

Global NAID*Direct*TM Advertising Insertion Form

General Info

Questions? Call: (602) 570-6531 Email: ttarlton@naidonline.org

- 1) Only NAID Associate Members may place a banner advertisement in the **NAID*Direct*TM**.
- 2) Banner ads are linked to the advertiser's web site at no additional charge.
- 3) The banner may be changed once per month at no charge.
- 4) The advertiser is responsible to produce the banner ad to the **NAID*Direct*TM** specifications provided here.
- 5) The appearance order of **NAID*Direct*TM** advertisers will rotate in sequence to a new position each issue – this ensures that each advertiser will be featured in the first ad position several times over the course of the 6 month minimum commitment
- 6) There will be NO limit to the number of ad placements sold.
- 7) The file size is to be no larger than 10KB.

Placement Opportunities & Specifications

LARGE:	120 Pixels Wide	x	240 Pixels High
MEDIUM:	120 Pixels Wide	x	120 Pixels High
SMALL:	120 Pixels Wide	x	60 Pixels High

Ad Specs: Must be submitted in the size selected above and in a JPEG or GIF format using a 216 color web safe palette being no larger than 10KB.

Please provide the hyperlink (web site) address here: _____

Placement Rates & Selection

NAID Associate Member Company: _____ Date: _____

Contact: _____ Email: _____

Phone: _____ Fax: _____

There is a six (6) month minimum commitment required. **There is a 10% discount if an entire year is purchased.**

Ads may be submitted on disk or by email.

<input type="checkbox"/> LARGE	US \$465/month	X	_____ Months	= \$	_____
<input type="checkbox"/> MEDIUM	US \$340/month		Applicable Discount	– \$	_____
<input type="checkbox"/> SMALL	US \$235/month		Total	US \$	_____

NAID*Direct*TM advertising rates will remain the same for the period covered by this insertion form but rates are subject to change upon expiration.

The initiation date of **NAID*Direct*TM** advertising is considered to be the date the electronic ad is received for posting. Banners will be posted in the **NAID*Direct*TM** issue immediately following their submission and remain posted until the expiration of the insertion commitment.

Unless otherwise indicated, you will be invoiced to the email listed on the form.

If you prefer to pay by credit card and do not have one on file, please call Accounting at (602)788-6243.

Please use credit card on file having the last four digits of _____

NAID Use Only

Rec'd: ___/___/___ Mem#: _____ Ad Rec'd: ___/___/___ SR entered: ___/___/___ QB: ___/___/___

Start of Insertion: _____ Last/Expiration of Insertion: _____