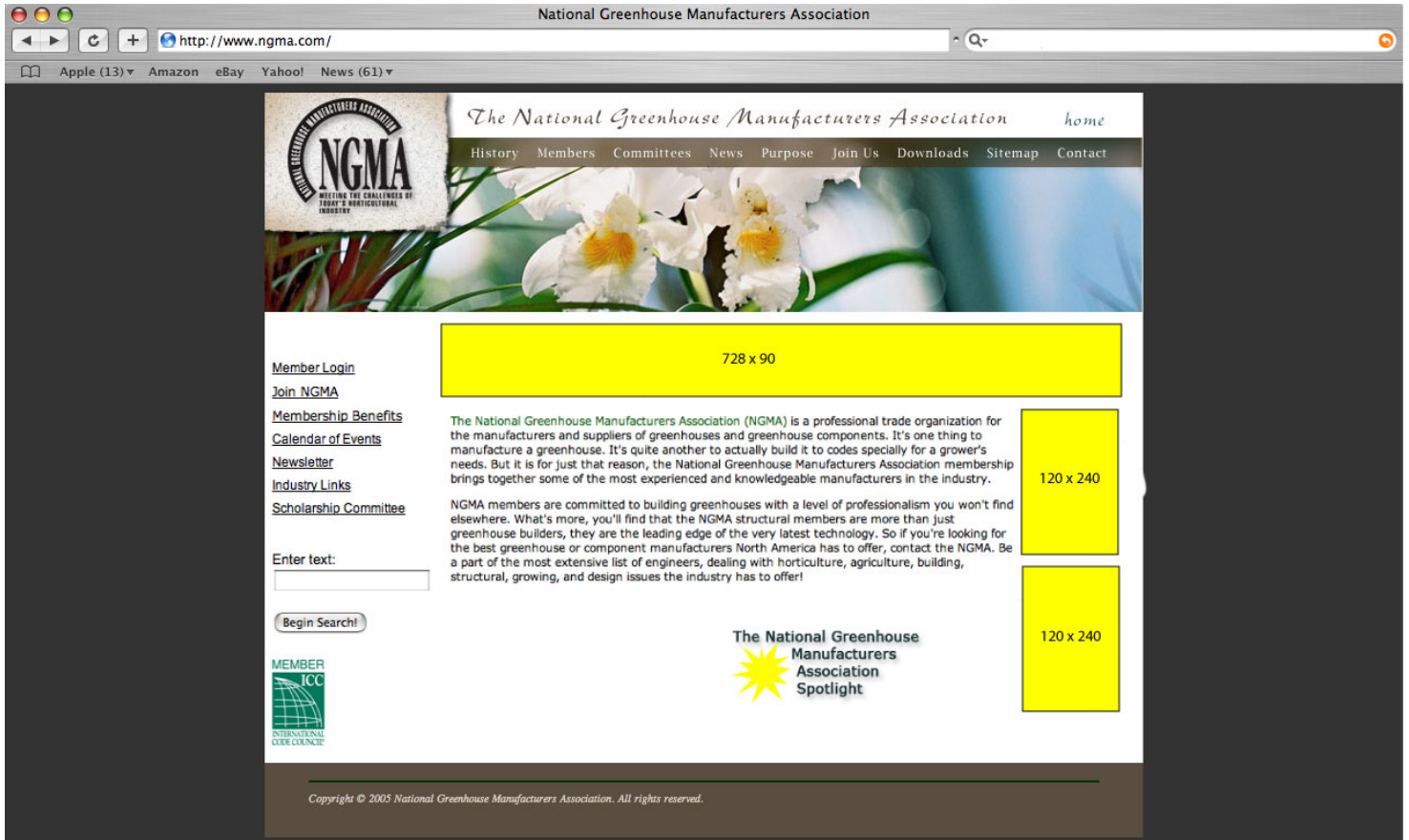




# Website Advertising Program

## Advertising Placement



NGMA is offering two placement positions for advertisements on [www.ngma.com](http://www.ngma.com). There are horizontal banner positions and vertical banner positions (depicted in the graphic above). We are offering multiple positions for each banner type. The maximum positions for the horizontal banner will be 5, and a maximum of 3 for each vertical banner (Total of 6). Advertisements will rotate on page click or page refresh. Please see the rate card for more details.

## Audience

Traffic to the NGMA website is tracked using Google Analytics software. We track monthly site activity including visits and page views, as well as ad clicks (provided upon request).



## www.ngma.com – NGMA Website Advertising Rate Card

Placement	Ad Type	Ad size	# of Positions**	Rates for NGMA Members (per month)		
				<u>1 month</u>	<u>3 months</u>	<u>6 months</u>
Run of Site*	Horizontal Banner	728 x 90 px	5	\$149	\$139	\$119
	Vertical Banner	120 x 240 px	6	\$99	\$89	\$79

Placement	Ad Type	Ad size	# of Positions**	Rates for Non-Members (per month)		
				<u>1 month</u>	<u>3 months</u>	<u>6 months</u>
Run of Site*	Horizontal Banner	728 x 90 px	5	\$199	\$179	\$159
	Vertical Banner	120 x 240 px	6	\$119	\$109	\$99

\* Run of site is defined by the following pages: Homepage, Join Us, Calendar of Events, Industry Links, Members, Committees, Purpose, and Downloads.

\*\* Ads will rotate up to the maximum number of positions on a page refresh or page click.

All rates are net and non-commissionable.

Rates shown are for advertising space only.

Creative services for ads are available at an additional fee. Please inquire.

New advertisements will be placed in rotation on the first business day of the month.

**Mechanical Requirements:** All files should be sent as GIF images at the size specified above (72 dpi). Advertisements can be sent via email to [communications@ngma.com](mailto:communications@ngma.com) or on a disk. Animated GIF files are acceptable.

### Terms & Conditions

1. Advertisements are placed on a first come, first serve basis.
2. No cancellations accepted after contracts are signed and submitted.
3. No agency commissions or cash discounts. Payment must be received prior to ad publication.
4. All ads are subject to the policies and approval of NGMA. NGMA reserves the right to withdraw or reject any advertisement at any time without prior notice to the advertiser when, in the sole judgment of NGMA, it conflicts with Board policy.
5. Advertisements containing pictures, illustrations or graphics deemed obscene, vulgar, racist, discriminatory, or otherwise offensive or inappropriate are prohibited.
6. Advertisers assume all liability for advertisements (including text, representation and content).

**Ad Type:**  Horizontal Banner  Vertical Banner

**Frequency:**  1 Month  3 Month  6 Month

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Payment:  Check  Credit Card

Card Type:  Visa  Mastercard

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Office Use Only**

Date Received: \_\_\_\_\_

Start Date: \_\_\_\_\_

End Date: \_\_\_\_\_

Ad sent by:  Email  Disk