

Get heard. Get seen. Get noticed.

Advertise on New York's Premier PR Web Site – www.prsany.org

Great exposure. Great placements. Great rates.

More than 1,000 unique visitors weekly and growing.

PRSA-NY provides exceptional Web site advertising opportunities for individuals and organizations that want to reach the thousands of public relations and communications professionals in the New York City metropolitan region. Our Web site is an ideal venue for agencies, service companies, consultants, publications, membership associations, educational institutions and others. You do not have to be a member to advertise.

Advertising Specifications & Delivery Instructions

- Home & Main Page ads are horizontal 300 X 150
- All ads must have resolution of 72 dpi (dots per inch)
- All ads must be JPEG formatted file, optimized for Web
- All ads must be under 10KB in file size (10240 bytes)
- Specify your desired ALT TEXT (text to be displayed in browsers which cannot render images) and provide URL for hyperlink
- Ads should be e-mailed as attachments, or sent on CD-ROM, to:

PRSA-NY

555 8th Avenue, Suite 1902
New York, NY 10018
212-228-7228
Fax: 646-417-6378
E-mail: info@prsany.org
Website: prsany.org

Ad Locations & Rates

Ad Location

Web ads appear at the lower right of the Home and other main domain pages.

Ad Rates

See rate chart below for per month, 6-month and 12-month examples. Discounts are available on the 6 month and 12 month contracts (special discount is also available for current PRSA-NY Professional Partners).

As a PRSA-NY advertiser your ad will appear on the Home & Main pages for a cost of:

<u>1-5 Months</u>	<u>6 Months</u>	<u>12 Months</u>
\$450 per month*	\$1,350**	\$2,700***

Rate & Payment Policies

- Rates are predicated on, and discounted, for 6-month to 12-month contracts
- Orders for less than 6 months are available at significantly higher rates
- All contracts must be paid in full before ads run
- There is a limit of five ads in rotation for any one ad location.

- ***For 1 to 5 months, per-month rate is double the standard 6 and 12 month per-month rate**
- ****For 6 months, \$1,350** (\$225 per month) **plus** take 5% off the total (15% for current chapter professional partners)
- *****For 12 months, \$2,700** take 10% off the posted total

• **If you or your company is a PRSA-NY Professional Partner (PP)**, take 10% off the total for one to 5 months, 15% off the total for 6 months and 20% off the total for 12 months. Professional Partners pay \$1,500 yearly for an array of PR and marketing benefits, including a linked listing in our Web site service directory and participation in chapter committees. See our Web site for details on benefits and how to apply.

- Ad rates are based on a six-month to 12-month minimum contract.
- For placements of less than six months, the cost is double the monthly rate for minimum contracts (e.g., one Home & Inside Page Ad would cost \$450 per month for three months instead of \$225 per month for six or 12 months).
- All contracts must be paid in full before ads run.

Ad Policies

- PRSA-NY has the right to reject any and all advertising for its website and publications.
- PRSA-NY has the right to request changes to ads before they run if it deems that some or all of the content is inappropriate for its members and/or the general public.
- Any advertisement simulation of our website's editorial matter in appearance or style, which is not immediately identifiable as advertising, is not acceptable. Publisher reserves the right to insert the word "advertisement" above or below any copy.
- The Publisher shall not be liable for any errors in the ads provided by the advertiser. The Publisher's liability for any other error will not exceed a credit for the cost of the space occupied by the error.
- The Publisher shall not be liable for damages if, for any reason, it fails to publish an advertisement, or for any error in the advertisement not caused by the Publisher.
- When acceptable copy has not been furnished when due, Publisher maintains the right to repeat the most recent advertisement or to charge for the space reserved.
- In the event of non-payment, Publisher reserves the right to hold the advertiser and/or its ad agency liable for payment.
- In no event will refunds, adjustments or make-goods be made because of position.
- The Publisher reserves the right to charge advertisers for what it considers excessive production requirements.
- **Agency Commission:** A 15% commission is earned on the space rate to recognized advertising agencies only. Agencies earn this commission by electronically submitting completed website ads. Publisher-set ads and production charges are non-commissionable.
- **Terms:** All advertising must be paid at least 5 business days before placement unless other terms have been agreed to by the chapter. If payment is not received as required, the advertising will not run. If ads are cancelled, the pro-rated cost of the outstanding ads will be credited toward a future placement. No refunds will be made to the advertiser.
- **Rate Changes:** Notification of changes in rates will be made at least 30 days prior to the date on which change takes effect. All advertiser contracts will then be adjusted to the new contract rate.
- **Special Positions:** When available, special positions will incur a 20% premium charge. If the special position cannot be accommodated, the charge will not be assessed, but the cost for the ad space will still be the financial responsibility of the advertiser.