

## REACH 51,000 APPAREL DECORATORS & DISTRIBUTORS WITH COST EFFECTIVE DIGITAL ADVERTISING

**Affordable + Effective = Great ROI**

### **WEARABLES*now* – impact advertising to reach your customers every week.**

ASI's e-newsletters combine award-winning editorial content with the convenience of digital media. We have a wide variety of informative industry-specific e-newsletters that we email to highly targeted audiences.

WEARABLES*now* is a weekly roundup of the latest news and trends in the decorated-apparel industry. The newsletter links readers to dynamic, informative videos, in-depth podcasts with industry experts, engaging articles full of actionable business-building tips and much more. Put your fashionable, trendy wearables and must-have products in front of **51,000 top Apparel Decorators and Distributors.**



### **Rates**

Ad Spot	Size	12x	6x	3x
<b>SPONSORSHIP BANNER*</b>	728 x 90	\$385	\$445	\$475
<b>SIDE BANNER</b>	300 x 250	\$325	\$355	\$385

\*Sponsor Banner appears at the top and bottom of the newsletter.

**Call your supplier account executive today to reserve an ad spot in the next issue of WEARABLES*now*!**

### **Specs & Stats**

Frequency: ..... Weekly  
 Unique Open Rates: ..... 8.9%  
 Circulation Promise: ..... 51,000 Apparel Decorators and Distributors