

**2019 MPL Association Banner Advertising Rates, Specifications,  
Contractual Order Form, and Terms and Conditions**

**Banner Ad Rates**

**Sidebar Premium Placement (240 x 220 pixels)**

<b>Duration of Contract</b>	<b>Affiliate Partner Rate per Month</b>	<b>Non-Affiliate Partner Rate per Month</b>
3 months	\$600	\$800
6 months	\$575	\$775
9 months	\$550	\$750
12 months	\$525	\$725

**Sidebar Run of Site (240 x 220 pixels)**

<b>Duration of Contract</b>	<b>Affiliate Partner Rate per Month</b>	<b>Non-Affiliate Partner Rate per Month</b>
3 months	\$500	\$700
6 months	\$475	\$675
9 months	\$450	\$650
12 months	\$425	\$625

**Footer Premium Placement (300 x 100 pixels)**

<b>Duration of Contract</b>	<b>Affiliate Partner Rate per Month</b>	<b>Non-Affiliate Partner Rate per Month</b>
3 months	\$500	\$700
6 months	\$475	\$675
9 months	\$450	\$650
12 months	\$425	\$625

**Footer Run of Site (300 x 100 pixels)**

<b>Duration of Contract</b>	<b>Affiliate Partner Rate per Month</b>	<b>Non-Affiliate Partner Rate per Month</b>
3 months	\$400	\$600
6 months	\$375	\$575
9 months	\$350	\$550
12 months	\$325	\$525

### **Industry Services Guide (680 x 90 pixels)**

<b>Duration of Contract</b>	<b>Affiliate Partner Rate per Month</b>	<b>Non-Affiliate Partner Rate per Month</b>
3 months	\$400	\$600
6 months	\$375	\$575
9 months	\$350	\$550
12 months	\$325	\$525

### **Industry Services Guide Listing (without banner ad)**

List your company name in the MPL Association Industry Services Guide and get recognized by those MPL professionals seeking goods and services. The cost is \$1,300 per year for non-Affiliate Partners.

### **Banner Ad Specifications**

#### **Dimensions and Acceptable File Formats**

Sidebar Premium Placement and Run of Site banner ads are 240 x 220 pixels. Footer Premium Placement and Run of Site banner ads are 300 x 100 pixels. Industry Services Guide banner ads are 680 x 90 pixels. Banners must be submitted in GIF, JPG, PNG format. Rich-media ads (HTML, Flash, etc.) are not acceptable.

#### **Hypertext Link**

Advertisers must provide the web address (URL) to which they want their banner ad linked. Please note that only one URL will be accepted.

#### **Location and Rotation**

Banner ad locations are specified by the type of ad contract selected. Please note that Run of Site ads may be in rotation with other advertiser banner ads.

#### **Advertisement Submission**

MPL Association online banner ads will be accepted for posting starting on the first day of the month, or the first business day thereafter. You may submit your Internet-ready ad and click-through URL at least seven days in advance of your advertising placement to [banderson@MPLassociation.org](mailto:banderson@MPLassociation.org). A valid MPL Association Online Banner Ad Contractual Order Form must be received by the MPL Association not later than 10 business days prior to the insertion date. Updated banner ad designs may be sent at any time, with 72-hour notice prior to posting, to [banderson@MPLassociation.org](mailto:banderson@MPLassociation.org).

#### **Questions**

For questions, or for more information, call Eric Anderson at 301.947.9000, ext. 212.

**2019 PIAA Banner Ad Contractual Order Form**

Company/Organization: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Title: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_

Billing Information (if different from above)  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip: \_\_\_\_\_

**Insertion Order Description**

**Placement type:**            Sidebar        Footer  
**Premium Placement:**    3 months    6 months    9 months    12 months  
**Run of Site:**            3 months    6 months    9 months    12 months  
**Industry Services Guide:**  3 months    6 months    9 months    12 months  
**Industry Services Guide:**  12 month listing (without banner ad)

Click-thru URL: \_\_\_\_\_  
Ad Placement Start Date: \_\_\_\_\_  
Authorized by: \_\_\_\_\_  
Date: \_\_\_\_\_  
Authorizing Signature: \_\_\_\_\_

**Payment Information**

Check Enclosed (*make payable to the MPL Association*)  
 Visa            Mastercard        American Express

Amount Due: \_\_\_\_\_  
Credit Card Number: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_  
Name on Card: \_\_\_\_\_  
Signature: \_\_\_\_\_

**Return completed application with payment to:**

MPL Association  
Attn: Communications Department  
2275 Research Blvd., Suite 250  
Rockville, MD 20850

## **General Terms and Conditions**

The following are the general terms and conditions regarding advertising on the MPL Association Internet website ([www.MPLassociation.org](http://www.MPLassociation.org)).

1. Advertiser acknowledges that it is generally familiar with the nature of the Internet and proposed uses thereof.
2. In consideration of the placement of advertisements on the MPL Association website, [www.MPLassociation.org](http://www.MPLassociation.org), the advertiser (and agency, when applicable) agrees to, jointly and severally, indemnify and save the MPL Association, its officers, directors, agents, and employees harmless from and against any and all claims, suites, losses and/or expenses arising out of any aspects of the content and/or the appearance of such advertisement(s) on [www.MPLassociation.org](http://www.MPLassociation.org), those arising from claims or suits for defamation, copyright, or trademark infringement, misappropriation, or violation of the right of privacy act.
3. It is agreed that the advertiser (and agency, when applicable) are liable for payment of invoices for advertising make available on [www.MPLassociation.org](http://www.MPLassociation.org). Any reference to the MPL Association in advertisements, promotional material, or merchandising by the advertiser (or agency, when applicable) is prohibited, with the exception of the use of the MPL Association Affiliate Member logo.
4. The MPL Association shall not be subject to any liability whatsoever for any failure to provide reference or access to all or any part of the advertising due to systems failures or other technological failures of the MPL Association or the Internet or other circumstances beyond the MPL Association's control.
5. Unless otherwise agreed to by the MPL Association and advertiser and/or agency, the MPL Association shall have the right to insert the advertising in various areas of the MPL Association website at its discretion.
6. The MPL Association is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency. In the event of such errors or omissions in an ad, the advertiser will not be entitled to a refund.
7. All advertisement copy is subject to the approval of the MPL Association.
8. The MPL Association reserves the right to provide advertising of equal or comparable value in the event that the specific advertising area/time/space or unavailable.
9. The MPL Association has the right, in its sole discretion, to book any advertiser, even if another advertiser would be deemed to be a competitor.
10. Advertiser cannot resell ads or allow other parties to use the ad space without the MPL Association's written permission.
11. Advertiser warrants that their advertisements will not violate any applicable law, regulation, or third party right, rights of privacy, or advertising laws, and that the advertiser will at all times comply with generally applicable advertising standards and practices and the standards and practices of the MPL Association, including the MPL Association's privacy policy and terms of use.
12. Advertiser represents it has a reasonable basis for any claims made in its ad.

13. In no event will the advertiser state or imply that its ad or services are endorsed by the MPL Association.
14. Advertiser will be solely responsible for all customer service and order fulfillment.
15. Invoices for banner advertisements will be sent on or about the first date on which the advertising is scheduled to appear on [www.MPLassociation.org](http://www.MPLassociation.org). Ads will be discontinued if payment is not received within 30 days. Past due amounts are subject to additional finance charges of one percent (1%) per month on the unpaid balance.
16. All rates are net, non-commissionable. No cash discounts or other discounted rates will be available.
17. No minimum circulation or exposure is guaranteed hereunder.
18. Minimum contract term is one month.
19. Advertiser agrees to all of the above General Terms and Conditions upon execution of the MPL Association Online Banner Advertising Contractual Order Form.