

Media and Advertising Opportunities

Targeted Marketing: Over 34,000 Visitors a Year

Audience: Florida Career Schools and Colleges



Serving Florida
since 1956

About FAPSC

What is the Florida Association of Postsecondary Schools and Colleges?

FAPSC is a non-profit member organization serving career schools and colleges licensed by the Florida Department of Education Commission for Independent Education (CIE).

Our Mission: FAPSC provides leadership, support and advocacy for quality career education.

Our Values: FAPSC advocates for increased access to postsecondary education by providing students with choices that meet their needs regardless of institutional ownership. FAPSC members support professionalism, integrity and accountability and hold themselves to the highest level of ethical standards and fair practices.

ONLINE ADVERTISING OPPORTUNITIES

ONLINE BANNER ADS

Website advertisements link directly to your company Websites and may be purchased for a twelve – month run (all ads run for consecutive months).

Duration & Ad Rates: 1 Year; \$1,500; 1 Month \$250

Banner Specifications: Rotating banner ad 1125 pixels wide x 360 pixels deep. The Banner Ad is located at the top of our homepage. The ad will have front page rotation, updating every 15 seconds. The ad may be changed throughout the year to highlight special offers. A link may be placed in your ad.

File size: 40 k maximum. Image file formats: JPEG, PNG, GIF, (no animation)

Frequency & Schedule: Web advertising is sold on a first – come, first – served basis. All web – ready ads will be posted within five business days of receipt. Payment is due in full prior to posting of advertisement. All ads run for consecutive months.

Mailing Instructions: Online advertisements must be submitted electronically though email or on disk. If link is included, please submit target URL link. Send disk to: Florida Association of Postsecondary Schools and Colleges, Attention: Wanda Minick, 150 South Monroe Street, Suite 303, Tallahassee, FL 32301 or email your files to Wanda@FAPSC.org.

ONLINE ADVERTISING ORDER

Advertiser: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-Mail: _____

Target URL: _____

Start Date: _____ End Date: _____

FAPSC FOCUS E- FLASH ONLINE E-NEWSLETTER

Rates: Included with Paid Membership

FAPSC FOCUS E-Flash, a monthly e-newsletter, provides timely articles and industry news to our members. Associate members can sponsor *FAPSC FOCUS E-Flash* for six to twelve month increments. (all advertisers run for consecutive months). Advertisers receive the following benefits:

- ▶ Company logo and 25- word description in the *FAPSC FOCUS E-Flash* with a link to your corporate site. Image file formats: JPEG, PNG, GIF, (no animation)
- ▶ Opportunity to provide content for one (1) issue of the *FAPSC FOCUS E-Flash* as agreed to by the Florida Association of Postsecondary Schools and Colleges and where relevant content and trends prevail. Please send in plain text format. Should photo accompany article please remit image file formats as follows: JPEG, PNG, GIF, (no animation)

(Subject matter must be applicable for audience and not used for promotion).

WEBINARS

Rates: \$299 per webinar

As a sponsor of a Webinar program, you'll bring professional development opportunities directly to FAPSC audiences. Webinar sponsors receive:

- ▶ Logo and link on email promotions.
- ▶ FAPSC will do all the marketing and communication to attract attendees to your webinar.
- ▶ Webinar Registration list (includes: name, company, email address of attendees).

FAPSC MEDIA & PUBLISHING PAYMENT / ORDER FORM

E – Mail: Wanda@FAPSC.org

Fax: (850) 577-3133 ATTN: Wanda Minick

Mail: Florida Association of Postsecondary Schools and Colleges, 150 South Monroe Street, Suite 303, Tallahassee, FL 32301

CONTACT INFORMATION

Advertiser: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____ Website: _____

PAYMENT INFORMATION: Signing this form signifies your agreement to pay at the rates and under the conditions stated herein. All sponsorships must be paid in advance by check or credit card.

Signature: _____ Date: _____

Please Charge the credit card listed below for payment

Check is enclosed made payable to FASPC (mail payment to FAPSC, 150 South Monroe Street, Suite 303, Tallahassee, FL 32301)

CREDIT CARD INFORMATION: VISA MASTERCARD AMEX Note: By using Visa, Mastercard or check you could help save FAPSC \$10,000 per year in AmEx fees

Credit Card #: _____ Code: _____ Exp. Date: _____

Name as Printed on Card: _____

Billing Address for Card: _____

City: _____ State: _____ Zip Code: _____

Authorized Signature: _____ Date: _____

ATTENTION ADVERTISERS/SPONSORS: This serves as a contract. The Florida Association of Postsecondary Schools and Colleges is authorized to insert your advertisement and / or banner ad according to the specifications listed on the Insertion Order Form(s). Executive of this insertion order signifies assumption of legal responsibility to pay for all advertising in accordance with The Florida Association of Postsecondary Schools and Colleges terms as stated in the Advertising Terms & Conditions. Advertising copy deemed objectionable by the publisher for any reason may be rejected. The submission of the FAPSC MEDIA & PUBLISHING PAYMENT / ORDER FORM constitute agreement to abide by the policies and information as stated in the Florida Association of Postsecondary Schools and Colleges 2010 – 2011 Partnership and Advertising Opportunities.