

Institute of Management Accountants

Portland, Oregon Chapter

Web site Advertising

Online advertising with the Portland Chapter of the Institute of Management Accountants provides great value at low cost. Your ad will be read monthly by site visitors—the over 500 Chapter members. The Portland Chapter won first place in the 2006 National IMA web site competition, so you will have your ad appearing on a quality site.

Placing an Ad

- Complete the Web Site Advertising Contract on the next page.
- All arrangements must be made through Don Adams at don@gulicktrucking.com.
- Ads will run in approximately one month rotations. They will be refreshed each month at the same time meeting information is refreshed, so the ad will be visible during the peak site visit time when members are registering for meetings,
- Payment must be prepaid by check.

Size and Location of Ad

- Ads appear only on the home page of www.imapdx.org.
- Ads will be posted on the home page on the left-hand side of the page, based on the order determined by our web designer.

Mechanical Specifications

- Only GIF or JPG formats are allowed.
- No animation is allowed.
- URL Links must include complete, specific click-through destination address
- Please supply a maximum of 30 characters of text that will appear when a visitor's mouse hovers over the ad.
- There is limited space for ads and time needed to prepare and post an ad. Advance communication is strongly encouraged.

Web Site Ad Rates

- All rates are for a contiguous number of rotations, for example, Sep-Oct-Nov for 3 rotations.

Size	1 Rotation	3 Rotations	6 Rotations	9 Rotations	12 Rotations
200 by 200 pixels	\$175	\$345	\$585	\$820	\$1,035
200 by 230 pixels	\$190	\$385	\$665	\$930	\$1,180
200 by 270 pixels	\$205	\$440	\$765	\$1,080	\$1,370

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1. Circle the size of your ad:
 - a. 200 by 200 pixels
 - b. 200 by 230 pixels
 - c. 200 by 270 pixels
2. Circle the number of rotations you want your ad to run:
 - a. 1 month
 - b. 3 months
 - c. 6 months
 - d. 9 months
 - e. 12 months
3. Provide your ad in a GIF or JPG format at least one month prior to the date you wish to start the ad.
4. All advertising must be prepaid by check.
5. All ads subject to the following terms and conditions:

Liability: Advertisers and their agencies assume liability for all content of advertisements posted and assume responsibility for any claims against the publisher. The advertisers and their agencies indemnify and hold harmless the publisher from any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for defamation, libel, violation of right of privacy, plagiarism, and copyright infringement. Advertisements are accepted and published by the publisher upon the representation that the agency or advertiser is authorized to publish the entire contents and subject matter thereof. Advertising agencies and advertisers agree that the publisher shall incur no liability by reason of error or omission. The publisher reserves the right to set the amount of advertising space and to reject ads which do not meet requirements.

Topics of Interest: Advertising must be related to products or services of interest to members of the Institute of Management Accountants in their role as professionals. The publisher may reject advertising deemed inappropriate for its audience.

Lead time: The contract, payment and artwork must be received at least two weeks in advance of the scheduled posting date of the advertisement. The publisher will make a reasonable effort to post each rotation of an advertisement for no less than 25 days.

Cancellations: Cancellations must be received in writing two weeks prior to the scheduled posting date of an advertisement. Cancelled advertising will be subject to a handling and preparation fee of \$75 per contract rotation so refunds will vary on a case-by-case basis.

Compliance with Ethics: All advertisement must comply with the Institute of Management Accountant's Code of Ethics as posted on the www.imapdx.org web site. No advertisement may reference race, gender, religion, ethnicity, or nationality.

I agree with these terms and conditions: _____

Print Name _____ Title _____

Company _____ Date _____