NEBRA

101 Foreside Road, Cumberland Foreside, ME 04110-1419
(781) 229-6009 treasurer@ne-bra.org

Online Advertising Order Form

Fax to (786) 549-7633

Company

Address

Billing Address (if different than above)

Phone Fax email

Authorizing Signature Order Date

If ad agency, Name

Agency Representative

Address

Phone Fax email

Date Ads are to Begin

Ad Description		Ad Cost
	Sub Total	
	TOTAL COST	

RATES

Banner ads are at the top of every page but may rotate with other banners. Banner advertisements (468 x60 pixels) are $60 per month. Button Ads and Text Link Boxes (120x60 pixels) are on the right side of every home page and do not rotate. Cost is $30. per month.

ADVERTISING TERMS

An insertion order must be filled out completely, signed, and delivered before an advertisement will go online. Banner impressions will not be reserved without a signed insertion order. Clients will be invoiced in advance. All advertising invoices must be paid in advance in full. All advertising sales are final. If you have any questions regarding our terms, please contact Kitty Farago at treasurer@ne-bra.org or phone us at (781) 229-6009. Orders can be faxed to (786) 549-7633.

ADVERTISING MATERIALS SUBMISSION POLICIES

Advertising materials are due at least one week prior to the start date and must comply with the specifications below. Please email all advertising materials to treasurer@ne-bra.org. When sending images, please be sure to include the complete URL of the accompanying link, as well as any appropriate ALT text for the advertising image.

ACCEPTED IMAGE FORMATS

We accept images in the GIF format only. We will accept animated images in the GIF 89a format, either in single or infinite animation loops. For standardization purposes, we do not accept ads that incorporate Java, Shockwave, Future Splash, video, sound, or any other multimedia format other than GIF 89a animation. We do not accept MAP files. GIF images must contain no more than 256 colors. Images that incorporate the safety palette are recommended.

IMAGE SIZES AND DIMENSIONS

Ne-bra.org has voluntarily elected to conform to the CASIE/IAB Standard advertising image sizes. Banner ads must be 468 pixels wide by 60 pixels high. All graphics must not exceed 15K in size.