

NAID*Direct* Europe Advertising Insertion Form – 2010

General Info

Questions? Call: (602) 778-6243 x205 Email: advertising@naidonline.org

- 1) Only NAID Associate Members may place a banner advertisement in the **NAID*Direct* Europe**.
- 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* Europe** specifications provided here.
- 5) Every banner ad will be viewed no less that 100% of every issue of **NAID*Direct* Europe** for the insertion period purchased.
- 6) The appearance order of **NAID*Direct* Europe** 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. If you update your ad, there will be \$15 charge to keep your position (instead of automatically rotating to the bottom).
- 7) There will be NO limit to the number of ad placements sold.
- 8) 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	90 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 \$135/month	X	_____ Months	= \$	_____
<input type="checkbox"/> MEDIUM	US \$100/month		Applicable Discount	- \$	_____
<input type="checkbox"/> SMALL	US \$70/month		Total	US \$	_____

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

All NAID*Direct* Europe advertising fees must be paid in full at the time of order.

Payment & Order

Enclosed Check (Payable to "NAID") Check No.: _____ Payment USD\$ _____

AmEx Master Card Visa Acct No.: _____ Exp Date: _____

Name on Card: _____ Signature: _____

Mail to:
 NAID International Headquarters
 1951 W. Camelback Rd., Suite 350, Phoenix, AZ 85015

FAX to (only if paying by credit card):
 NAID
 (602) 788-4144

NAID-Europe Use Only

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

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