



AssociaMetrics™



ASAE is pleased to introduce **AssociaMetrics**, your new, easy-to-use, one-stop gateway to accessing and using association benchmarking data. With benchmarks from AssociaMetrics, you'll have the information and context to inform decisions—and to support board presentations and organizational challenges ranging from staffing choices to realizing operational efficiencies.

AssociaMetrics products—beginning with compensation and operating ratio benchmarks—launch in July 2016; but first we need your help. Give back to the association community now by participating in two critical industry studies, and reap benefits of being among the first to engage in this new benchmarking portal.

The Difference

This isn't just a portal to one set of data; AssociaMetrics is an access point for collection and dissemination of a range of valuable industry benchmarking information. Here you'll:

- Experience a new website with a user-friendly, informative approach to easy data input and report access.
- Gain insights based on exclusive content and analysis of financial and other trends in the association industry.
- Get data quickly by using a responsive, online tool—easy to look up data on a phone, tablet, or desktop!
- See your organization's data next to industry benchmarks for easy comparison.
- Filter results by staff size, budget, geography, member type, and industry sector.
- And more—new features are being developed all the time to make your job easier.

The Benefits

- Receive a free baseline look at your association's data compared to that of other associations.
- Take advantage of participant discounts: \$125 off the regular price of one-year access to one AssociaMetrics reporting tool. And an additional \$75 off a one-year subscription for those who order both tools and fill out **BOTH** surveys.
- \$55 off the print version of *Operating Ratio Report* and \$35 off *Association Compensation & Benefits Study*.

The Surveys

Surveys open March 1, 2016 and close April 15, 2016

- 1 Association Compensation and Benefits Survey**
- 2 Operating Ratio Report Survey**

The Price After Savings*

Operating Ratio Report Access | Regular Price \$400, now **\$275**

Association Compensation & Benefits Access | Regular Price \$400, now **\$275**

Access to Both through AssociaMetrics | Regular Price \$725, now **\$475**

participate now ▶
associametrics.asaecenter.org

*All discounts must be used by June 15, 2016. Discount codes to be distributed by email once survey is completed.