



**IAEI**

**WEEKLY UPDATE**

**2012  
Media Kit**

# Advertising Options



**A LEADERBOARD**

Purchasing the Leaderboard position in the *IAEI Weekly Update* provides your company with top exposure at a minimal cost and drives quality traffic to your website. This is the premier position in this valuable information source.

Dimensions: 728 px.-by-90 px.

File formats: JPEG, animated GIF

Maximum file size: 120k

**B SKYSCRAPER B1 HALF-SKYSCRAPER**

Skyscraper ads in the *IAEI Weekly Update* are sure to get your company's message noticed. The larger ad format provides prime real estate to sell your products or services to industry decision-makers.

Dimensions: 120 px.-by-600 px. Half: 120 px.-by-300 px.

File formats: JPEG, animated GIF

Maximum file size: 150k Half: 75k

**C TRADITIONAL BANNER**

Creative, attention-grabbing banner ads will help you get results. Banner ads allow your company to combine text, colors, graphics and animation into a unique sales message for committed buyers who read each issue of the *IAEI Weekly Update*.

Dimensions: 468 px.-by-60 px.

File formats: JPEG, animated GIF

Maximum file size: 50k

**D PRODUCT SHOWCASE**

The electrical power industry is in constant change. Showcase your latest product with this unique advertising opportunity. Showcase ads include a photo of your product and 50-word description with a direct link to your website.

Product Photo Dimensions: 175 px.-by-125 px.

File format: JPEG

Maximum file size: 20k

**E CALLOUT TEXT ADS**

Integrated into the look and feel of the *IAEI Weekly Update*, callout text ads allow you to carefully formulate your message to a niche market. A special graphical treatment ensures your message will get noticed.

*Callouts should be no more than 25 words, headline excluded.*

**F TRADITIONAL TEXT ADS**

Leverage the power of words by purchasing a traditional text ad to drive traffic to your website.

*Text ads should be no more than 15 words with a short, five-word headline.*



# WEEKLY UPDATE

## 2012 Rate Card

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

Advertiser (company name): \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Country: \_\_\_\_\_ ZIP/Postal Code: \_\_\_\_\_

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

Web site address: \_\_\_\_\_

1. **Insertion Schedule:** Starting date: \_\_\_\_\_ Ending date: \_\_\_\_\_

(Insertion schedule must be at the beginning of a monthly period. For example, March 1, 2012. Closing date is 15 days prior to the month's beginning).

2. **Advertising Type:**
- |   |        |   |        |
|---|--------|---|--------|
| <input type="checkbox"/> Leaderboard, 728 x 90        | \$5000 | <input type="checkbox"/> Product Showcase, 175 x 125    | \$3950 |
| <input type="checkbox"/> Skyscraper, 120 x 600        | \$3500 | <input type="checkbox"/> Callout Text Ads, 125 x 100    | \$2500 |
| <input type="checkbox"/> Half Skyscraper, 120 x 300   | \$3000 | <input type="checkbox"/> Traditional Text Ads, 125 x 50 | 1500   |
| <input type="checkbox"/> Traditional Banner, 468 x 60 | \$3500 | Loyalty discount:                                       | _____  |

ALL PRICES REFLECT A 90-DAY PUBLICATION SCHEDULE

3. **Banner Link-to Page** (url that banner will point to): \_\_\_\_\_

4. **Special notes:** \_\_\_\_\_  
\_\_\_\_\_

6. **Cost:** \_\_\_\_\_ **3-month** \_\_\_\_\_ **6-month** \_\_\_\_\_ **9-month** \_\_\_\_\_ **12-month** \_\_\_\_\_  
= TOTAL AMOUNT DUE PER POSTING

7. **Billing:**  Direct to advertiser

Are you a current advertiser in IAEI News?  
\_\_\_\_\_ Yes \_\_\_\_\_ No

Payment enclosed (Enclosed is my check for \$\_\_\_\_\_, I understand that this money is non-refundable and agree to follow all advertising conditions listed on this contract and in the rate card.)

**Please charge my:**  Mastercard  Visa  American Express

Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Cardholder's Signature \_\_\_\_\_

8. **Cancellation policy:** Cancellations and changes cannot be accepted after closing date.

Authorized signature \_\_\_\_\_ Date \_\_\_\_\_

FOR OFFICE USE ONLY

Date rec'd \_\_\_\_\_ Check no. Amount \_\_\_\_\_ CC Auth. # \_\_\_\_\_

## CONTRACT AND COPY RULES

Online rates are non-commissionable.

### Online Advertising Policy

All advertisements are subject to IAEI's approval. IAEI advertising does not guarantee or endorse product, service or company claims made in the advertisements.

- Advertising is separate from editorial content. Placement of digital advertising or hyperlink adjacent to editorial content on the same topic is prohibited.
- Advertisers and sponsors have no control over editorial decisions or advertising policy.
- Advertisements may link off-site to a commercial web site. IAEI does not assume any responsibility for any material contained on the web site to which it links.
- IAEI reserves the right to decline or cancel any submitted advertisement or discontinue posting of any advertisement previously accepted if technical, fraudulent or misrepresentative situations develop. We reserve the right to decline any link to or from the IAEI newsletter that is unacceptable.
- Before an ad can be posted, IAEI must have a signed advertising Weekly Update Insertion Order, including billing address and telephone number.
- Advertisers may change an ad three times per contract (for example, you can have a different ad per month). The first ad may be posted at the beginning of a month; alternate ads must be submitted at least fifteen days in advance.
- Advertisers who purchase ad impressions from IAEI must have either the company's registered URL or name in one of the frames of the ad. Under no circumstances do we accept advertising without identifying the company. The advertiser agrees that it is responsible to third parties for the content of advertisements placed. In the event that IAEI becomes liable to any third party as a result of an advertisement, the advertiser agrees to indemnify any or all of them for damages owed to the third party and for the fees and costs associated with the controversy.

All advertising contracts are net and are billed monthly unless otherwise noted. Payment net 30.

### Newsletter Ad Specifications

**Gif Banners:** File size may not exceed recommended size. Animated sequences cannot loop more than 3 times. Note: Java Applets, CGI Scripts: We can serve ads that use CGI scripts and Java but we cannot host them, the ad must be hosted on a 3rd party server.

**Shockwave Flash:** Third party must host banner and supply us with the coding that will direct us to the .swf file on their server. Viewers will need a sound card and/or a flash enabled browser to view these ads.

#### Additional Specifications:

- Ad must fill the entire allotted space (ex. 150 W x 300 H).
- Audio must be user-initiated and never automatic
- Audio insertion into flash file may begin no earlier than the second frame.
- If audio is used, creative must include an On/Off switch for users.
- No pop-up ads are permitted.
- Animation is limited to first 15 seconds; no continuous looping animation
- Creative must feature a 1 pixel border (gray [#666666] or black recommended, though any color that clearly distinguishes the ad from the content may be used)



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