



# anesthetist.org

American Academy of Anesthesiologist Assistants

## WEBSITE ADVERTISING OPPORTUNITIES

### Advertising Policies

- AAAA reserves the right to refuse any advertising on the basis of editorial discretion.
  - AAAA reserves the right to terminate advertising at any time for any reason. Orders will be prorated at the monthly cost for early termination.
  - AAAA reserves the right to label an ad as "Advertisement" if it cannot be easily distinguished from content.
  - Products and/or services advertised by external organizations on the AAAA website are in no way endorsed by AAAA.
  - Ads will be inserted on the first day of each month.
  - Advertising is sold on a first come, first served basis.
  - Advertised product/service must relate to healthcare and/or health-care worker products and services.
  - Advertising to be furnished by the advertiser.
  - Ad changes: 1 ad for one month contract
  - 6 ads for 6-month contract
  - 12 ads for 12-month contract
  - Submitted artwork: JPEG, maximum file sizes and pixel dimensions listed below.
  - Ads with blue backgrounds must have a black 1-pixel border around the edge of the design.
  - Insertion Order Deadline for each month is the FIRST DAY OF THE MONTH PRIOR TO THE DISPLAY MONTH.
- Customer supplied artwork must adhere to any and all trademark and copyright laws.
- Advertiser branding, i.e., logo or name, must appear on all advertising.

### Costs (per month)

ON THE HOME PAGE				
<b>728x90 Leaderboard</b>	Max file size: 40k	12x: \$350	6x: \$375	1x: \$400
<b>120x240 Vertical Banner</b>	Max file size: 30k	12x: \$350	6x: \$375	1x: \$400
ON INSIDE PAGES				
<b>728x90 Leaderboard</b>	Max file size: 40k	12x: \$275	6x: \$300	1x: \$325
<b>120x240 Vertical Banner</b>	Max file size: 30k	12x: \$275	6x: \$300	1x: \$325

10% Discount for AAAA Members.

### Benefits of advertising on **anesthetist.org**

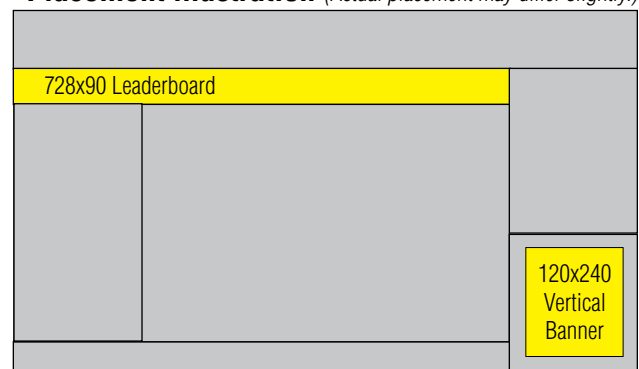
**Highly Targeted Marketing:** Internet advertising allows advertisers to specifically target a receptive market for products and services.

**Desirable Demographic:** Reach a rapidly growing niche market of health care providers via the ONLY professional organization for AAs.

**Cost-effective:** Web advertising allows you to reach a specific audience for specific products in an environmentally friendly way. Ad banners combine the benefits of broadcast, print, and direct mail advertising.

**Deep Content:** With an ad banner presenting your message, AAs can click and go directly to your web site, accessing as much material about your company and product as you care to present.

### Placement illustration (Actual placement may differ slightly.)





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## WEBSITE ADVERTISING INSERTION ORDER

Today's Date \_\_\_\_\_

- PLEASE PRINT -

Advertiser: \_\_\_\_\_ Product/Service: \_\_\_\_\_

Billing Client: \_\_\_\_\_ Contact Person: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### ON THE HOME PAGE

<b>728x90 Leaderboard</b>	Max file size: 40k	<input type="checkbox"/> 12x: \$350	<input type="checkbox"/> 6x: \$375	<input type="checkbox"/> 1x: \$400
<b>120x240 Vertical Banner</b>	Max file size: 30k	<input type="checkbox"/> 12x: \$350	<input type="checkbox"/> 6x: \$375	<input type="checkbox"/> 1x: \$400

### ON INSIDE PAGES

<b>728x90 Leaderboard</b>	Max file size: 40k	<input type="checkbox"/> 12x: \$275	<input type="checkbox"/> 6x: \$300	<input type="checkbox"/> 1x: \$325
<b>120x240 Vertical Banner</b>	Max file size: 30k	<input type="checkbox"/> 12x: \$275	<input type="checkbox"/> 6x: \$300	<input type="checkbox"/> 1x: 4325

*10% Discount for AAAA Members.*

Advertising and position requests will be taken on a first come, first served basis. Every effort will be made to accomodate your request. **Deadline for receipt of art is the first day of the month PRIOR TO THE DISPLAY MONTH. Payment must be received and processed prior to ad being displayed.**

TOTAL COST: \$ \_\_\_\_\_

Special Instructions: \_\_\_\_\_

### Method of Payment:

Check     VISA     MasterCard     American Express

Card No: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Printed Name on Card \_\_\_\_\_

Tax ID #: 58-1372066

If paying by check, please make checks payable to **AAAA** and mail to:

**AAAA • 2209 Dickens Road • Richmond, VA 23230-2005**

Phone (804) 565-6363 • Fax signed and completed form to: (804) 282-0090 • Email: ray@societyhq.com