



MULTIWEB: MONETIZING YOUR WEBSITE

How is your association effectively monetizing its website? MultiView's MultiWeb solution allows you to maximize income from your website, expanding your relationship with advertisers and delivering defined, rich ad campaigns to engage your members.



MULTIVIEW

WHO IS MULTIVIEW?

- Number one publisher of association-branded digital media for over a decade.
- More than 900 nationally recognized partnerships.
 - Engaging over 4.8 million association members.
 - Over 60,000 paid advertisers.
 - More than 600,000 active business profiles.
- Over 500 business media sales professionals delivering association-centric digital media.
- The largest provider of royalty revenue to North American associations.

THE MULTIWEB ADVANTAGE

- MultiView helps its partners establish defined, profitable ad campaigns for website ad sales.
- Valuable non-dues revenue is generated for your association as media sales are increased.
- MultiView leverages its database of over 60,000 paid advertisers to enhance your association's vendor list.
- Your association's website is consistently stocked with fresh advertising content, helping to cement your organization's status as a relevant resource for the industry.
- By eliminating the cost of selling, your staff can focus on what they do best—serving the membership—instead of web advertising sales and ad campaign maintenance.

HOW IT WORKS

- With MultiView's help, potential revenue-generating advertising sections of your existing website are identified.
- With over 500 business media sales professionals, MultiView manages the entire process. MultiWeb services include the execution of advertising sales, production of creative materials, customer service and ad delivery.
- We help you monetize your website while working with you to improve your user experience.
- MultiWeb services are provided with no financial investment from the association, because we pay you!
- MultiView's representatives sell advertising, which provides your association with generous royalty revenue.

The screenshot shows the AASA website homepage. At the top, there are advertisements for Johnson Controls and NJPA. The main navigation bar includes links for Home, About, Shop, Your Career, AASA Partners, Advertise, Newsroom, and School Solutions. Below this is a secondary navigation menu with categories like Policy & Advocacy, Resources, Leadership Development, Events, Membership, and Children's Programs. The central banner promotes 'New for 2011: The Great Education Conversation!' with a call to action 'Learn More'. To the right is a 'Log In' form with fields for User Name and Password, and links for registration and password recovery. Below the banner is a 'Classroom Observations' section with a 'Read More' link. The 'Latest News' section features several articles, including one about Dan Domenech, AASA Executive Director, and another about the National Conference on Education. A 'Featured Content' section highlights 'AASA School Street' and an interview with Dan Domenech on Lifetime. The 'Connect With AASA' section provides social media links and contact information. The 'Buyers Guide for Educators' section offers a search function for products and services. The 'Coming Events' section lists upcoming events, such as the AASA Women in School Leadership Forum.

EXAMPLE CAMPAIGN FOR YOUR ASSOCIATION'S WEBSITE

- Display and textual ad options that are diverse as your member base.

HOW TO GET YOUR PROGRAM STARTED

- MultiView will collaborate with your association on initial setup, including defining advertising direction and campaign.
- Once the campaign is approved by your association, the proven MultiWeb sales process will begin.

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