

# naidCANADA.org Advertising Insertion Form – 2010

## General Info

Questions? Call: (602) 788-6243 x205 Email: [advertising@naidonline.org](mailto:advertising@naidonline.org)

- 1) Only NAID Associate Members with a market directory listing may place a banner advertisement.
- 2) Banner ads are linked to either the advertiser's web site or an email "mail to" form at no additional charge.
- 3) Banners ad spots are reserved for a one year period.
- 4) The advertiser is responsible to produce the banner ad to the specifications provided.
- 5) Every banner ad will be viewed no less that 25% of every hit on the page they are posted.
- 6) NAID-Canada website advertisers have first right of refusal upon expiration of the space reservation.
- 7) There will always be a limited number of ads placements available.
- 8) Any NAID Associate Member may purchase as many of the available banners as they would like. Every additional banner purchased on a specific Product or Service page increases the frequency of display by 25%.

## Placement Opportunities & Specifications

### NAID-Canada Market/Main Search:

There are a total of TWELVE (12) banner ads being sold on the MAIN SEARCH page of NAID-Canada MARKET among THREE (3) banner spots. Any one banner ad will be displayed an average of 25% of the time.

### NAID-Canada Market/Product Search Results:

There are a total of TWELVE (12) banner ads being sold on the PRODUCT SEARCH RESULTS pages of NAID-Canada MARKET among THREE (3) banner spots, i.e., Mergers & Acquisitions, Software & Database Management, etc. Every banner ad will be displayed an average of 25% of the time.

### Web Banner Specs:

Must be a 468 pixels Wide x 60 pixels High in a JPEG or GIF file (using the 216 color web safe palette) being no larger than 20KB.

## Placement Rates & Selection

NAID Associate Member Company: \_\_\_\_\_ Date: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

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

MAIN SEARCH PAGE: \$630x \_\_\_\_\_ Placement (see #8 above) = \$ \_\_\_\_\_

PRODUCT SEARCH RESULTS PAGE: \$315x \_\_\_\_\_ Placement(s) = \$ \_\_\_\_\_

Select Product/Service Page(s): \_\_\_\_\_ Subtotal \$ \_\_\_\_\_

Applicable Discount \$ \_\_\_\_\_

**Total USD = \$ \_\_\_\_\_**

Rates represent a one year period.

When more than one ad is purchased, the advertiser will receive a 10% discount on the total cost of their banner ads except where the pre-discount total is \$3,000 or more. Then the advertiser will instead receive a 20% discount on the total cost of their banner ads.

The initiation date of NAIDCanada.org advertising is considered to be the date the electronic ad is received for posting. Banner ads may be submitted on CD to the below address or by email to [advertising@naidonline.org](mailto:advertising@naidonline.org).

Please provide your hyperlink (web site) address here: \_\_\_\_\_

**All NAIDCanada.org advertising fees must be paid in full at the time of order, unless prior arrangements have been made with NAID.**

## Payment & Order

Enclosed Cheque (Payable to "NAID") Cheque No.: \_\_\_\_\_ Payment USD\$ \_\_\_\_\_

AmEx  MasterCard  Visa Acct No.: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

### Mail to:

NAID International Headquarters  
1951 W. Camelback Rd., Suite 350, Phoenix, AZ 85015

### FAX to (only if paying by credit card):

NAID  
(602) 788-4144

NAID Use Only

Rec'd: \_\_\_/\_\_\_/\_\_\_ Mem#: \_\_\_\_\_ Ad Rec'd: \_\_\_/\_\_\_/\_\_\_ SR entered: \_\_\_/\_\_\_/\_\_\_ QB: \_\_\_/\_\_\_/\_\_\_

Start of Insertion: \_\_\_\_\_ Last/Expiration of Insertion: \_\_\_\_\_ Com: \_\_\_\_\_