



**WEB
ADVERTISING**

REACH POTENTIAL BUYERS ON TRUSTED INDUSTRY SITES

Harness the power of association brand affinity to build trust with your ideal customers

Finding the right place for your company to connect with the right people is crucial for your sales and marketing strategy – and we have just the solution. Advertising on association websites puts your brand in front of your potential buyers who are looking to a trusted industry authority for information. So not only does association website advertising let you leverage the association's brand affinity, it also builds your brand awareness with potential customers in a powerful way.

How It Works

We work with you to decide which association website's visitors best fit the description of your ideal buyer. Then our expert creative team designs ads with compelling messaging and eye catching visuals that will grab attention and reflect your brand on those sites. Then your campaign kicks off and potential customers who surf your industry's association websites see your ads.

Benefits

- Reach your niche audience in a highly targeted way
- Leverage association brand affinity to gain trust with buyers
- Leave ad creation to our expert team of professional art directors
- Refresh your ad design and messaging to keep buyers engaged with your campaign