

# Advertising Insertion Order Web Banner Ad

ASCD is hereby authorized to publish the web advertisement of:

## Advertiser

Company Name \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Country \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Email \_\_\_\_\_  
 Website \_\_\_\_\_

URL that ad should link to when clicked:  
 \_\_\_\_\_

**Banner Type**    Standard    Animated

**Banner Ad Information:** Banner ads are sold on a monthly basis, with discounted rates available for frequency. Banner ads are sold net of agency commission.

**Banner Ad Placement:** Banner ads run on a rotating basis with a maximum of 5 messages throughout www.ascd.org.

**Insertion Deadlines:** Ads are posted at the beginning of the month, unless otherwise requested. Ads are due one week prior to ad launch date.

## Commitment

Number of months \_\_\_\_\_  
 Beginning (mm/dd/yyyy) \_\_\_\_\_  
 Ending (mm/dd/yyyy) \_\_\_\_\_

## Advertisement authorized by:

Name (print) \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Company \_\_\_\_\_  
 Date \_\_\_\_\_

By signing above, I acknowledge that I have read and agree to the Publisher's Conditions and Copy Regulations.

1. **READ** and **VERIFY** information.
2. **PRINT** a copy.
3. **SIGN** and **FAX** to CMS: 1-404-347-9771
4. **CREATE BANNER AD** and **EMAIL** materials to jason@capitolmediasolutions.com or jt@capitolmediasolutions.com.

## Agency

Company Name \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Country \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Email \_\_\_\_\_  
 Invoice to    Advertiser    Agency

## Banner Ad Rates

| Frequency                      | Run-of-site Banner Ad | Net Rate |
|--------------------------------|-----------------------|----------|
| <input type="radio"/> 1 month  | \$6,000 (per month)   | \$       |
| <input type="radio"/> 2 months | \$5,500 (per month)   | \$       |
| <input type="radio"/> 4 months | \$5,000 (per month)   | \$       |

### Run-of-site Skyscraper

|                                |                     |    |
|--------------------------------|---------------------|----|
| <input type="radio"/> 1 month  | \$5,000 (per month) | \$ |
| <input type="radio"/> 2 months | \$4,500 (per month) | \$ |
| <input type="radio"/> 4 months | \$4,000 (per month) | \$ |

### ASCD Express

|  |                    |    |
|--|--------------------|----|
| <input type="radio"/> Banner ad: 468 x 60  | \$1200 (per month) | \$ |
| <input type="radio"/> Banner ad: 160 x 600 | \$1000 (per month) | \$ |
| <input type="radio"/> Logo ad: 88 x 31     | \$500 (per month)  | \$ |

### ASCD Edge

|   |                   |    |
|---|-------------------|----|
| <input type="radio"/> Leader board: 728 x 90 (when available) | \$500 (per month) | \$ |
| <input type="radio"/> Banner Ad: 160 x 240                    | \$400 (per month) | \$ |
| <input type="radio"/> Logo: 88 x 31 (when available)          | \$400 (per month) | \$ |

### ASCD InService

|   |                   |    |
|---|-------------------|----|
| <input type="radio"/> Banner ad: 160 x 240 (below the fold) | \$700 (per month) | \$ |
|---|-------------------|----|

**TOTAL      \$**



**Web Site**

**Leader Board Specifications**

**Ad Dimensions:** 728 x 90 pixels  
**File Type:** JPEG, Flash, GIF or Animated GIF (limited to four loops)  
**Maximum File Size:** 40kb  
**Colors:** RGB

**Skyscraper Ad Specifications**

**Ad Dimensions:** 160 x 240 pixels  
**File Type:** JPEG, Flash, GIF or Animated GIF (limited to four loops)  
**Maximum File Size:** 40kb  
**Colors:** RGB



**ASCD Edge**

**Leader Board Ad Specifications**

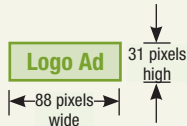
**Ad Dimensions:** 728 x 90 pixels  
**File Type:** JPEG, Flash, GIF or Animated GIF (limited to four loops)  
**Maximum File Size:** 40kb  
**Colors:** RGB

**Skyscraper Ad Specifications**

**Ad Dimensions:** 160 x 240 pixels  
**File Type:** JPEG, Flash, GIF or Animated GIF (limited to four loops)  
**Maximum File Size:** 40kb  
**Colors:** RGB

**Logo Ad Specifications**

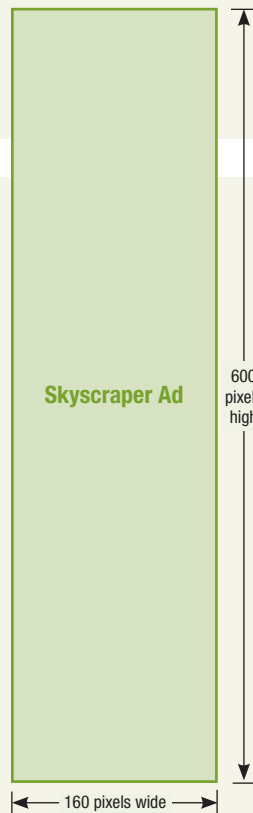
**Ad Dimensions:** 88 x 31 pixels  
**File Type:** JPEG or GIF  
**Maximum File Size:** 10kb  
**Colors:** RGB



**ASCD InService**

**Skyscraper Ad Specifications**

**Ad Dimensions:** 160 pixels wide x 240 pixels high  
**File Type:** JPEG, Flash, GIF or Animated GIF (limited to four loops)  
**Maximum File Size:** 40kb  
**Colors:** RGB



**ASCD Express**

**Leader Board Ad Specifications**

**Ad Dimensions:** 468 x 60 pixels  
**File Type:** JPEG, Flash, GIF or Animated GIF (limited to four loops)  
**Maximum File Size:** 40kb  
**Colors:** RGB

**Skyscraper Ad Specifications**

**Ad Dimensions:** 160 x 600 pixels  
**File Type:** JPEG, Flash, GIF or Animated GIF (limited to four loops)  
**Maximum File Size:** 40kb  
**Colors:** RGB

**Logo Ad Specifications**

**Ad Dimensions:** 88 x 31 pixels  
**File Type:** JPEG or GIF  
**Maximum File Size:** 10kb  
**Colors:** RGB



**Advertising Sales**

**Capitol Media Solutions, LLC**

Jason Morrison  
 703-348-3918 (Alexandria Office)  
 404-347-4128 (Atlanta Office)  
 jason@capitolmediasolutions.com

JT Hroncich  
 703-348-3917 (Alexandria Office)  
 404-347-4170 (Atlanta Office)  
 jt@capitolmediasolutions.com

**Publisher's Conditions and Copy Regulations**

(Publisher as used in the following refers to ASCD, its officers and staff.)

1. All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising.
2. The publisher's liability for any error will not exceed the charge for the advertisement in question.
3. The publisher, while taking all care, assumes no responsibility for the inaccurate reproduction of digitally submitted advertisements resulting from improper file preparation, including but not limited to artwork, graphics, color and type.
4. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
5. All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, orders may be canceled at the time the change in rates becomes effective without incurring a short-rate adjustment, provided the rate has been earned up to the date of cancellation.
6. Advertisers who do not meet the publisher's credit criteria will be required to lodge a credit card as security for their banner ad insertion orders.
7. Payment terms are net 30 days. Overdue accounts may be charged 11/2 percent per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices.
8. All prices quoted are net and do not qualify for any agency commissions.
9. In the event of non-payment, the publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
10. Verbal agreements are not recognized.
11. In the event of non-payment or other breach, the advertiser and/or its advertising agency shall be jointly and severally liable for reasonable collection costs, including court costs and attorneys' fees. If it becomes necessary to file suit to collect any amounts owed hereunder, the jurisdictional site shall be the state of Virginia.
12. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract, when they conflict with these terms and conditions or any amendment hereto.
13. All advertisements are accepted for the web site entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the posting of advertising, the advertiser and/or agency will fully hold harmless and indemnify the publisher from and against any claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the posting of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or things contained in the advertisement.
14. A advertising insertion is conditioned upon acceptance of the publisher.
15. The construction, interpretation and performance of any advertising contracts and/or insertion orders shall be governed by the domestic laws of the state of Virginia, USA.