

# IOA e-Newsletter 2009-2010 Banner Advertising Rates & Contract

	Full Banner	Half Banner
<b>Size -</b>		
<b>inches</b>	6" x 1"	3" x 1"
<b>pixels</b>	600 pixels x 100 pixels	300 pixels x 100 pixels
<b>1 issue</b>		
<b>full-time advertiser</b>	\$50/issue	\$25/issue
<b>half-time advertiser</b>	\$180/issue	\$90/issue
<b>e-only advertiser</b>	\$200/issue	\$100/issue

## Free full-size banner ad for IOA Associate Members that are full-time advertisers.

**Full-time advertiser:** An advertiser who has placed ads in five consecutive issues of the IOA Journal within one year.

**Half-time advertiser:** An advertiser who has placed ads in at least 3 issues of the IOA Journal within one year.

**e-Only advertiser:** An advertiser who has not placed an ad in the IOA Journal within one year.

**Publication Dates:** The IOA e-Newsletter is published 12 times a year, monthly and sent to approximately 1150 members. Please contact us by the 15th of the month prior to the issue month to place, pull or change an ad.

### Ads can be received in several ways:

1. On a PC-readable disk as an image: TIFF, JPEG, PDF or EPS
2. On a PC-readable disk as a document: Quark, Photoshop or Illustrator
3. Email as any of the above options to ioapr@ioaweb.org.

**Each banner will be an active link to the advertisers website so please make sure your website information is correct!**

## Contract for Banner Advertising • e-Newsletter of the Illinois Optometric Association

The undersigned agrees to place a \_\_\_\_\_-banner advertisement in the e-Newsletter of the IOA consecutively at the rate of \_\_\_\_\_ per issue, beginning with the \_\_\_\_\_, 2009 issue.

The undersigned agrees to have the advertisement at the IOA office by the deadlines listed above. This contract guarantees rate protection for the length of the contract, regardless of any new rate structure introduced during the contractual period.

**Terms: Net 30 days. Late payment charge of 1.5% per month on balances of 30 days or more past due. If contract is cancelled before end of contract, advertiser will pay the single issue rate for all ads placed under this contract.**

Name (print) \_\_\_\_\_ Signature \_\_\_\_\_

Company \_\_\_\_\_ Date \_\_\_\_\_ Member: \_\_\_ Yes \_\_\_ No

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Ext. \_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Website link for advertiser \_\_\_\_\_

IOA Communications Director \_\_\_\_\_ Date \_\_\_\_\_



Elizabeth Lewis, Director of Communications  
 304 W. Washington, Springfield, IL 62701  
 PH: 800-933-7289  
 FAX: 217-525-8018  
 ioapr@ioaweb.org

