



CA Los Angeles Chapter

2007 WEB, FAX and E-BLAST Advertising Rates & Information

BI-WEEKLY NEWSBRIEF BANNERS*

Position	Width	Depth	Member	Non-Member
Top or Middle of Newsbrief				
--2-6 Runs	468px	60px	\$300	\$500
--7+ Runs	468px	60px	\$275	\$475

*Note: Prices are for each run

Position	Width	Depth	Member	Non-Member
Top - 1 Time Run	468px	60px	\$475	\$500
Middle - 1 Time Run	468px	60px	\$475	\$500

*Note: Price is the same for a link to download flier from calendar listing.

EBLAST / FAXBLAST**

TYPE	Member	Non-Member
EBLAST - Full Page	\$500	\$700
FAXBLAST - Full Page	\$500	\$700

WEBSITE BANNERS***

Runs	Width	Depth	Price
1 month	468px	60px	\$300
3 months	468px	60px	\$200

*Note: Contact Jon Cable at (800)678-9724 ext. 329 regarding Website Banners.

*Note: Only members of the Resources and Services Directory may order a website banner ad. A basic Resources and Services profile is only \$375 per year. To sign up for the Resources and Services Directory please see www.asidla.org or contact Jon Cable at (800)678-9724 ext 329.

DESIGNER MAILING LIST RENTAL

TYPE	Member	Non-Member
Pre-Printed, One Time Use Labels	\$500	\$1000

Technical Requirements

All graphic material must meet the following requirements:

.JPG or .GIF Format (Animated GIF's are allowed)

Resolution must be 72dpi

RGB color management

File size for each ad must not exceed 100kb

Ad Creation

If you do not have a banner ad already created we can create one to suit your needs. Prices for production services are \$50 per work hour. All advertising materials for the Bi-Weekly Newsbrief requiring production are due no later than the Bi-Weekly Newsbrief deadline.

Industry Partner Information

For information on becoming an Industry Partner Member, call 310-659-4716.

* 1st come 1st serve for Top Position

** Please allow up to 48 hours to process

*** Subject to availability

Non-ASID Events:

Contact Tim Diffley at ASID/LA
(310)659-4716

WEB STATISTICS

Daily Average:
500 Unique Visitors
15,000 Page Views
20 Pages Per Unique Visitor

Monthly Average:
15,000 Unique Visitors
350,000 Page Views

Yearly Totals:
3.7 Million Page Views
200,000 Unique Visitors

Growth Potential:
The growth trend for the past year is 7% each month. The projected growth for each month of 2007 is 10%

NEWSBRIEF/EBLAST STATISTICS

Total Membership: 1,736

Allied Members: 354

IP Members: 401

Professional Members: 325

Student Members: 656

Closing Dates

Bi-Weekly Newsbrief:
28th and 12th of every month

If you have any questions regarding pricing please contact Tim Diffley at (310)659-4716 or asidoffice@asidla.org

If you have any questions about technical specifications, please contact Jon Cable at (800)678-9724. ext. 329 or jcable@pcinews.com

All advertising sales, printing and publishing will be coordinated by:

PCI

Publications & Communications, LP
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www.pcinews.com