



Banner Advertising

Lead Generation & Branding Programs Available

Advertising with ARMA International is smart business if you're trying to reach information management professionals.

Here's why:

Monthly traffic on *arma.org* averages more than

152,000
Visits

750,000
Page Views

20,000
Unique Visitors

89%

of ARMA Members

go to *arma.org* for information management and information governance resources and news. Compare that to Google, Yahoo, and AOL coming in a combined second at 76%.

5

Pages Per Visit

Your standard banner ad rotates on ARMA International's website, including the homepage, with an average of five pages per visit, meaning your ad will be highly

\$350

10,000 Members

You can reach more than 10,000 ARMA International members for as low as \$350 a month! (Creative services available for an additional fee.)

Are you interested in lead generation, geo-targeting, or building brand awareness? Regardless of your goal, we can help drive traffic to your products and website through online banner advertising to your target market.

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 Now \$1,555	\$2,900 \$2,465	\$3,950 \$3,160

Ad Specifications

All images should be 150x150 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

**Jennifer Millett or
David Vickers**

ARMA International
11880 College Blvd., Suite 450
Overland Park, KS 66210

jennifer.millett@armaintl.org
+1 888.277.5838 (U.S. & Canada)
+1 913.217.6022

david.vickers@armaintl.org
+1 888.274.9137 (U.S. & Canada)
+ 913.428.8924



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 \$1555 6 months \$2465 12 months \$3160

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 _____

A copy of this contract will be returned to advertiser upon approval by ARMA International.

By signing this contract, you agree to follow all web seminar general conditions (see reverse side).

Adv. Authorized Signature _____ Date _____

ARMA International Authorized Signature _____ Date _____

Title: _____

Title: _____

Send ad materials and this form to:

ARMA International
Karen Skaggs
11880 College Blvd., Suite 450, Overland Park, KS 66210 USA
Phone: +1913.217.6016 / Fax: +1913.341.3742
karen.skaggs@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 advertising rates are noncommissionable.