

Online Advertising

NAWIC online, at www.nawic.org, is the Association's presence on the Internet. Monthly traffic to the website averages more than 50,000 unique visitors! Regularly updated, the site attracts new visitors daily and gives returning ones many great reasons to come back. Market your business through banner ads, or post job openings in NAWIC's Career Center.

Upper Homepage Banner Ad Size: 400 (width) by 200 (height) pixels

Upper Homepage Banner Ad Price: \$500 (per 30 days)

Lower Homepage Banner Ad Size: 720 (width) by 150 (height) pixels

Lower Homepage Banner Ad Price: \$350 (per 30 days)

Secondary Page Banner Ad Size: 174 by 174 pixels

Secondary Page Banner Ad Price: \$200 (per 30 days) for three pages

Accepted File Formats:

jpg, tiff, png, eps, animated GIFs, Javascript.

Our in-house graphic designer can design your ad for \$75.



WHAT A DEAL!

If you purchase a banner ad at NAWIC Online and advertise in The NAWIC IMAGE, you'll receive one FREE 30-day, single-ad, Career Center posting. That's a \$175 dollar value!

To advertise at NAWIC online, complete an online advertising agreement on last page.

For more information, contact Tim Elmore at time@nawic.org.

NAWIC Online Advertising Agreement

Company: _____ Product: _____

Frequency: _____ Months to Run: _____

Design Services: Yes No Cost: _____ Discount (if any): _____

Email: _____

Method of Payment: Check MC Visa Amex Disc Invoice

Name on Card: _____

Credit Card #: _____ Exp. Date: _____ CVV: _____

Authorized Signature: _____

Billing Address: _____ Billing Zip Code: _____

Billing & Discounts

- Payment in full is required for first-time advertisers prior to online publication. Agency commissions are the responsibility of the advertiser and will not be paid directly by The NAWIC IMAGE.
- Advertising must be inserted within one year of first insertion to earn frequency discounts.
- Advertiser and/or advertising agency shall at all times be jointly liable for all monies due and payable to the publisher.
- Advertisers will automatically be billed for all delinquent agency accounts.
- Insertion orders placed by an agency and/or advertiser represent acceptance of all terms and conditions in the rate sheet. We are not bound by conditions appearing on order blanks or copy instructions when such conditions conflict with these terms and conditions. Nor is NAWIC bound by conflicting contracts and orders received from advertiser or agency.

Terms and Conditions

- NAWIC reserves the right to refuse any advertisement that may be misleading, objectionable or not in keeping with the publication's standards.
- Publishers will plainly mark as "Advertisement" any advertising designed to simulate editorial content.
- If new rates are announced, advertiser will be protected at contract rates for the period of the contract.
- Advertiser and/or advertising agency assume liability for all content including text representation and illustrations of advertisement printed and for any claims thereof made against the publisher.
- When copy changes covered by a space contract or insertion order is not received by the closing date, copy previously run will be used.
- Two or more advertisers are not permitted to use the space under the same contract.
- Frequency discounts are granted only on receipt of space contracts in advance of insertion.
- Advertisers will be short-rated if within a six-issue period they do not use the number of insertions on which their billing has been based.
- Cancellation of an insertion order or space contract must be received no later than 10 days prior to publication. Cancellations received without the required notice will be billed for the insertion.
- All contracts must be in writing, and any changes in specifications must be received in writing prior to posting.

Signature signifies acceptance of all terms and conditions set above.

Authorized Signature: _____ Please PRINT name: _____

Company: _____ Phone: _____ Fax: _____

Address: _____ City: _____ State: _____ Zip: _____

Accepted for NAWIC Online by: _____ Date: _____

Send all insertion orders to NAWIC: 327 South Adams Street • Fort Worth, TX 76104
(800) 552-3506 • (817) 877-5551 • Fax: (817) 877-0324 • Email: autumnd@nawic.org