



In-App Ad Pricing Guide

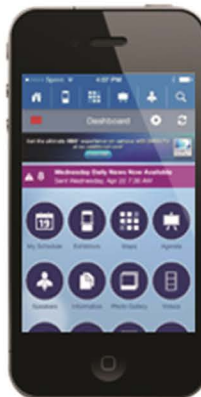
Multimedia Video Message



Price: \$350
Limit: N/A

Sponsor video is downloadable from the Exhibitor Profile.

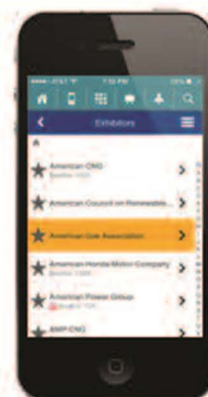
Rotating Banner Ad



Price: \$250
Limit: 6

Banner ads rotate at the top of the app Dashboard page, and click through to a full-screen App Landing Page.

Exhibitor Directory Row Highlighting



Price: \$50
Limit: 15

Background color draws attention to the overall app sponsor's listing in the exhibitor directory.

NOTE: This year's packages have "pilot pricing" and, as such, give exhibitors a chance to get to know in-app promotion with the ASA at a cost-per-download pricing pro-rated to last year's app usage. Future in-app ad pricing may be higher based on member download rates and increased visibility and adoption of the ASA conference app.