

2025 Rate Card



Conference Booth/Kiosk Options & Rates

Options subject to change with floorplan finalization.

	Member Rates	Non-member Rates
Single Booth	\$5,000	\$6,500
Double Booth	\$12,000	\$15,000
Kiosk	\$4,600	\$6,000
Kiosk w/ Monitor	\$5,600	\$7,500

When both tradeshow are contracted at the same time, a \$500 discount is applied to the booth/kiosk total.

Conference Advertising

Conference Website Advertisement:	\$1,000
Program Guide:	\$2,500 each full-page
Vehicle Finance ad deadline:	December 6, 2024
Independents ad deadline:	March 24, 2025
Annual Meeting ad deadline:	August 26, 2025

AFSA Webinars and Extra Credit Podcast

Limit 2 per quarter

AFSA will review podcast or webinar proposals and consult with the appropriate subject matter expert at AFSA to determine if the selected subject is timely and of interest to AFSA members. If it is not, every effort will be made to re-focus the topic.

AFSA Webinar:	\$5,000
AFSA Podcast:	\$3,000

Capitol Notes Advertising

Published each Thursday. Four ad positions available per edition, purchased in Blocks. Ads #1 and #2 include ad image and URL. Ad #3 includes a banner image and link. Ad #4 includes company logo, title, text, and link.

Premium Ad #1: Runs six non-consecutive weeks appearing the same week each month:	\$3,000
Premium Ad #2: Runs four non-consecutive weeks appearing the same week each month:	\$2,000
Banner Ad #3: Runs four consecutive weeks:	\$1,000
Sponsored Content Ad #4 Runs four consecutive weeks:	\$2,000

News You Need Advertising

Published each weekday, except holidays. Three ad positions available per edition, purchased in Weeks. Each features an ad image, title, text, and link. No limit to the number of ad Weeks or positions you may purchase.

Showcase 1:	\$2,500
Showcase 2:	\$2,300
Showcase 3:	\$2,000

Advocacy Update

Whole-call sponsorship held bi-weekly with the exception of August and December. Includes promo materials in marketing and copy read at the start of call.

\$4,000 per quarter

Economy Matters

Entire email sponsorship sent bi-weekly, 25-weeks a year, excluding Thanksgiving and Christmas weeks. Includes top-of-email ad space and subject line addition.

\$5,000 per quarter

AFSA Website Advertising

Powering the AFSA Homepage
Your logo appears on the top of
afsaonline.org: \$8,000 per quarter

Powering AFSA Blog
Your logo on the main AFSA webpage
and on inner blog pages: \$3,000 per quarter

Powering AFSA*Track/Legislative Advocacy
Your logo on top of both pages: \$1,500 per quarter

Resource Guide Featured Partner
Company highlighted at top of guide
and blog post announcement: \$2,000 per month
limit 1

Industry Expertise & News From Our Members

Industry Expertise: Develop a customized blog post to fit your marketing needs:

\$1,000 per post, three per year

News From Our Members: Summary of press release with link published on AFSA's Blog and in *Capital Notes*:

\$1,000, two releases per quarter
no limit on the number of quarters

For more information, visit afsaonline.org/businesspartners or contact Dan Bucherer at dbucherer@afsamail.org.