

## ELECTRONIC MEDIA RATE CARD

# ARMA International Web Seminars

Sponsoring a Web Seminar program with ARMA International is easy and cost-effective! ARMA International Web Seminars follow ARMA International's curriculum for education development and usually provide ICRM maintenance credits.

You receive qualified sales leads – making you a super-star in front of your sales and marketing team. Average registration for our ARMA International pre-recorded Web Seminars is 310. Your company will be associated with an objective, credible event hosted by the leading association serving the records management profession where 87% report they play a role in product or purchase decisions. Call 888.277.5838 today for a list of available web seminars to sponsor.

### What We Do:

- Provide the speaker, handle the promotion on the ARMA home page and through three e-blasts to our members and non-members, manage the content, and do the back-end technical work
- Recognize your company on the introductory and closing slides of the presentation with your company logo, URL link, and an audio read of your company/product description of 50 words or less

- Have registrants answer five polling questions you provide – qualify leads, learn more about the industry or offer a giveaway
- Collect registrant name, company, title, address, city, state, and zip in an Excel file and ask attendees to opt in and provide their telephone number and e-mail address
- Send an e-blast to the registrants provided by you after the event

### Sponsorship Commitment

**Cost:** \$3,000 (one Web Seminar)

### Materials Needed:

- Company logo, 72-dpi jpg or gif file to fit 252 x 80 pixel space
- URL address for link
- Company/product description of 50 words or less
- One sentence company "mission" statement
- Five sponsor-provided questions

# Industry Intelligence Web Seminars

Having difficulty getting attendees to come to your Web Seminars? ARMA International has an eager audience for your company-led Web Seminar. Hour-long Industry Intelligence Web Seminars are a great opportunity to educate records management professionals and drive leads for your sales staff.

### What We Do:

- Announce the Industry Intelligence Web Seminar on ARMA International's home page, [www.arma.org](http://www.arma.org), and promote the event to ARMA International members and non-members
- Place on the Web Seminar registration landing page your company logo, title of event, description of session, learning objectives, and presenter bios and photos
- Have registrants answer five polling questions you provide – qualify leads, learn more about the industry or offer a giveaway
- Collect registrant name, company, title, address, city, state, and zip in an Excel file and ask attendees to opt in and also provide their telephone number and e-mail address
- Host preparatory sessions with your presenters

- Provide an experienced event moderator to help your speaker with recording and technical matters.
- Archive the web seminar for up to 12 months

### Sponsorship Commitment

**Cost:** \$6,000 (one Web Seminar)

### Materials Needed:

- Company logo, 72-dpi jpg or gif file to fit 252 x 80 pixel space
- URL address for link
- Company/product description of 50 words or less
- One sentence company "mission" statement
- Five sponsor-provided questions

### Contact

Karen Lind Russell/Krista Markley  
ARMA International  
[Karen.Krista@armaintl.org](mailto:Karen.Krista@armaintl.org)  
+1 888.277.5838 (U.S. & Canada)  
+1 913.217.6022

[www.arma.org](http://www.arma.org)



# ARMA International Web Seminar Placement Request Form

Company Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State/Prov.: \_\_\_\_\_ Country: \_\_\_\_\_ ZIP/Postal Code: \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_\_ ) \_\_\_\_\_

Contact Name: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

Internet Address (for links): http://\_\_\_\_\_

**Yes, I would like to advertise on ARMA International's website in the following manner:**

**Industry Intelligence Web Seminar**

Topic \_\_\_\_\_ Date \_\_\_\_\_

**ARMA Education Web Seminar**

Topic \_\_\_\_\_ Date \_\_\_\_\_

## Cost Per Insertion:

Fixed Rate \$ \_\_\_\_\_

\$ \_\_\_\_\_

**TOTAL** \$ \_\_\_\_\_

**Please Invoice** (Payment due before go-live date.)

**Credit Card**  VISA  MasterCard  American Express  Discover

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

Name of Cardholder \_\_\_\_\_

Card Holder's Signature \_\_\_\_\_

By signing this contract, you agree to follow all web seminar general conditions.

\_\_\_\_\_  
Adv. Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
ARMA International Signature

\_\_\_\_\_  
Date

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

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

A copy of this contract will be returned to advertiser upon approval by ARMA International.

Send ad materials and this form to:

ARMA International • Karen Lind Russell/Krista Markley  
11880 College Blvd., Suite 450, Overland Park, KS 66210 USA  
Fax: +1 913.341.3742 • [Karen.Krista@armaintl.org](mailto:Karen.Krista@armaintl.org)

[www.arma.org](http://www.arma.org)



## General Conditions

Advertisements are accepted upon the representation that the advertiser and its agency have the right to authorize publication of the contents thereof and that the advertisements will not violate the rights of any third party. In consideration of such publication, advertiser and its agency agree to indemnify, defend, and hold harmless ARMA International against any expense, claim, or loss arising out of publication or any breach of advertiser's representations or warranties.

All advertisements are subject to acceptance by ARMA International and must conform to the policies that apply to the website. ARMA International reserves the right not to accept any advertisement or space reservation and not to commit to specific position requests.

Positioning of advertisement is at the discretion of ARMA International except when a request for specific preferred position is agreed to in writing by ARMA International.

Artwork must arrive at ARMA International at least 10 days prior to online date.

Subject matter, size, wording, illustration, and typography of all advertising is subject to ARMA International's approval. Advertisers and agencies assume liability for the content of their advertisements and assume responsibility for any claims therefore made against ARMA International.

All accounts must be paid in full before going live.

Cancellations or changes in order will be honored only if received in writing 30 days prior to scheduled publication date and accepted by an authorized representative of ARMA International.

Cancellations received in writing by ARMA International prior to going live may be eligible for a refund of up to 50% of the space reservation fee paid to date. Cancellations received after going live will not be eligible for a refund.

Those accounts that are outstanding for 30 days or more will be restricted from advertising until payment is received, and the account will be referred to the principal client. Payment not received after 120 days will be turned over to a collection agency.

ARMA International will not be liable for any costs or damages (including incidental or consequential) if, for any reason, it fails to post any advertisement. ARMA International's liability for any error or omission, in whole or in part, will not exceed the cost of the advertisement as quoted on the ARMA Online Rate Card.

Advertisers and their agencies are liable for all payments due ARMA International.

No conditions other than those set forth on this Placement Request Form will be binding on ARMA International unless specifically agreed to in writing by ARMA International.

ARMA International makes no representation, warranty, or guarantee of consumer responsiveness or hits on ARMA's website.

Renewals for banners and weblets must be renewed within 30 days of expiration, or ARMA has the option of releasing the space to another advertiser.

## Commissions

All rates for advertisements on ARMA Online Rate Card are noncommissionable.