



Association News + Curated Industry News + Personalized Subscriber Content

Providing complete **editorial control** to your association.

“Email newsletters will re-emerge as an important nurturing vehicle because an email newsletter is the only place where individuals - not algorithms - are in control.” - **Ann Handley**, COO, MarketingProfs

Members look to their associations to provide the latest information and trends about their industry. With a data-driven news briefing customized for your association, your subscribers receive a personalized roundup of relevant news articles, curated by a dedicated editor who understands your industry. Putting your association first, these news briefings further your brand and promotes your organization as an informational authority.

Features

Truly responsive design - from your masthead to advertisements, each element on your news briefing scales based on the subscribers' devices.

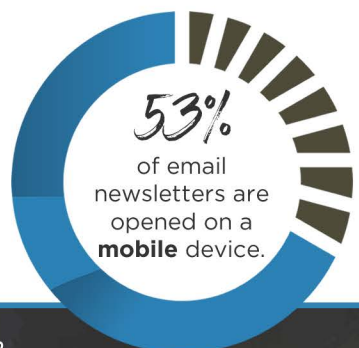
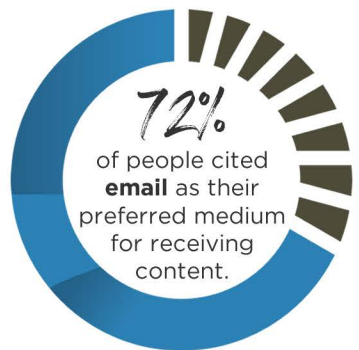
Customized messages for individual subscribers - display renewal notices, tradeshow information, and association announcements based on subscriber data.

Data-driven content - safely display articles based on subscriber interests or geography, without relying on artificial intelligence.

Minimal advertising - a tasteful integration of relevant advertising and content, sold by your association or us.

Engaging features - incorporate flash surveys, association commentary and videos, keeping subscribers engaged with the content.

Industry-leading analytics



Your Dedicated Team

In partnership with your association, our team works hand-in-hand with your team with one goal in mind ... to produce a publication your organization can be proud of.



A dedicated, **seasoned editor** with strong news judgment, trained to learn your industry inside and out and curate the most relevant news for your subscribers.



When needed, an expert, consultative **digital sales team** that understands the relationship between associations and their industry vendors, sponsors and exhibitors.



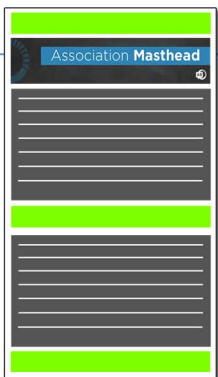
An **AdOps team** experienced to help advertisers with their marketing message and creative assets.



A **creative team** focused on digital, using their expertise to create the various assets needed for an engaging email news briefing.

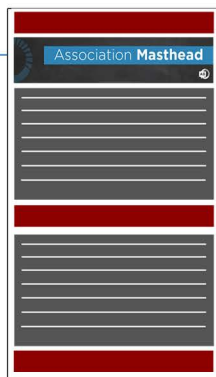
Options

We offer a four-tiered pricing model to accommodate the needs of all associations, regardless of size or structure.



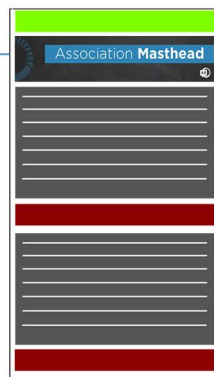
Ad-Supported

Looking for a no-cost solution? Let our consultative sales team supplement your costs with this ad-supported model. Plus, we'll pay you a percentage of all sales in the form of tax free, non-dues revenue.



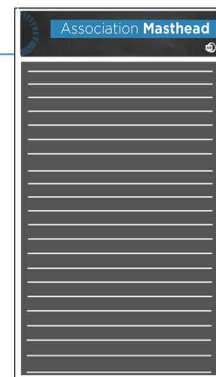
Association Sponsorships

This pay-for-service model creates additional advertising opportunities for your association's sponsorship team, allowing your organization to keep 100% of the ad revenue while providing a valuable benefit to industry suppliers. You can even utilize our ad tech to serve the advertisements and report on results.



Hybrid Approach

This pay-for-service model allows both your association and Association Briefings to sell pre-determined ad space into the news briefing. We'll pay you a percentage of all ad sales originating from us, creating a stream of non-dues revenue that can supplement the cost of association initiatives.



Content-Focused

No ads? No problem. This pay-for-service solution provides a dedicated editor, any needed creative services, and the technology to distribute an information resource to your industry. You determine frequency and association content and we'll provide the rest.

