

2026 Rate Card



Conference Booth/Kiosk Options & Rates

Options subject to change with floorplan finalization.

	Member Rates	Non-member Rates
Single Booth	\$5,250	\$7,000
Double Booth	\$12,250	\$15,000
Kiosk	\$4,750	\$6,250
Kiosk w/ Monitor	\$5,750	\$7,750

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

Conference Advertising

Conference Website Ad	\$1,000
Conference Program: Today at the Conference:	\$2,500 each full-page \$10,000 per show. No limit
Vehicle Finance ad deadline:	December 5, 2025
Independents ad deadline:	March 24, 2026
Annual Meeting ad deadline:	August 24, 2026

Thought Leadership

AFSA Webinars, Podcasts and Blog Posts

Limit 2 per quarter

AFSA will review Thought Leadership items 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:	\$7,500
AFSA Podcast:	\$2,000

Industry Expertise

Develop a customized blog post to fit your marketing needs:
\$1,000 per post, three per year

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:	\$4,250
Premium Ad #2: Runs four non-consecutive weeks appearing the same week each month:	\$2,800
Banner Ad #3: Runs four consecutive weeks:	\$3,000
Sponsored Content Ad #4 Runs four consecutive weeks:	\$4,000

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. Discounts for purchasing in bulk.

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

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.

\$5,000 per quarter

Economy Matters

Entire email sponsorship sent bi-weekly, 20 issues per year, excluding Thanksgiving and Christmas weeks. Includes top-of-email ad space and subject line addition.

\$5,000 per quarter

Exclusive Annual \$18,500

Connected Credit

Whole-call sponsorship held monthly with some exceptions. Includes promo materials in marketing and copy read at the start of call.

\$4,000 per quarter

Exclusive Annual \$14,000

State Government Affairs Update

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: \$20,000 per quarter
Annual Exclusive available

Powering AFSA Blog
Your logo on the main AFSA webpage
and on inner blog pages: \$5,000 per quarter
Annual Exclusive available

Powering AFSA*Track/Legislative Advocacy
Your logo on top of both pages: \$3,000 per quarter
Annual Exclusive available

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