3,000

## PODCAST CO-HOST

Work with KiKi on finding a topic that you are an expert on and meets the needs of the audience. We'll tag your company in all social media posts of the podcast and promote in the newsletter.

One Episode      \$2,000

## SOCIAL MEDIA TAKEOVER

For one week, you can post and share on Association Chat's Facebook and LinkedIn pages. This includes a special promotion of the takeover in the Association Chat newsletter and magazine.

One Week      \$3,000



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# BUNDLES

## PRINT AND DIGITAL PACKAGE NEWSLETTER

**\$9,000**

Savings of **\$850**

- Four (4) Full Page Ads
- Choice of:
  - » Six (6) Months of Newsletter Ads
  - » Six (6) Months of Website Ads

## PODCAST AND PRINT

**\$9,000**

Savings of **\$1,000**

- Four (4) Full Page Ads
- Twelve (12) Mid-Roll Ads

## CONTENT AND ADS COMBO

**\$9,250**

Savings of **\$1,000**

- Advertorial in Association Chat Magazine: \$3,000
- Podcast Co-Host: \$2,000
- Three (3) Months of Website Ads: \$3,250
- Four (4) Half Page Ads: \$2,000



## ANNUAL PARTNER

**\$25,000**

- Content
  - » One (1) Advertorial in Association Chat Magazine: \$3,000
  - » One (1) Podcast Co-Host: \$2,000
- Advertising
  - » Twelve (12) Months of Website Ads: \$10,400
  - » Four (4) Full Page Ads: \$4,000
  - » Twelve (12) Mid-Roll Ads: \$6,000
- Exclusive
  - » Association Chat Facebook Friends Push
  - » First opportunity for partnering in any Association Chat events



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# TESTIMONIALS



“ 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.

» **Joan Eisenstodt, Chief Strategist, Eisenstodt Associates, LLC**

“ I’ve participated in Association Chat since its earliest days. Even with other good programs coming onto the scene, Association Chat is still the most valuable hours of connection around. KiKi’s poise and curiosity as a host makes every session interesting. And she does a great job of bringing in guests I know as well as introducing me to new people and ideas.

» **Beth S. Brodovsky, President, IRIS Creative Group, Inc., Host of Driving Participation**

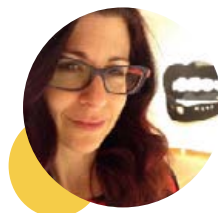


“ If you have only one hour each week to focus on your professional growth in the association community, make a commitment to tune in to Association Chat. Each week, KiKi L’Italien will bring sector leaders addressing forward-thinking topics right to your desktop or mobile device. Plus, you’ll build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

» **Greg Melia, CEO, Customer Experience Professionals Association (CXPA)**

“ 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!

» **Layla Masri Soares, Creative Director, The Helix, Booz Allen’s Center for Innovation at Booz Allen Hamilton**



“ 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?

» **Scott Oser, President, Scott Oser Associates, Inc.**



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# THANK YOU

TO ALL OF ASSOCIATION CHAT'S SPONSORS



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