

ARIZONA ORGANIZATION OF NURSE EXECUTIVES

ADVERTISING ORDER FORM

This form is for purchasing digital advertising on our website and/or in our electronic member communications. For information on visibility opportunities at our programs, refer to the Partner Prospectus or contact the AzONE Office (480) 491-5627 for assistance.

Company Name: \_\_\_\_\_
Contact Person: \_\_\_\_\_
Contact Email Address: \_\_\_\_\_
Contact Phone: \_\_\_\_\_ Ext: \_\_\_\_\_
Web: \_\_\_\_\_
Preferred Start Date: Month: \_\_\_\_\_ Year: \_\_\_\_\_
URL for Hyperlink: \_\_\_\_\_

Payment Method: [ ] Check [ ] Credit Card (Amex, MC or Visa)
Name on Card: \_\_\_\_\_
Billing Address: \_\_\_\_\_
Number: \_\_\_\_\_
CVV: \_\_\_\_\_ Expiry: \_\_\_\_/\_\_\_\_ Zipcode: \_\_\_\_\_
I certify I am an authorized user of this card and have read/agree to the terms & conditions below and authorize the charges indicated below.
Card Holder's Signature: \_\_\_\_\_

I, the undersigned, am authorized to act on behalf of the above named Company and wish to purchase the checked items below. I understand that items are awarded on a first-paid, space available basis and that IASB reserves the right to not publish my ad. I hereby acknowledge that I have read and agree to the Terms & Conditions below.

Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_

AD TYPES & RATES

Web Ads (WWW.MYAZONE.ORG)

Placement is available as a side box on home page and a banner on most subpages. Your ad will rotate along with a maximum of 2 other ads. All ads include a hyperlink.

Side Box\*: [ ] \_\_\_ x \$300/month [ ] 12x (year) \$3,000 \$ \_\_\_\_\_
Banner: [ ] \_\_\_ x \$100/month [ ] 12x (year) \$1,000 \$ \_\_\_\_\_

e-Ads (DIGITAL PUBLICATIONS)

Paid ads are limited to 2 box ads or 1 banner ad per issue. All ads include a hyperlink.

Box eAd: [ ] \_\_\_ x \$100/issue [ ] 6 issues \$500 \$ \_\_\_\_\_
Banner eAd: [ ] \_\_\_ x \$200/issue [ ] 6 issues \$1,000 \$ \_\_\_\_\_

\*Bonus: Includes a banner ad on subpages. Total: \$ \_\_\_\_\_

ARTWORK SPECIFICATIONS

Email your artwork to info@nonprofitorg.info by the 15th of the month prior to the Start Date. We will confirm receipt of artwork. Artwork files must be in JPG, GIF or PNG format. All artwork should be optimized for web viewing—use RGB not CMYK and max size is 300KB; We will resize artwork if needed.

Sizes: please see the max sizes below; smaller artwork may be submitted and will be centered it as needed on a white background.

- Web Side Box: 330 x 200 pixels
• Web Subpage Banner: 1125 x 180 pixels (horizontal)
• eAd Box: 250 x 168 pixels
• eAd Banner: 500 X 168 pixels (horizontal only)

TERMS & CONDITIONS

Ad Cycles & Artwork Changes: Monthly Web Ads start on the 1st and run through the end of the month - changes are not allowed during the month. Yearly Web Ads start of the 1st of the month and run through the last day of the 12th month following the Start Month (End Date) - up to 2 ad artwork and/or URL changes may be made during a cycle. Changes are due by the 15th of the month prior and are implemented on or before the 1st of the month (at our discretion). E-Ads are issue-specific.

Approval: Advertising is subject to approval and we may reject an advertiser or artwork for any reason. Rejected advertisers are eligible for a full refund.

Artwork: All artwork must meet the specifications listed above. We reserve the right to resize artwork as needed.

Cancellations/Refunds: Ads may be cancelled at any time—cancellations must be in writing (mail, fax or email) and acknowledged by us. Cancellations made by the 15th of the month prior to the Start Date will be entitled to a full refund.

Cancellations after this date will be entitled to an advertising credit for unpublished ads (Note: yearly ads that are cancelled will be reverted to the Monthly Ad rate prior to a refund or credit).

Date Definitions: Start Date is first day an ad will be displayed (typically the first day of a month for the website and issue month for digital publications). Please indicate a Preferred Start Date at time of purchase (we will advise if the date is not available and provide alternate dates). End Date is the last day an ad will be displayed (typically the last day of a month). Ads not renewed by the deadline will be removed after 4PM (Pacific Time) on the End Date. Removal is at our sole discretion.

Deadlines: Artwork/ Payment is due by the 15th of the month prior to the Approved Start Date. After this date unpaid ads are subject to rescheduling or forfeiture. Please allow at least 2 business days for artwork to be uploaded from date of receipt.

Payment: we accept checks (make payable to AzONE) and credit cards: Amex, MasterCard and Visa. To receive the quantity discount, ads must run consecutively.

Placement: A max of 3 Web Ads per type will be displayed with Yearly Ads being in the first rotating position followed by Monthly Ads and House Ads (at our discretion). The Banner Ad appears on all the banner-enabled subpages - we are not able to honor requests for it to only appear on specific pages. A max of 2 eAds (box) or 1 eAd (banner) will be displayed in a digital publication - box ads are displayed side by side. We determine the order and placement (will be in top 1/3 of the publication).

Renewal: To ensure uninterrupted advertising, advise us of your intention to renew at least 2 months prior to the End Date. Artwork and Payment Deadlines remain the same as noted above.