

24/7 Online Exposure - Improved Home Page

AMSA.ORG WEB BANNER ADVERTISING PACKAGES

Option #1: Premium Package (Maximum of 2 advertisers)

Premium Package Includes:

- A** 320x100 banner in CENTER of Home Page ▶ Larger size & more prominent location!
- B** 250x250 banner on Search Pages
- C** 180x150 banner on 5 Select Internal Pages
- ▶ Tagline on top of Home Page
- ▶ Social Media Package (one Facebook post and one Twitter tweet per month**)



Tagline Location!!

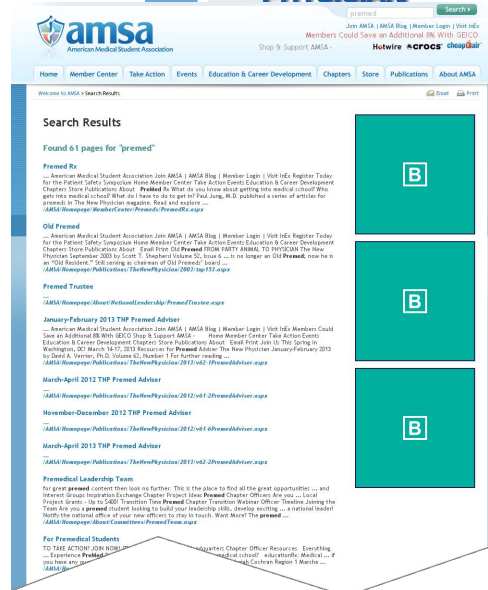
Rates (amounts given are per month)

1X	3X	6X	12X
\$2,500	\$2,150	\$1,850	\$1,500

Option #2: Internal Tab Package

Internal Tab Package Includes:

- C** 180x150 banner on 5 Select Internal Pages



Ad will be placed in on 5 internal tab pages with positioning on the pages rotated on a weekly basis. An upgrade to include one Facebook post per month** is available for an additional charge (20% of total rate).

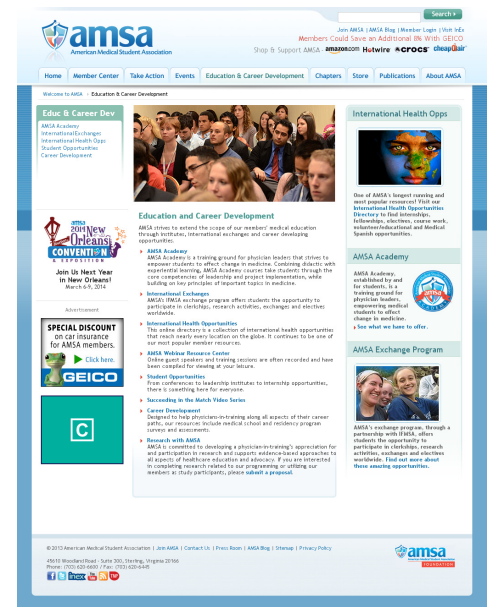
Rates (amounts given are per month)

1X	3X	6X	12X
\$1,000	\$850	\$825	\$800

**Based on AMSA's guidelines and communications calendar.

Maximum file size is 30K. GIF files with rotating images to create animation are encouraged but optional. Banner ad creative must be sent to adv@amsa.org at least five business days prior to start date for post to occur as scheduled.

All banner ads include a live link provided URL is sent with ad creative.



Contact Sandy Fridy • sfridy@amsa.org • (703) 665-4811