

# Digital Advertising Opportunity.

Advertising in your association's publication has always been an exceptional way to reach your target market. Now you can extend your reach with digital ads on your association's magazine website.

RIGHT CONSUMER, RIGHT PLACE, RIGHT TIME.

If you would like to advertise digitally or have questions, we look forward to speaking with you. Call **855.747.4003** or email [sales@thenewslinkgroup.com](mailto:sales@thenewslinkgroup.com).

EVERY DIGITAL AD SHOULD CONTAIN FOUR MAIN COMPONENTS:

1. **Your logo or company name**
2. **A value proposition**
3. **An image or visual representation of your service**
4. **A CTA button**

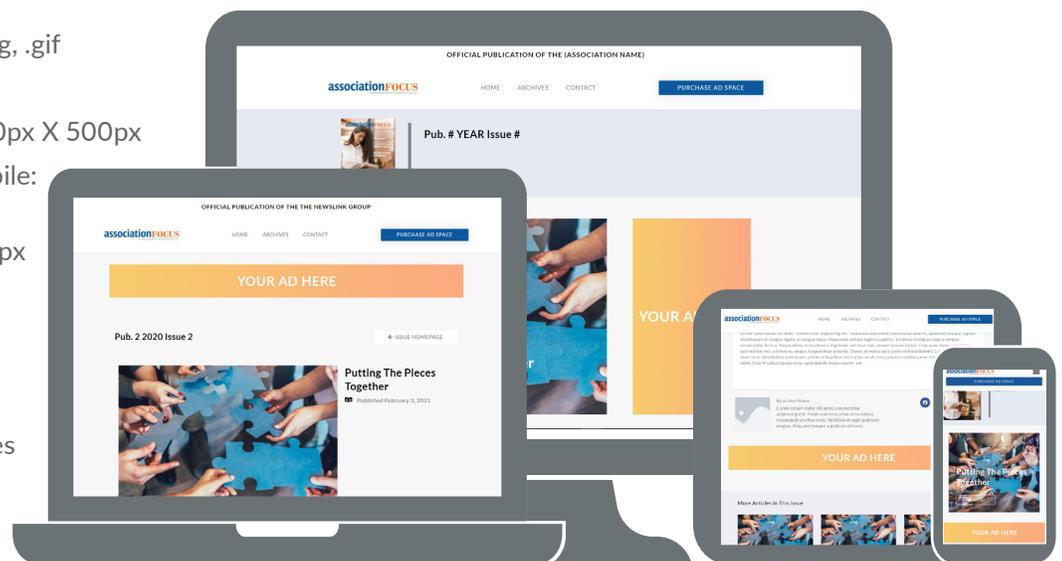


## 2021 Digital Advertising Rates

Size	Per Issue
Issue Homepage Skyscraper	\$450
Article Leaderboard Top (exclusive to entire publication)	\$750
Article Leaderboard Bottom (exclusive to one article)	\$350

- Digital ad formats: .jpeg, .jpg, .png, .gif
- File size of 150KB or smaller
- Issue Homepage Skyscraper: 300px X 500px
- Issue Homepage Skyscraper mobile: 600px X 120px
- Article Leaderboard: 970px X 90px
- Article Leaderboard Mobile: 600px X 120px
- Resolution: 72-150 ppi

\*125 characters of text or less. Images that consist of more than 20% text may experience reduced delivery.



## Space is limited.

Reserve your ad placement today.

# Purchase a digital ad.

Name		
Company Name		
Title		
Website		
Phone		
Address		
City		
State	Zip Code	Country
Email		
Production Contact Name		
Production Contact Email		
Association Name		
Publication Name		

Ad size	Number of Issues	Run Dates	Total cost
Issue Homepage Skyscraper			
Article Leaderboard Top			
Article Leaderboard Bottom			

**Payment Method:**  Please invoice me  Credit Card

Ad Purchaser	Signature of Purchaser
Ad Agency	Ad Purchased For

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders are non-cancelable. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

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