

ELECTRONIC MEDIA RATE CARD

ARMA International Banner Advertising

Put your company's name, products, and services before the highly targeted audience of records and information management professionals who visit arma.org each month. Traffic averages 152,000 visits per month and 750,000 page views per month, including 20,000 unique visitors.

This standard banner option rotates throughout ARMA's website, including the homepage, thereby increasing your chances of being seen more than once as visitors move around the site. Banners are run-of-site, including homepage, and a maximum of nine, per position, are posted in the rotation.

Banner Advertising Rates

Get visitors' attention with a banner ad that rotates throughout the site. The following rates are per banner.

Advertising Option	3 Mos.	6 Mos.	12 Mos.
Square Banner (150 X 150 pixels)	\$1,728	\$2,900	\$3,950

Ad Specifications

All images should be 150 x 150 pixels with a resolution of 72 dpi (standard screen resolution).

ARMA International, www.arma.org, cannot guarantee the appearance of images because of browser differences. Images must be provided electronically as 72 dpi JPEG, animated GIF files (maximum size of 50K). Files may be sent via e-mail upon notification to ARMA International.

Contact

Karen Lind Russell/Krista Markley
ARMA International
11880 College Blvd., Suite 450
Overland Park, KS 66210

Karen.Krista@armaintl.org
+1 888.277.5838 (U.S. & Canada)
+1 913.217.6022

www.arma.org



ARMA International Banner Advertising 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:

Banner Advertising - www.arma.org

Square Banner (150 W x 150 H)

3 months \$1728 6 months \$2900 12 months \$3950

Start date _____ End date _____

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

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.

Advertisers under contract will be rate-protected as per the terms of the contract.

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.