

# ITA ONLINE ADVERTISING RATE SHEET

## Size

300 pixels x 250 pixels

## Cost

\$395 per quarter

\$1,422 per year (10% discount)

- 300 x 250 banners are set in a random loading pattern with a maximum of 10 other adverts. They appear on all pages of the website (except membership management pages & submission forms). The banners do not revolve or rotate once the page is loaded.
- Adverts are booked on a first-come, first-serve basis. Payment must be received within 10 days of booking to guarantee your space. Adverts will not be placed on the site until payment has been received in full.
- Payment (quarterly and annual) must be made by US Dollar check (drawn on a US Bank) payable to International Trombone Association or by Visa/MasterCard.
- Banners must be approved for usage of the ITA Webmaster and meet our Terms of Use policy (see below).
- Banners that do not meet the technical specifications may be assessed a one-off \$30 re-design fee to be paid in advance. Banners can be designed from supplied artwork for a cost of \$30 per banner (non-animated).
- Images/artwork for annual banners may be updated quarterly. Design costs remain as stated above. Images/artwork for quarterly banners may not be changed during the advertising period unless agreed by the ITA Webmaster.
- Advertisers must specify one URL link which will be referenced in a new window by clicking on the advertising banner.

## SITE USAGE

The ITA Website is one of the world's leading trombone websites receiving 400,000 page views a month and over 900,000 individual visitors each year

## QUARTERLY SCHEDULE

1st Quarter January 1 – March 31

2nd Quarter April 1 – June 30

3rd Quarter July 1 – September 30

4th Quarter October 1 – December 31

## TECHNICAL INFORMATION

- Banner Sizes are 300 pixels (wide) x 250 pixels (tall). Artwork must be supplied in these sizes, otherwise it will be resized automatically. If resizing is not acceptable, a revised design must be supplied.
- Banners may only be supplied as GIF or JPG file formats. Flash files are not acceptable
- GIF files may contain animated graphics
- File size must not exceed 80kB

## **TERMS OF USE POLICY**

By submitting an advertising banner for display on the ITA Website, you are agreeing to abide by ITA's Terms of Use Policy

The International Trombone Association (ITA) reserves the right to reject or remove any link or advertising banner to any website or webpage it considers inappropriate or to any website or webpage which contains links to other webpages or websites ITA considers inappropriate

ITA reserves the right to remove any link or advertising banner if the content of a website or webpage is altered in such a way that ITA considers it has become inappropriate or if the website or webpage has added links to other webpages or websites ITA considers inappropriate.

The International Trombone Association considers material inappropriate that is defamatory, offensive, or of an obscene or menacing character, or which may, in our judgment, cause annoyance, inconvenience, anxiety or distress to any person.

The Webmaster's decision to publish or remove any link or advertising banner is final.

A link or advertising banner listed on the ITA Website in no way constitutes an endorsement of the organization, individual, product or opinion to which the link is associated.

ITA shall not be held responsible for the content of websites or webpages viewed via a link or advertising banner appearing on the ITA website.

No refunds will be paid to advertisers whose site changes so that it no longer complies with this policy and thus results in their advert being removed. This policy is subject to change at anytime without notice.

## **CONTACT & BOOKINGS**

To book your online advert, please e-mail Shawn McNamara at [webads@trombone.net](mailto:webads@trombone.net)