



ASA MEMBER NEWS

Keeping You Connected

ADVERTISING OPPORTUNITIES



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K-12 AND COMMUNITY COLLEGE EDUCATORS!
FREE!
ASA TRIAL MEMBERSHIP

Calling all K-12 and community college educators! Take advantage of a free ASA trial membership and learn about our fantastic education resources.

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at \$800 a month



StatFest 2023

Join us **September 23** in Cary, North Carolina, for **StatFest 2023**, a one-day, in-person conference for undergraduates.

[Read All About It!](#)

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300 x 100 (pixels)
at \$400 a month

ASA Member News is a digital newsletter that goes out monthly to our more than 12,000 opted-in members made up of statisticians and data scientists in academia, industry, and government. We offer two ad options:

- **Size 300 x 100 (pixels) at \$400* a month**
- **Size 300 x 300 (pixels) at \$800* a month**

Artwork is due by the first of the month, and the member newsletter is sent out in the middle of each month.

**View the ASA's website at www.amstat.org/advertiselindex for always-current pricing.*

Contact **Christina Bonner** at cbonner@amstat.org with any questions.

A READABLE AD IS A SUCCESSFUL AD!

- Avoid blinking or flashing text and images
- Choose high-contrast background and font color combinations
- Account for color blindness and other vision disorders
- Highlight key phrases
- Keep backgrounds plain and include white space
- Make sure images clearly support your text and message
- Craft short, clear sentences and paragraphs
- Use common fonts such as Georgia and Gill Sans that match ASA graphic standards (<http://bit.ly/2t2q04w>)

Submission Guidelines

- Submit ad graphics in the appropriate dimensions for the ad you have purchased.
- Use .jpg, .gif, or .png format.
- Typeset your ads in adherence to the ASA's graphic standards, www.amstat.org/graphic-standards.
- Submit by the first of the month in which you would like your ad to appear.

The ASA reserves the right to refuse ads at its sole discretion for any reason, including for offensive or inappropriate content.

CONTACT

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